

outdoor auditors

Agency Offering

September 2022

Agency and client offering

1 Competitor Brand Report



2 Holding Review



3 Photographic Updates



4 Online Planning Tool



5 DOOH Verification



6 State of OOH Report



1 Competitor brand reports: provide a current view of how, where and what your competitors are advertising

What it is

A comprehensive analysis of competitor activity

Benefits

- Data can be used to **better plan campaigns**
- Data can be used to **identify competitors' strategies**
- Provides the most accurate view of **competitor spending** on OOH

Deliverables

- **Graphs** of important sub-category fields
- **Maps** of all sites
- **Artwork** in use by all brands
- A **detailed PowerPoint report** on the relevant sub-category

EXAMPLE OUTPUT



2 Holding review: provides an up-to-date view of how your out-of-home spend is working for you

What it is

An **independent report** on the status of your holding

Benefits



- Provides an **up-to-date review of your billboard holding**
- **Provides data to guide future changes** to your holding
- **Provides data to challenge media owners** with (potentially a big money saver)

Deliverables

- A **detailed PowerPoint report** of your holding, with an in-depth review and analysis of each site

EXAMPLE OUTPUT

Umlazi, KwaZulu-Natal
Mangosuthu Highway (M30)



Media Owner	Primedia	Issue	Structure is broken: bottom and right panels
Site Reference	PLT 005-1		
Estimated Size	3 * 6m		
		Recommendation	Primedia to fix

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3 **Photographic updates:** we provide current photos of your sites when you need them

What it is

Outdoor Auditors takes **high-res, high quality photos** of your **sites** so that you don't have to

Benefits

- Instead of having media owners' **flighting teams** taking poor, unreliable photos, Outdoor Auditors' **trained teams** collect **high quality photos** for you instead
- Data can be used for multiple reasons, e.g.: **monthly client validation**, updating of **site bibles**, monitoring the state of your **assets**, etc.

Deliverables

- A **PowerPoint presentation** of all relevant sites
- A **folder of all photos**, labelled how you want them

EXAMPLE OUTPUT



4 Online Planning Tool: shows where SA's ~14K billboards are, associated photos, key data + 5 key demographic overlays

What it is

An **online planning tool** showing where SA's ~14K billboards are positioned. Shows, per site:

- **Media Owner + site ref number** (where known)
- **Size** estimate
- **Road** and **town** name
- **Photos** (run up and close up)

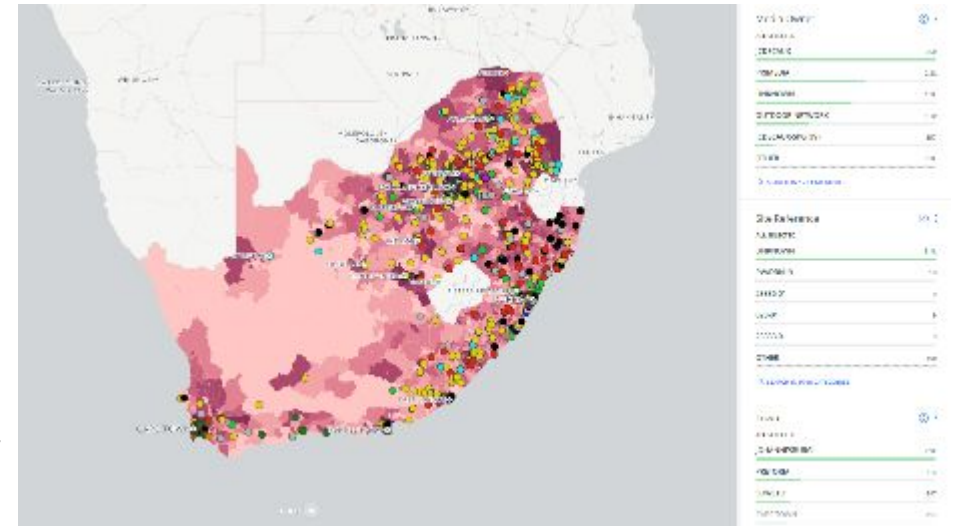
Benefits

Gives planners tools to **better plan** OOH campaigns

Saves planners' time (can now ask for specific sites)

Improves site selection (based off recent, independent photos)

WHAT THE TOOL LOOKS LIKE



5 Digital OOH Verification: we can help you monitor your digital campaigns in real time, in granular detail

What it is

- An **online platform** and **monitoring service** that shows what is being played on each of your DOOH assets, in real time

Benefits

- Campaigns run **more efficiently**
- **Errors are picked up** (and therefore can be fixed) in **real time**
- **Complete visibility** of what was actually flighted (and when)
- **Easy-to-read and interpret** reports
- An **independent** source of truth **builds trust** with clients

Deliverables

- Weekly reports
- Daily updates (if errors are found)



6 State of OOH Report: gives you the most accurate view and insights on the health of the OOH industry

What it is

A **bi-annual report** that looks at the health of the industry. The report has 5 sections to it:

- **General overview** of the market
- **Occupancy rates** review
- **Advertiser review**
- **Top 5 campaigns**
- **Focus Piece** (a subset of billboards)

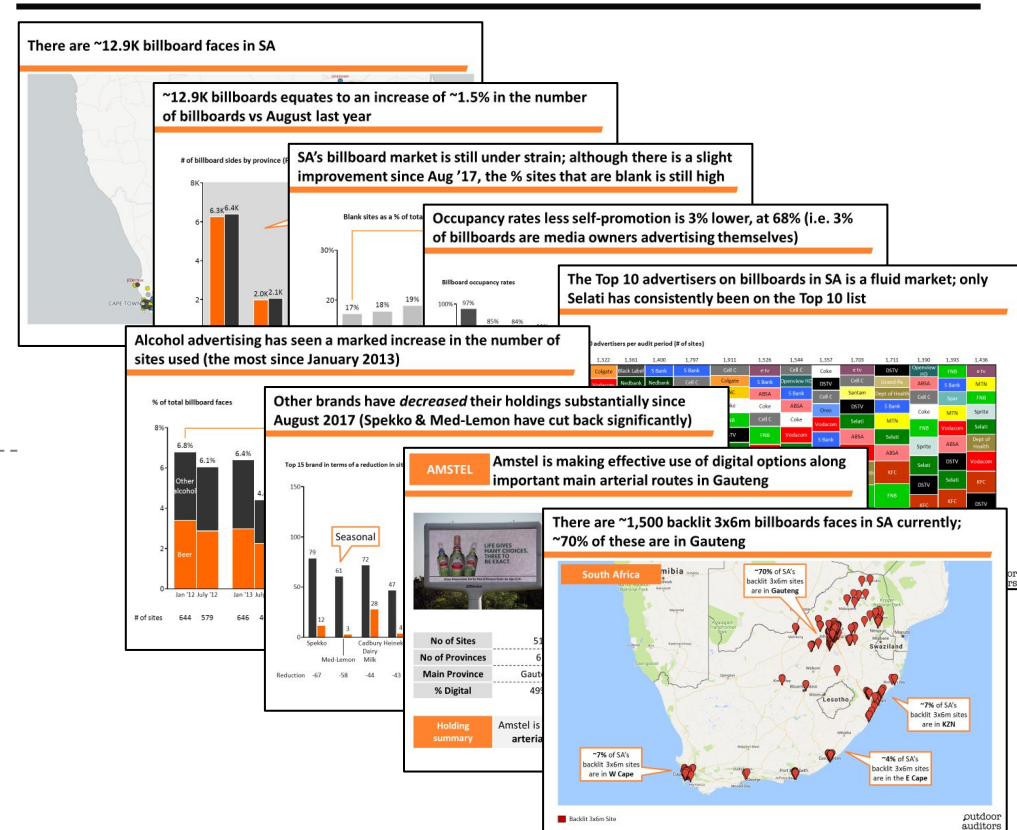
Benefits

- Helps you **better understand the market you are playing in**
- Helps with **rental negotiations** (media owners with low occupancy rates are more open to a deal)
- Slides can be used in **key presentations** to show that you understand the market

Deliverables

A Ppt Report

SECTIONS TO THE REPORT



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