

MOBILE INTERACTIVITY MEETS THE OUT OF HOME INDUSTRY

‘A MEDIATING INSTRUMENT TO FILL IN THE MARKET GAP’

INTRODUCTION

Abstract

Media agencies in The Netherlands are busy developing ways to link interactivity to traditional Out-of-Home(OOH) campaigns. One way to do this is by deploying Digital Screens (DOOH), but the traditional screens are still used very often as well. Interactive scanning applications have been developed to bridge this gap, but are not very efficient and productive so far. The consumer is not convinced and therefore media agencies are not willing to invest money and/or time in such applications.

Objectives

The bridge between media agencies, advertisers and consumers needs to be closed in order to deploy interactive instruments in an otherwise quite traditional media landscape. Therefore, the question raises, how can an interactive scanning application be used as a mediating instrument to fill in the gap between these three key players on the Out-of-Home media industry.

Methodology

In order to answer the question in this innovative research, the innovation cycle has been used. The innovation cycle uses four phases: Problem Finding, Ideation, Concepting and Implementation (unfortunately I am not allowed to show the implementation plan as a declaration of secrecy is signed). Each phase consists of a theoretical framework and its results.

PROBLEM FINDING

Problem finding starts with an idea, a wish, a need or a problem. This will be formulated into the form of a main question and will be answered from different perspectives.

Theoretical framework

In order to correctly define the problem at hand, the current situation media agencies find themselves in need to be explored. The problem definition is defined by filling in the Business Model Canvas and the overlapping Value Proposition Canvas. Therefore, the Business Model Canvas is filled in both by the media agency and from an interactive scanning application point of view. The Value Proposition Canvas has two sides: one that looks further into its value proposition and the other side looks further into its customer segments using actual input from consumers. The input from consumers is gathered by two separate surveys to monitor both its direct and latent need from the designated target group. By filling in both models, you can see there is a gap between the supply and demand from all three parties. This functions as a full problem definition and raises the question how to use this interactive scanning application as a mediating instrument which can fill the gap.

Results

Looking at the Value Proposition Canvas, the value map and the customer profile do not match with each other; end users are sceptic due to recent fails in terms of QR scanning and NFC, while the media agency thinks users just want to scan for rewards. It needs to benefit both the media agency and end users. The trend analysis has shown data is going to be a huge part of the media industry in the very near future. This is also endorsed by the advertiser. The advertiser wants to receive as much data as possible within the given privacy laws. Finally, end user insights show the end user needs to be target very specifically in order to engage with a brand and the end user need to be educated in terms of interactive scanning technology.

IDEATION

The main goal of the ideation phase is to create as many ideas as possible. These ideas will be clustered and will be screen based on three criteria marks: link to database, increases brand engagement and added value. The remaining ideas will be developed in the concept phase.

Theoretical framework

The main insights of the problem finding phase will be used as requirements for the ideation phase. The main objective is to have a maximum of 3 usable and original ideas which can be developed into an innovation. To do so, brainstorm sessions are held with both divergent thinking techniques (to create as many ideas as possible) and convergent thinking techniques (to select the most viable ideas).

Divergent thinking techniques - Mindmap method

A mindmap is a diagram that connects information around a central subject and uses existing information to generate new ideas.

Convergent thinking techniques - Traffic light method

To cluster ideas, the traffic light method is used. Participants rate the ideas with green, orange and red stickers to categorize them. Red means the idea stops here, orange means the idea is okay, but nothing special and green means the idea is a go.

Visualization method - Wireframes

The ideas with the most potential are visually and functionally displayed through wireframes. It gives an overview of the different components of the concept.

Results

The results of these brainstorm sessions result in 5 concrete ideas:

- Idea combination data platform and application
- Idea scan education
- Idea So WiFi
- Idea Database
- Idea social agency

The ideas have been screened based on the three criteria marks as explained previously and the following three ideas are taken to the conceptual phase:

- Data platform and application
- So WiFi
- Database

CONCEPTING

The 3 final ideas will be transformed into mini new business cases and test among the advertisers, the media agency and the target group for feedback. Then the feedback will be applied and a definitive innovation will be developed.

Theoretical framework

To highlight the best aspects of the concepts, the PND technique is used. PND stands for:

Positives: What are the positive sides of this concept?

Negatives: What are the negative sides of this concept?

Development: How can the negatives be eliminated in order to improve this concept?

In order to make a choice for the definitive concept, it is required to look at the technical and practical applicability. Developers with knowledge of building such databases are being asked to give their feedback based on the three questions above and the wireframes.

Results

Both the data platform and application and So WiFi are positively received and are integrated into one rich concept.

Furthermore, these 2 concepts have been tested with the millennial target group as 2 concrete concept to create extra value for the concept. They have been informed there will be a back end, but they have not got the details of what it would look like. The questions were mostly about the scanning and the Wi-Fi functionalities.

Finally, an interview has been held with a strategist of another media agency. He was positively enthusiastic about it and saw a strategic partnerships as a solution. He also had a lot of tips to make the concept even better.

CAPTURE

Final concept

The definitive concept provides a research-based answer to the described innovation question and the resulting assignment. By doing research and combining different solutions have resulted in a definitive concept. The final concept has been named 'Capture'. Capture is a multichannel tool for both advertisers and end users.

Environment

OOH objects in waiting areas will be provided with the So Wi beacon technology. Advertisements who will be displayed in such objects will be interactive via a chameleon code hidden in the advertisement. These objects will display the instructions on the object itself, not the advertisement. End users need the app in order to have access to free Wi-Fi. This way the displayed advertisement will not lose its purpose.

Scanning

The app will include:

- Loyalty program: when scanning an advertisement, the end user will receive both free Wi-Fi and credits which they can use when buying a product. The end user can choose between products of brands they scanned before.

- Scanning technology: the beacon and chameleon codes will be used in the OOH advertisements. When scanning the advertisement to get access to free Wi-Fi, the user will see a 10 second video of the brand they just scanned. This replaces the detailed login whereas users have to sign up with their email address and a possible password.

- Personal profile: in order to know which user has scanned what and will receive a discount on those brands, a personal profile has to be created. This way all the personal data is stored and users can receive push notifications of discounts of specific brands they have scanned before. This way they will not receive any push notifications of brands they have not scanned.

Database

All the data gathered from scanning will be stored in the back end database usable for advertisers. Because of privacy restrictions, an advertiser can not see what other advertisements the user has scanned. The database needs to make sure the different scans are separated via a security login. As soon as an advertiser enters the database, they have insights in what object the user has scanned and if they actually interacted with the brand by e.g. visiting the website, or buying a product on sale with their credits.