

Customer success story:

Differentiating customised out-of-home advertising solutions with InSite



Highlights

- Retail Footprint, consumer spending and profiling data
- CACI expertise to unlock data value
- Visual dashboard reports for client impact
- Insight for solution sales and product marketing
- Granular data by micro-catchment



About Clear Channel

Clear Channel UK is part of Clear Channel Outdoor, one of the world's leading out of home media owners. In the UK, the firm operates more than 35,000 sites nationwide, from Inverness in Scotland to Truro in Cornwall and in every major urban area in between.

With a range of sites from digital and traditional billboards to super-premium large screens, in malls, superstores, Adshel bus shelters, transport and leisure venues, Clear Channel works with major brand owners and agencies as well as local advertisers all around the UK to provide customised out of home advertising solutions of every scale that reach the right audiences.

The challenge

Understand the micro-audience for each poster site

Clear Channel needed data insight that would help them assess the opportunity for out-of-home advertising and campaign planning for clients. They wanted to understand the audience for each of their advertising sites and be able to convey this to clients, to evidence the value and relevance for their brand or campaign.

Advertisers may book individual poster sites, or selected groups of sites, or a full national campaign, depending on their aims. Lindsay Rapacchi, Insight & Research Director at Clear Channel, explains: **“To help our customers achieve engagement and sales, we focus on two approaches: brand and activation. Branding solutions aim to prime all potential market buyers with positive brand associations. This requires maximum reach, priming as much of the potential market as possible. Activation solutions are focused on reaching likely buyers, those looking to purchase in the near future. Here out of home advertising is used to give consumers a final nudge, often at the point of purchase.”**

Clear Channel works directly with brand owners, including big names in entertainment, FMCG and travel. They also work with agencies of all sizes and individual businesses who want to target a very particular local catchment. Lindsay adds,



Our brief to CACI was to provide data and tools to help us understand the micro-audience for each poster site - who lives and travels around it, what their demographics and interests are and the locations where consumers can purchase or access our clients' products.



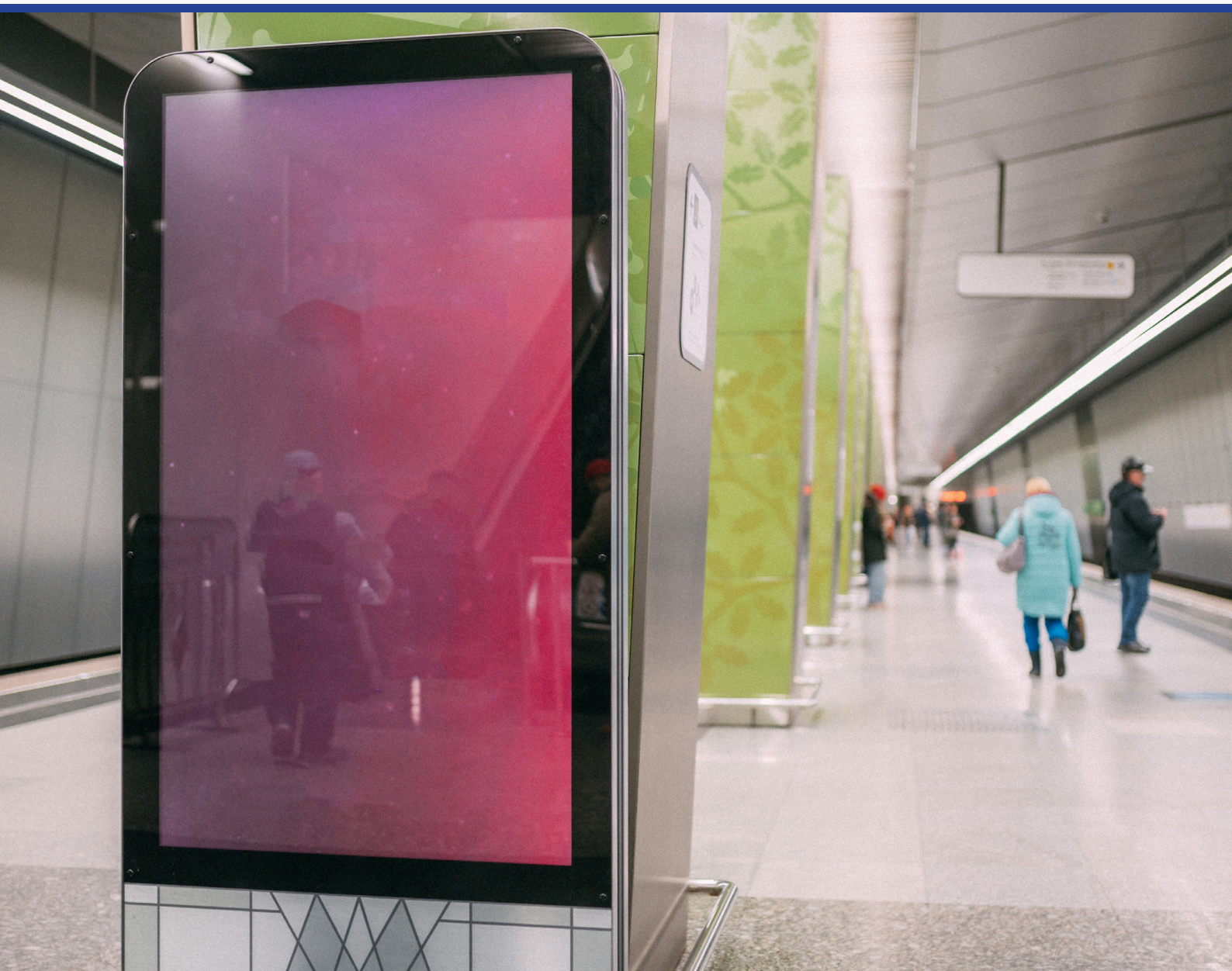
The solution

Profile and spending data and mapping tools to pinpoint the ideal sites for clients

CACI provided Clear Channel with the InSite system, populated with gravity models and granular data that measures and categorises the movement of people and transactions by brand and demographic. Clear Channel uses this to filter its full list of poster sites to produce a relevant and effective target set for each client campaign. The outputs are displayed on web-based interactive maps, to help the client visualise the campaign and how its reach could support their marketing goals.

Lindsay says, "In simple terms, we use it to identify the best places to place posters for an advertiser. We provide a meaningful rationale for the location of our poster sites, so customers can select them with confidence that they are buying into the right locations and media to engage with their target audiences.

"We use CACI's Retail Footprint data to identify spend across categories in the UK. For example, we can identify shopping centres and locations where there's a high propensity to spend on electrical goods and recommend to advertisers in this market that it's a good place to put their panels. Or we can look at it from the point of view of a target audience persona or demographic profiles: using the gravity model, we can identify sites where target consumers live, work, travel or shop and propose the best ad sites in these areas."



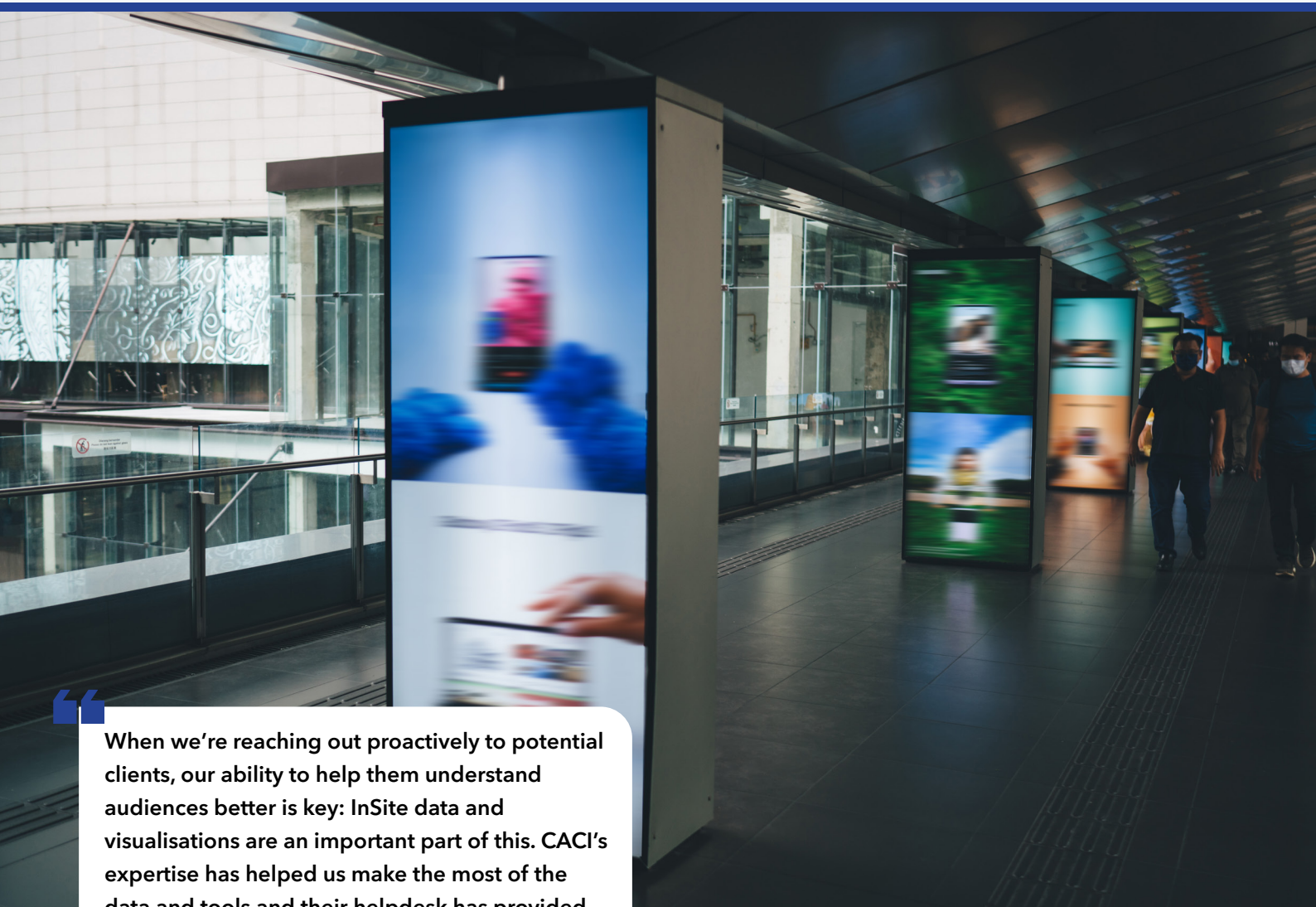
The benefits

Highly effective out-of-home campaign targeting and differentiated product development

Lindsay says, "We've been working with CACI for over four years, accessing consumer profiling and spending information and Retail Footprint through the InSite system. Our campaign planning team uses the system every day to identify sites and plan where our clients should put their ads."

"For our larger clients, this could mean a UK-wide selection of sites that's exactly matched to their campaign goals. For smaller clients, we might just look at sites in a particular town or on a commuter route to their retail outlet. Our CACI data insight gives them confidence to know they'll be reaching genuine potential customers when they book these sites. We can drill down to a granular level to produce really useful and meaningful data."

"My insight and research team within the marketing function also uses the CACI system more broadly to help us position our different products. For example, we can identify the potential amount of spend passing through our mall sites and provide potential clients with a really clear picture of the audience they're likely to reach."



When we're reaching out proactively to potential clients, our ability to help them understand audiences better is key: InSite data and visualisations are an important part of this. CACI's expertise has helped us make the most of the data and tools and their helpdesk has provided responsive after-sales support.

Lindsay Rapacchi,
Insight & Research Director, Clear Channel



To find out more about how CACI can help you support your organisation, please get in touch.

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