

## **TAB/ANA: Outdoor Refresher Needed**

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While advertisers are pouring money into out-of-home media--which is enjoying 10 percent ad revenue growth this quarter--they know very little about the industry's initiatives to keep those dollars coming.

That's according to a new survey of advertisers set to be unveiled today at the first ever out-of-home advertiser forum held by the Traffic Audit Bureau in New York.

Conducted in cooperation with the Association of National Advertisers, TAB surveyed ANA members about their use of out-of-home and their awareness of the industry's efforts to develop a ratings currency, improve accountability and create new venues and types.

While respondents--who tend to spend less than 5 percent of their media budgets on outdoor--rated the need for proof of performance, research and ratings as very important, nearly half were unaware of the medium's new proof-of-performance systems introduced last spring by the Outdoor Advertising Association of America and Zoom Media. More than a third were unaware of the industry's research initiatives by the TAB or Nielsen Media Research, owned by Mediaweek parent VNU.

"So much has evolved and exploded in outdoor. The industry has taken control of audience measurement and made some serious strides that are admirable and needed," said Mark Kaline, global media manager for Ford Motor Co. "But there isn't a broad depth of knowledge about outdoor throughout the advertiser base like there is about other media." Kaline, along with Francois de Gaspé Beaubien, chairman and chief coaching officer for Zoom Media, spearheaded the concept for the outdoor forum, equivalent to the ANA's annual TV and print forums.

Described by Kaline as a "one-day outdoor boot camp for advertisers," the forum is expected to attract about 200 advertisers such as Kraft, Procter & Gamble, Unilever, AT&T, Kellogg Co., Bristol Myers Squibb, Limited Brands, Novartis and others.

"It's clear advertisers want to spend more in the medium. While advertisers are dissatisfied with the current state of out-of-home research, their evaluation is based on the legacy systems we've begun to replace," said Joe Philport, president and CEO for the TAB.

Those initiatives could bring even more money to the medium, researchers believe. "For advertisers and agencies, out-of-home is a separate line or add-on; it hasn't been considered with other media. Now it's moving into the 21st century," said Tony Jarvis, a research consultant.

Outdoor companies believe they have a strong story to tell. "In contrast to other media, because of consumers' lifestyles, outdoor has an expanding audience," said Paul Meyer, global president and CEO for Clear Channel Outdoor. "With outdoor, there is no mute button and no on-off switch."