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GET THE PRIMAL ADVANTAGE WITH OUT-OF-HOME



2016 Biometric Research into understanding consumers inside and out of home.

Research partner:
Hoop

BIOMETRIC RESEARCH SHOWS THAT WHEN WE'RE OUT OF HOME WE ARE:

2X

**MORE ALERT &
LIKELY TO ACT**

&

2.5X

**MORE ALERT COMPARED
TO SCREEN TIME AT HOME**

METHOD: NEUROSCIENCE + SKIN CONDUCTANCE (GSR)



OUR SKIN DOES NOT LIE.

Measuring alertness outside vs. inside the home can't be simulated in a lab or articulated.

It's an innate response that needs to be captured in situ. So we used new age wearables: skin conductance (GSR), the most useful method of measuring arousal outside the lab.

Arousal is the condition of sensory alertness, mobility and readiness to respond. When we refer to alertness this is what we mean.

n=43 – participants were fitted with a GSR (Galvanic Skin Response) device on their hand and wore eye-tracking glasses in order to monitor their environments.

ANALYSIS OF FINDINGS



Hoop Group partnered with leading Australian neuroscientist, Dr Phil Harris, for analysis.

“What’s significant about this research is that it captured people

in their natural environments, giving an accurate read on their levels of arousal.

The research shows we are more aroused when we’re out of home, our antennae are up. We’re wired to scan the environment for events that can impact on us or things that are linked to our goals.

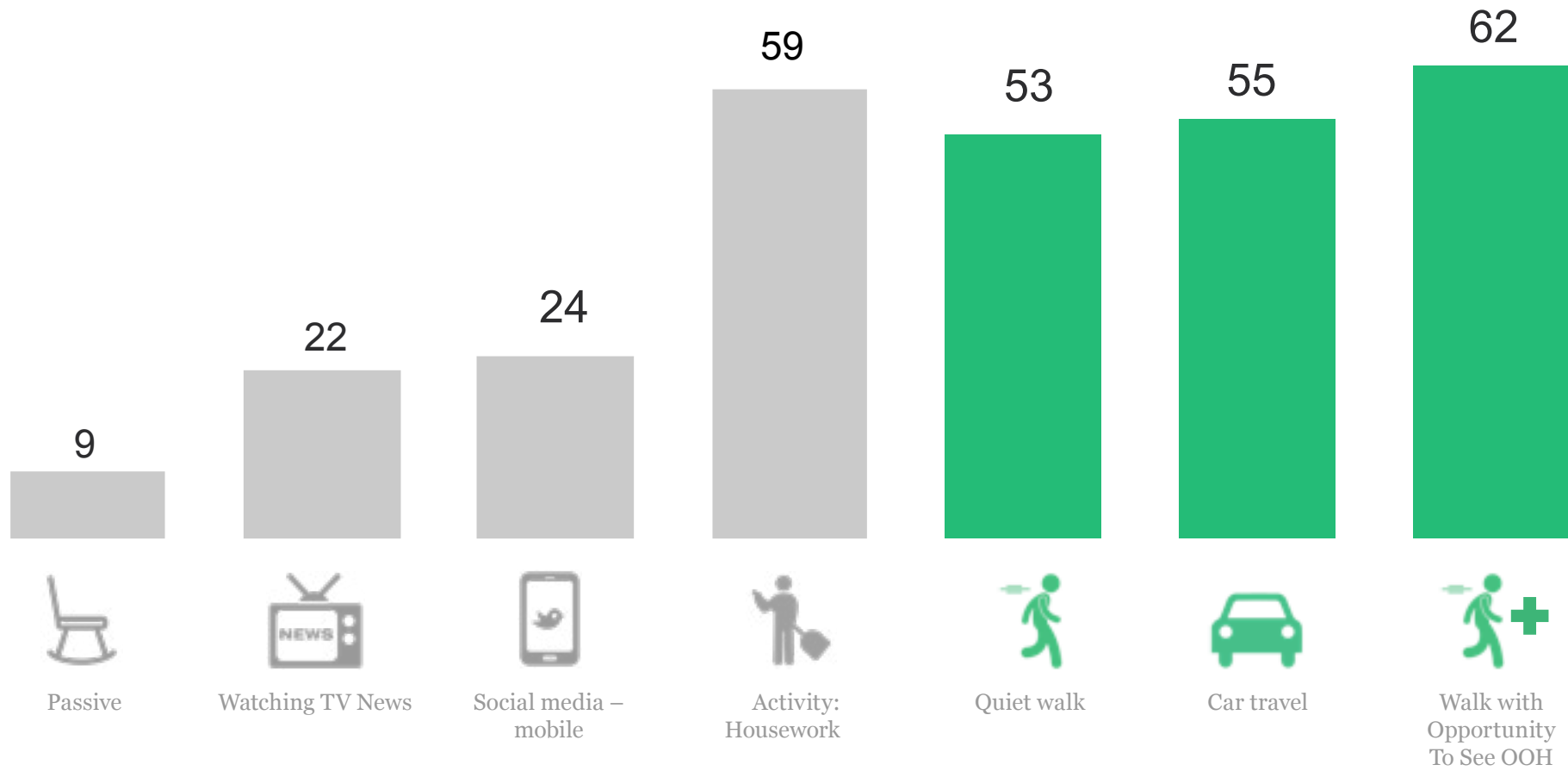
There’s more to react to, therefore we’re more likely to act. It’s a primal thing – survive and thrive.

This is important news for marketers as we know arousal drives attention and memory encoding, both of which are key factors that underpin advertising message impact.”

*Dr Phil Harris
leading consumer neuroscientist and
Honorary Fellow at the University of Melbourne*

FINDINGS OVERALL

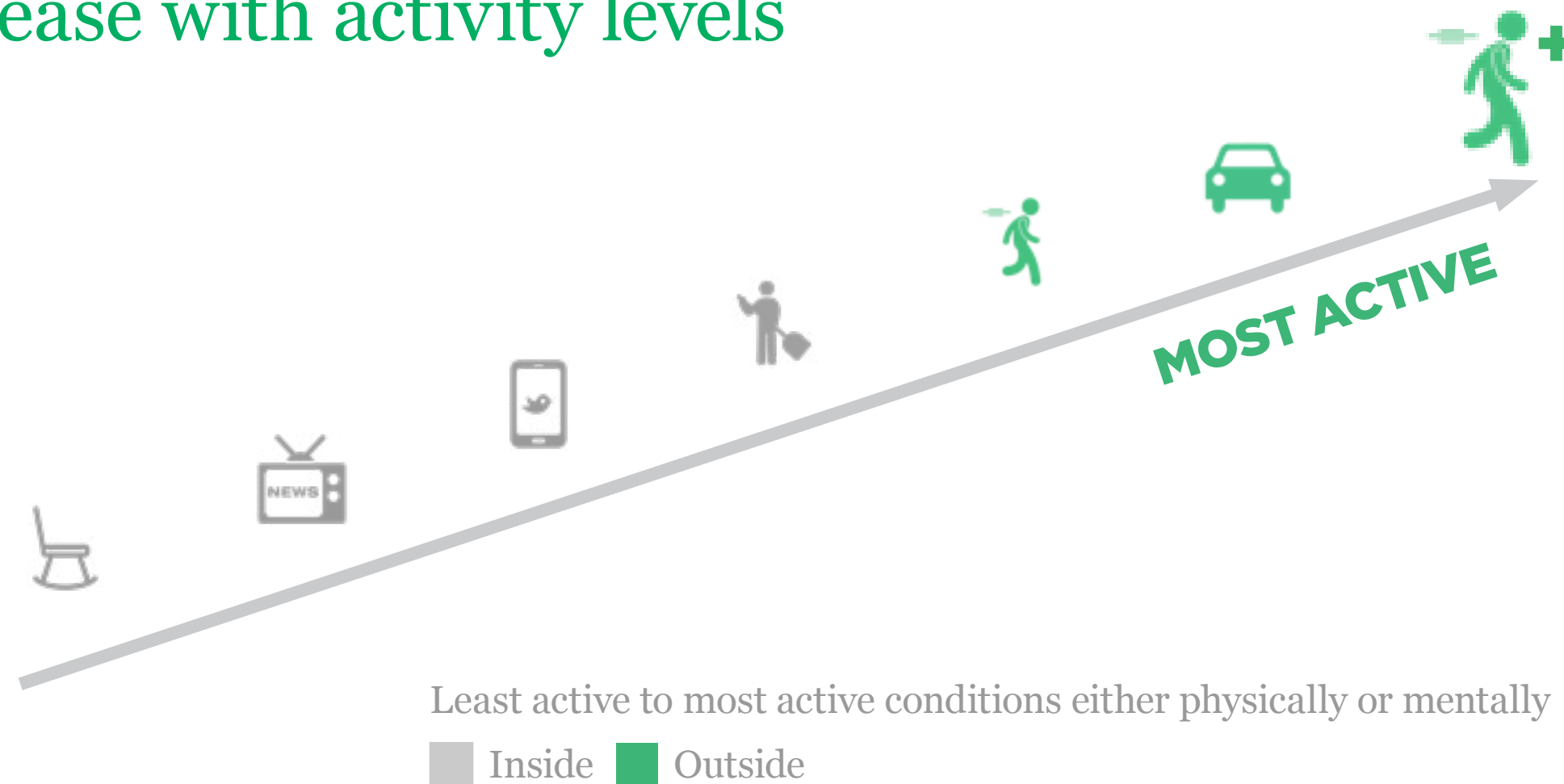
Number of spikes in arousal over 4 minutes



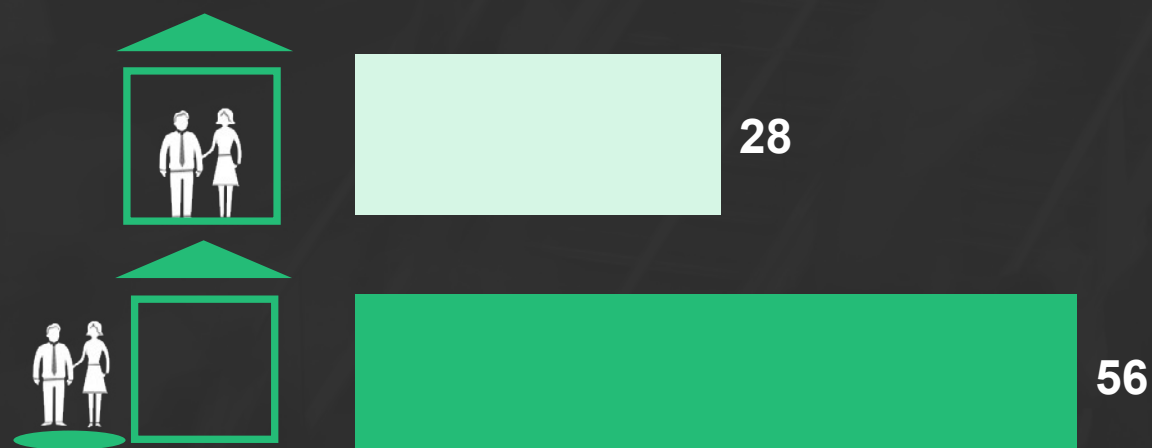
Average of all participants by activity Inside Outside

FINDINGS INTERPRETATION

Overall outside conditions had higher arousal recorded, however arousal also appears to increase with activity levels



FINDINGS OVERALL: INSIDE VS. OUTSIDE CONDITIONS (AVERAGES)

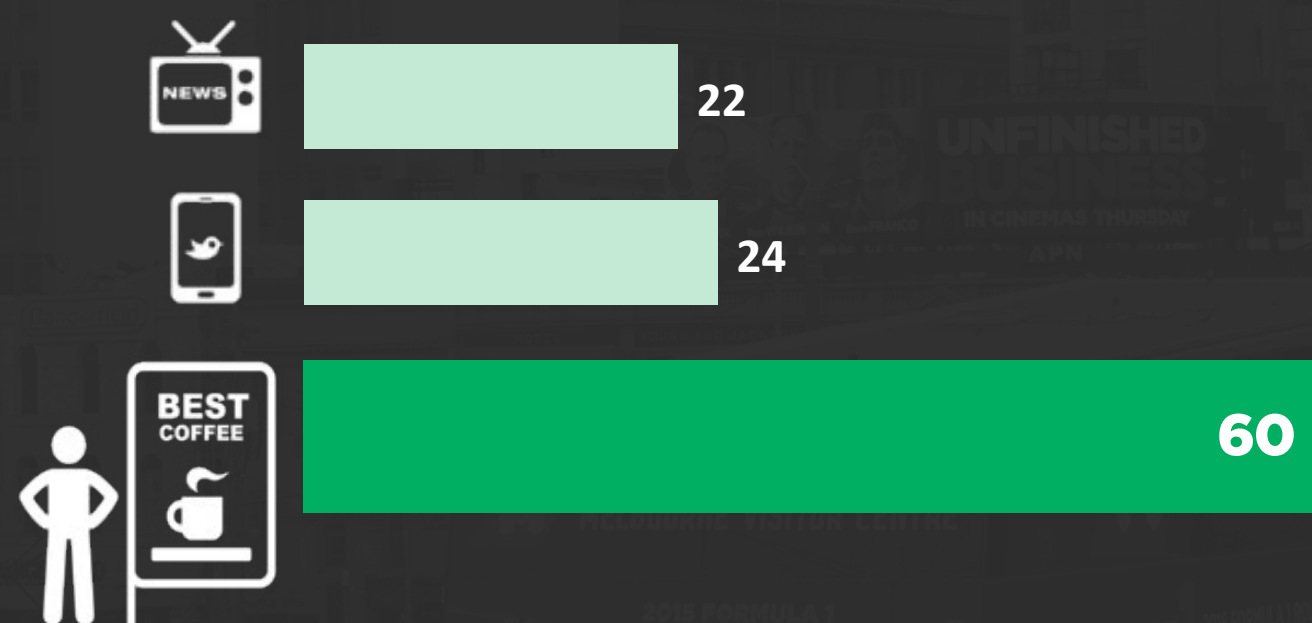


OVERALL AROUSAL WAS
98% HIGHER
OUTSIDE COMPARED TO
INSIDE THE HOME.

2X MORE ALERT &
LIKELY TO ACT

Average number of arousal spikes over 4 minutes – combined conditions

FINDINGS: MEDIA INSIDE VS. OPPORTUNITY TO SEE OUTSIDE MEDIA



Average number of arousal spikes over 4 minutes – combined conditions

**AROUSAL WAS 150% HIGHER
WHERE THERE WAS AN
OPPORTUNITY TO SEE OUT-OF-HOME
MEDIA COMPARED TO CONSUMING
MEDIA INSIDE THE HOME
– TV (NEWS) AND ONLINE
(SOCIAL MEDIA)**

**2.5X MORE ALERT COMPARED
TO SCREEN TIME AT HOME**

SUMMARY

PEOPLE ARE **2X MORE ALERT AND LIKELY TO ACT ON AD MESSAGES** WHEN OUT OF HOME COMPARED TO INSIDE THE HOME.

ALERTNESS HAS A 'HALO' OF **PHYSICAL ACTIVITY.**

PEOPLE ARE **2.5X MORE ALERT** OUT OF HOME VS. SPENDING TIME AT HOME WITH TV AND SOCIAL MEDIA.

ALERTNESS IS KNOWN TO LEAD TO **AD RECALL AND ACTION.**



**GIVE YOUR BRAND THE
PRIMAL ADVANTAGE.**

**INCLUDE OUT-OF-HOME
IN YOUR MEDIA PLAN AND
BOOST CONSUMER AD
RECALL AND ACTION.**

Contact your OMA member
for more information.