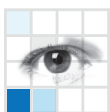


DRIVE YOUR CREATIVE

Out-of-Home Communication Study
By Perception Research Services



PERCEPTION RESEARCH SERVICES
INTERNATIONAL

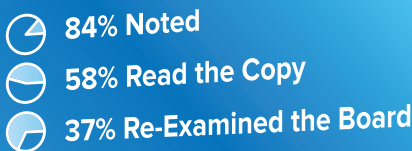


Who we are

Founded in 1972, Perception Research Services has pioneered the linkage between stopping power and attitudinal research. We've spent over thirty five years documenting the ability of signage, advertising, packaging and point-of-sale materials to generate sales.

Headquartered in Fort Lee, New Jersey—with offices in Geneva, Hong Kong and Melbourne—we conduct *PRS Eye-Tracking* to record attention in over 50 countries, administering over 600 custom research studies for our clients each year.

In 2008, PRS was hired by the Traffic Audit Bureau (TAB) to record actual audience behavior via *PRS Eye-Tracking* for the Out-of-Home industry. This resulted in the Out-of-Home rating system—known as “Eyes On”—that reports true commercial audiences, offering more precise metrics than available for any other medium.



What it is

Now, PRS is introducing a new diagnostic tool that harnesses the power of our research methodology to enable you to evaluate and fine tune Out-of-Home creative executions prior to posting.

Utilizing virtual drive and walk sequences, the PRS Out-of-Home Communication Study (OOHCS) uses both *PRS Eye-Tracking* and verbal questioning to provide the only quantitative evaluation service developed specifically for Out-of-Home advertising.

OOHCS maximizes your Out-of-Home ROI by profiling the pros and cons of your creative before you commit to your Out-of-Home ad spending.

This Service Is:

- Fast
- Cost Efficient
- Evaluative and Diagnostic

Why it works

In these tough competitive times you shouldn't *hope* your Out-of-Home creative is working. You must *know* if your message is likely to reach and influence your target audience.

"[Creative] is the one place where we don't have control. We sell out of home and then run the risk that the creative doesn't work. Now we can start to get some [research] before we spend money."

Norm Chait,
SVP Director of Out-of-Home, MediaVest

For decades, savvy marketers have been evaluating their Broadcast and Print advertising to ensure:

- Better Communication
- ROI
- Peace-of-mind

OOHCS finally allows for this evaluative approach to be applied to Out-of-Home advertising. Marketers and advertisers can fine tune their creative to ensure it has stopping power by uncovering a board's *strengths* and *limitations*. Plus, OOHCS reveals perceptions of your board's main message and how effectively it drives those who view it to purchase your product or service.

Contact us today to find out how we can help you assure the effectiveness of your Out-of-Home campaign.

How it works



- To test your billboard or signage, we interview 50 category buyers for your product or service.
- Interviewing is conducted in a minimum of 10 PRS facilities in central locations across the United States.
- The virtual drive or walk sequence is displayed in high definition on a 6 ft by 3 ft screen, as the respondent views the sequence that includes your billboard or signage.
- *PRS Eye-Tracking* records if the interviewee sees your board and where they look on the board—at 60 readings per second—while the data is automatically gathered and tabulated.
- At the conclusion of the sequence, we administer a series of follow-up questions to uncover perceptions of your board's main message and how effectively it drives those who viewed it to purchase your product or service.
- Turn around time for each study is approximately one week from receipt of test materials, thus ensuring that you get the feedback you need promptly and have ample lead time to make any necessary adjustments to your creative—so you can hit the ground running with a superior outdoor campaign.



Learn More

Contact us today to find out how we can help you assure the effectiveness of your Out-of-Home campaign:

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