



MEDIA IMPACT TECH PARKS

Objective



- Build a case for the presence of a large media dark audience in the Tech Park clusters.
- The findings have been arrived on the basis of OOH Media's CES studies across a cross-section of categories like Consumer Durable, Financial services, FMCG and Travel

Category Analysed



CATEGORY	PRODUCT	DEFINED AUDIENCE	
CONSUMER DURABLE	High definition LCD TV High end Digital Camera	25-44 Yrs SEC AB	M/F
FINANCE	MONEY TRANSFER PROVIDER	25-34 Yrs SEC A	M/F
TRAVEL	High end International Tour operator	13 Yrs + SEC AB	M/F
FMCG	MEN'S TOILETERIES (Men's Razor Brand)	20-45 Yrs SEC AB	M

FINDINGS



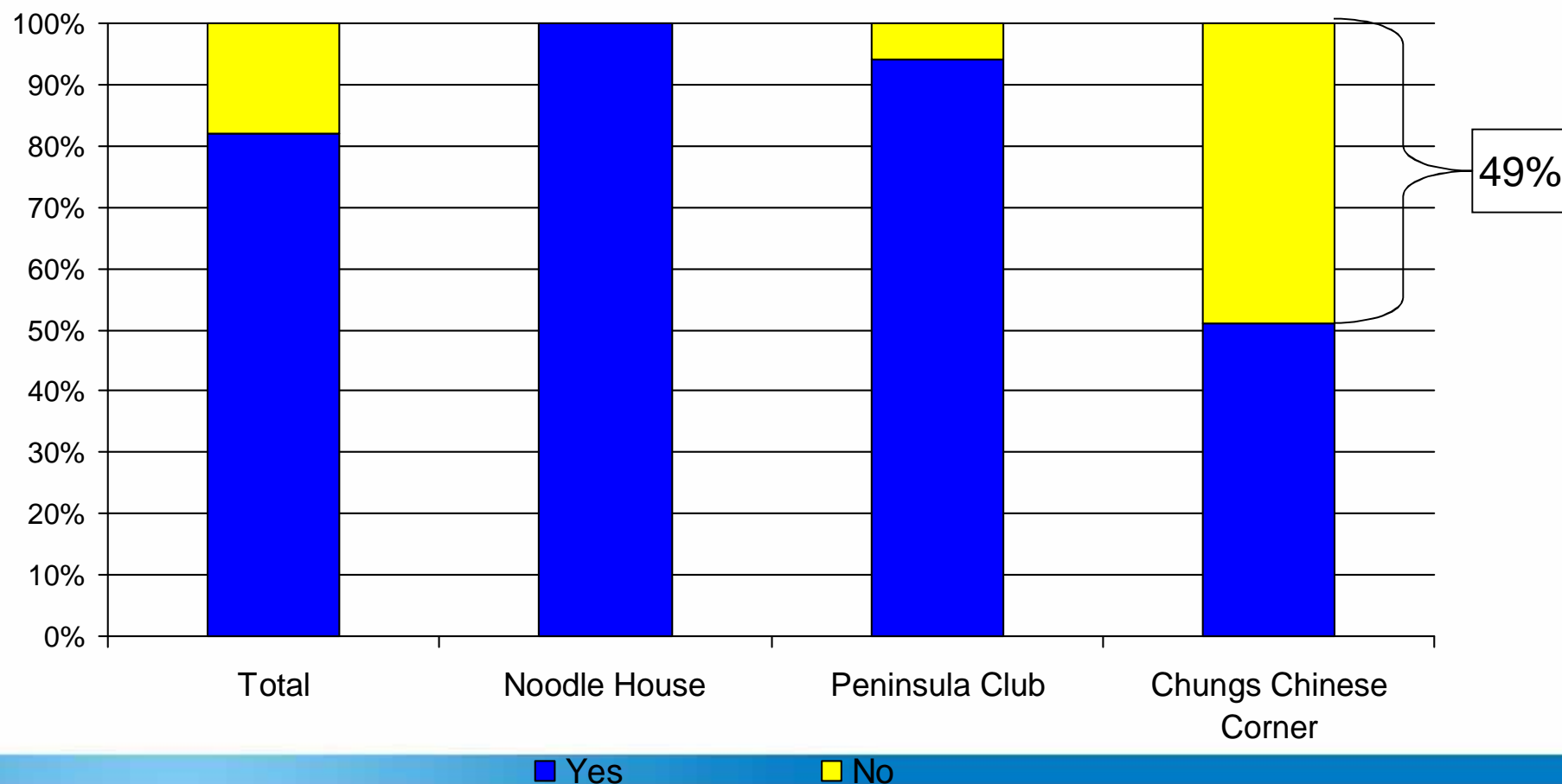
Recall from other Media

Have the respondents seen the ad on other media like TV, Print, Outdoor, Internet before seeing it on OOH MEDIA screens?



1) Consumer Durable – High definition LCD TV

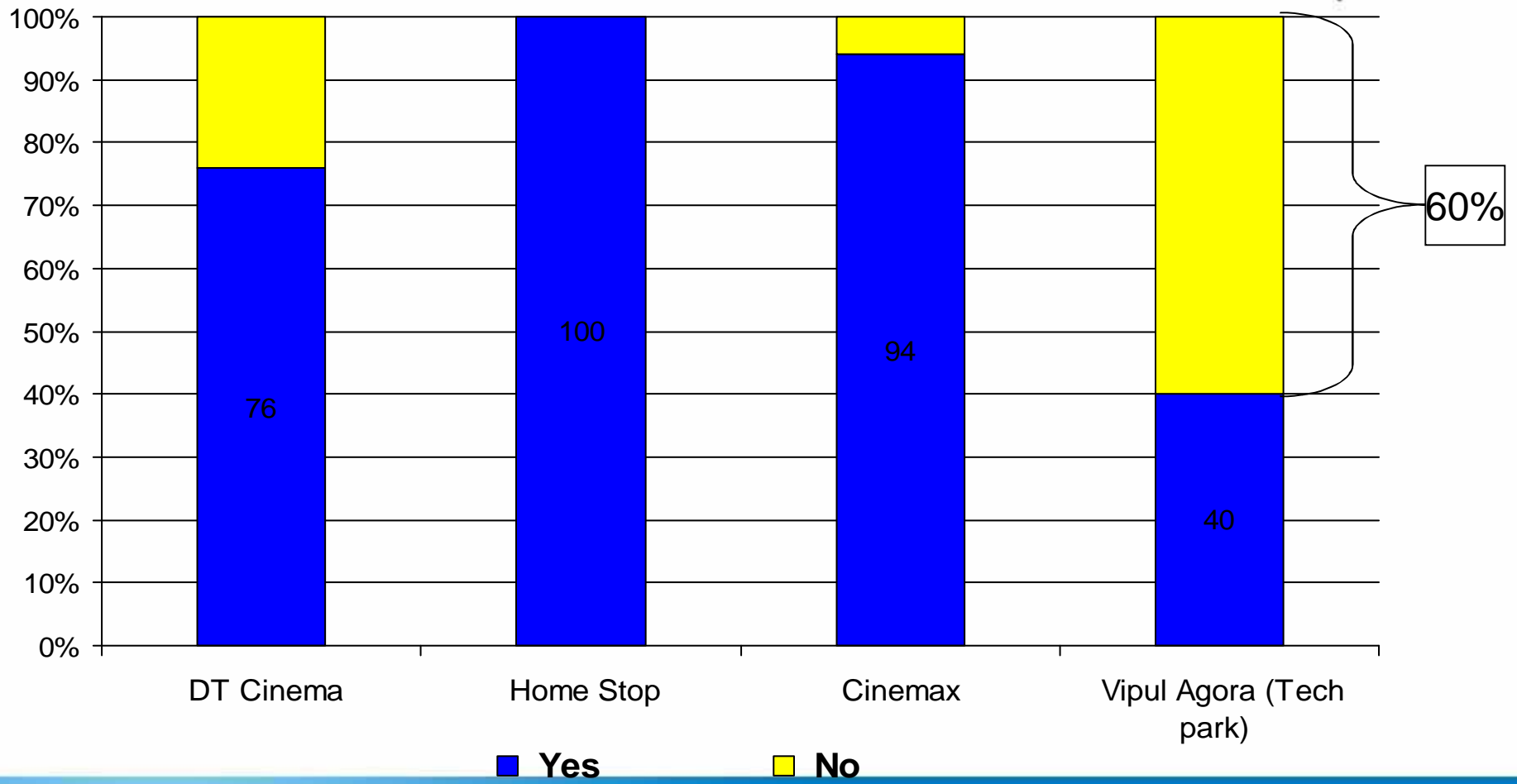
49% of the respondents at Chung's Chinese Corner, Bangalore were exposed to the ad for the first time on OOH Media. Chung's Chinese is a restaurant that caters to the Tech park crowd



2) Consumer Durable – High definition LCD TV

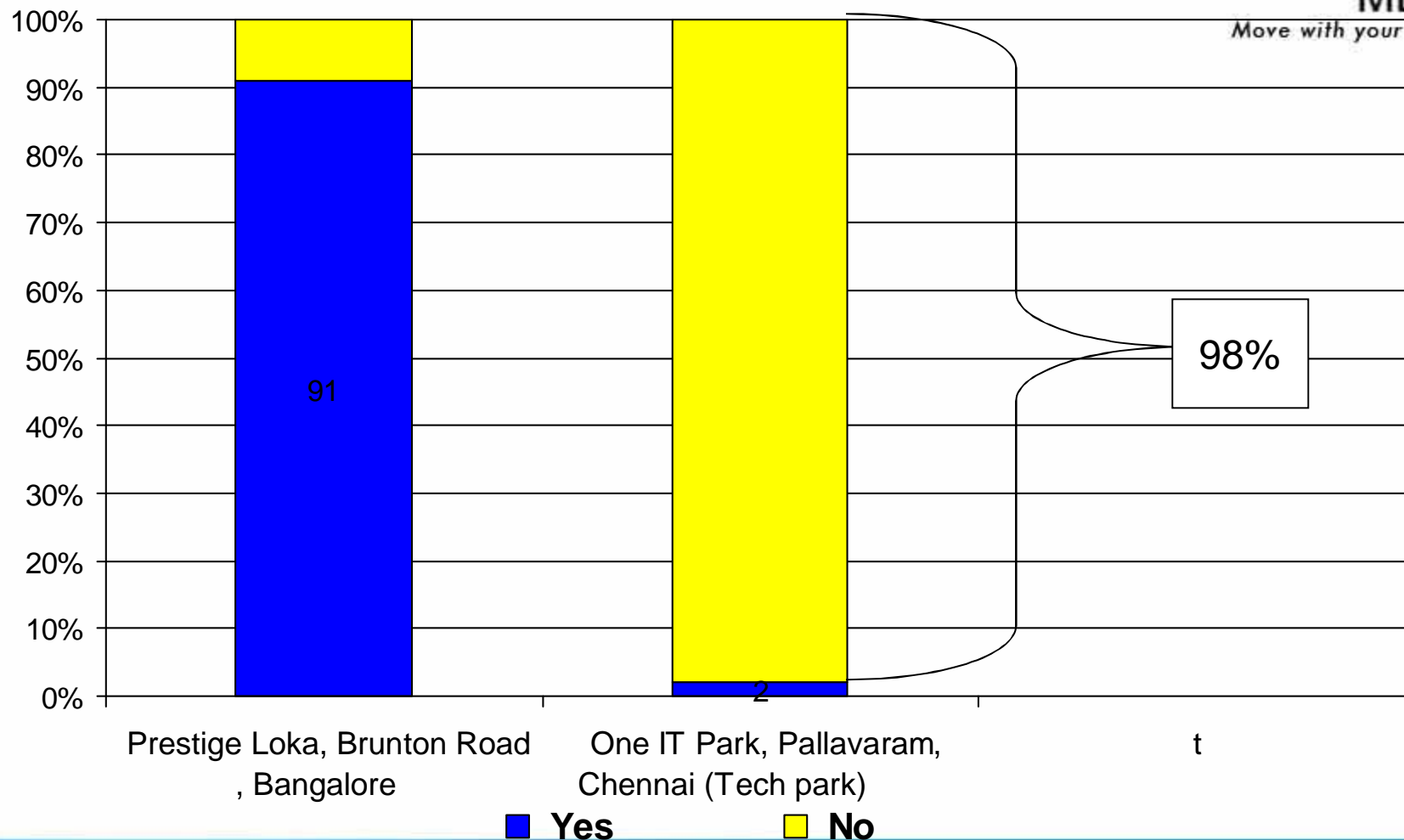


60% of the respondents at Vipul Agora, Gurgaon were exposed to the ad for the first time on OOH MEDIA screens. Very Low recall of the AD in the BPO/ITES Location compared to other clusters



3) Financial Services – Money Transfer provider

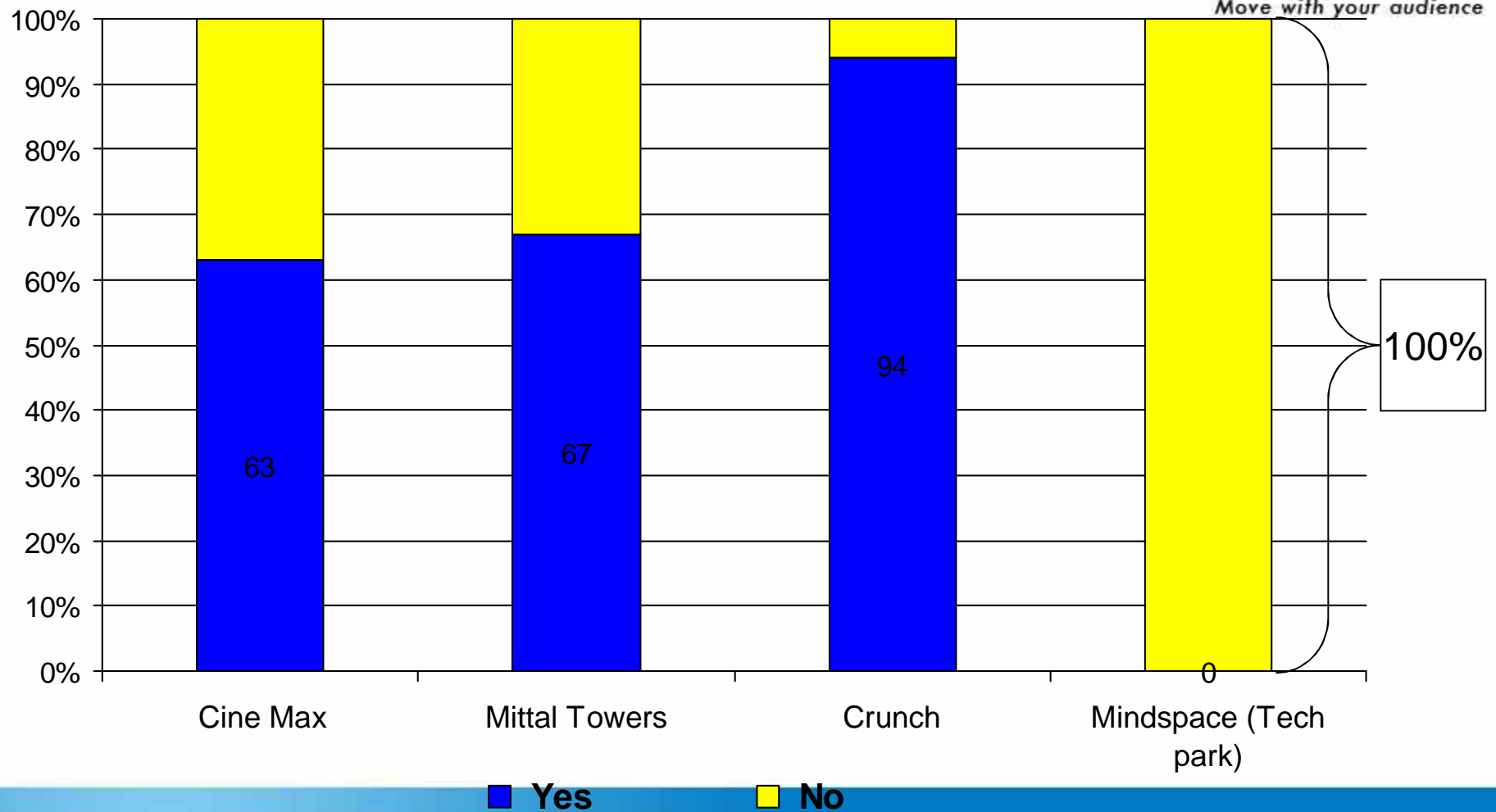
98% of the Respondents across One IT park were exposed to the ad for the first time on OOH MEDIA screens



4) Travel – High end International Tour operator

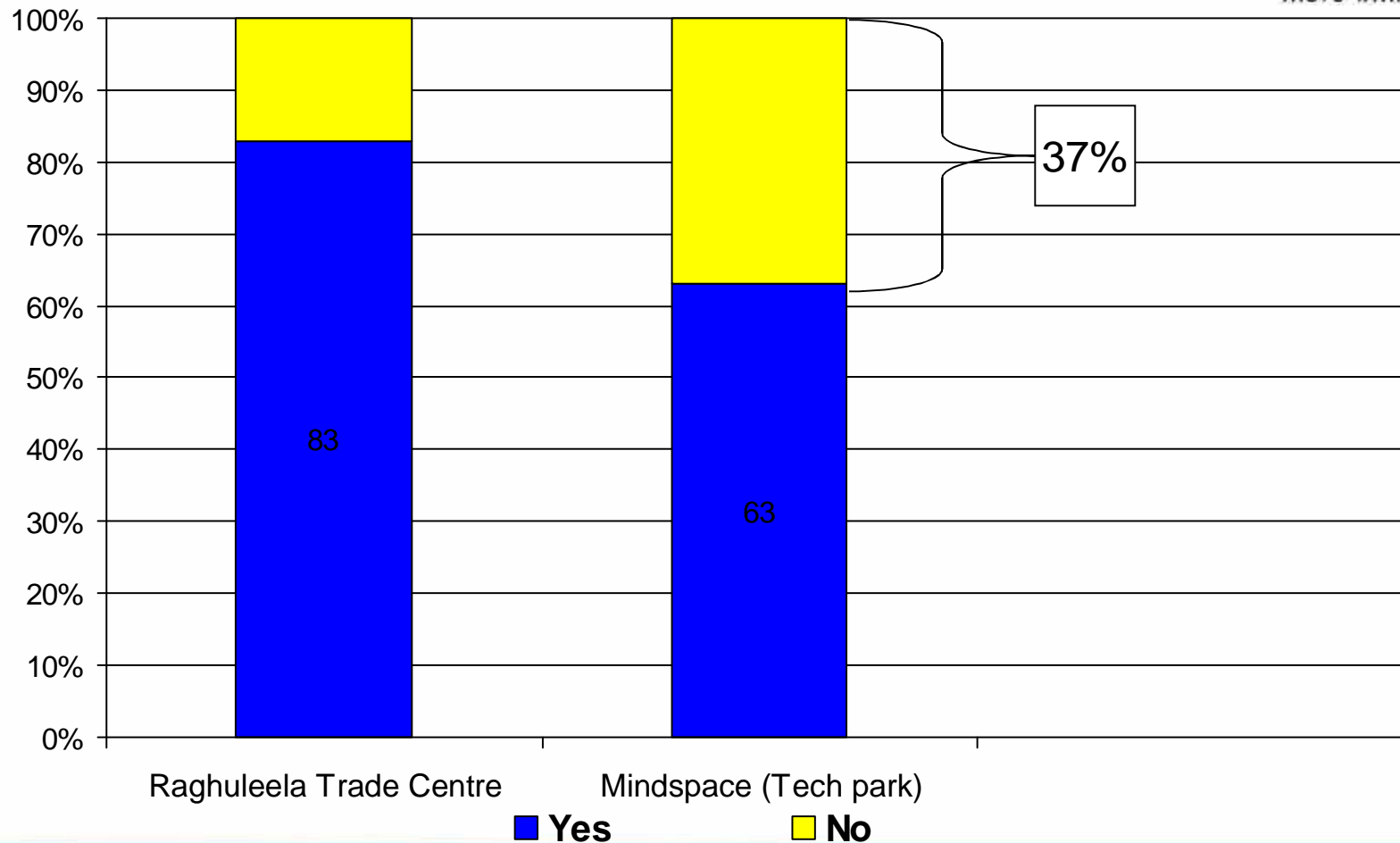


In the Tech park (MindSPACE) 100% had never seen the ad before on any other media



5) FMCG – Men's Razor Brand

37% of the respondents across Mindspace, Bombay were exposed to the ad for the first time on OOH MEDIA. Lower recall of the ad from other media in a tech park as compared to Commercial Building Location.



CONCLUSION



- Tech park employees do not follow the 10-6 schedule followed by conventional media plans and hence tend to miss out the exposure in large numbers.
- Both the durable campaigns relied on a huge cross media communication and one had even used a popular sports celebrity despite this upwards of 50 percent of audience had not been exposed to the communication previously.
- Clearly OOH media is one of the best ways of reaching out to such audiences given its presence and the relevant touch-point and all day prime-time approach.
- OOH MEDIA acts as a REACH BUILDER in places like Tech parks where its difficult to reach audience through traditional media



Thank You