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AD NEWS

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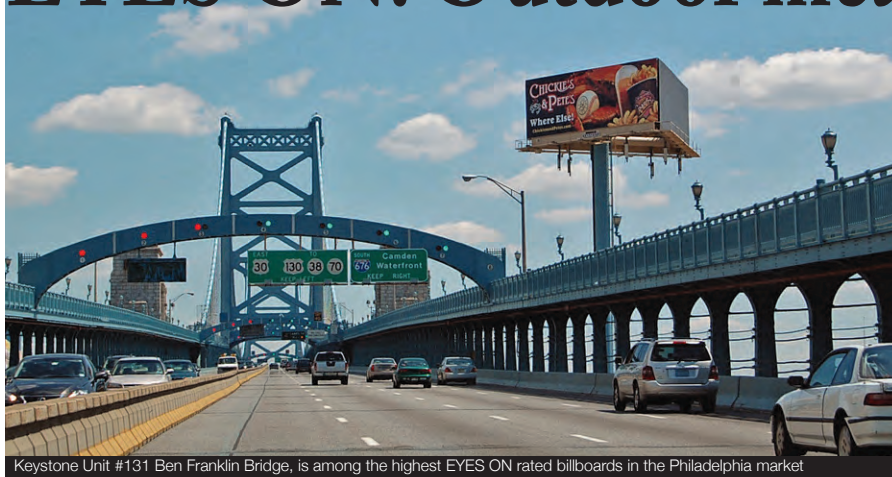
**We don't mind
if you stare.**

EYES ON: The New Audience Measurement for Billboards



KEYSTONE

EYES ON: Outdoor measures up



Keystone Unit #131 Ben Franklin Bridge, is among the highest EYES ON rated billboards in the Philadelphia market

There's no question about it: TV, radio, the Internet and social media are great ways to get your message out there. And when you add outdoor advertising to the mix, your ability to communicate becomes even more powerful.

It's easy to overlook something that has been around for centuries, but outdoor is a tremendously reliable medium that can help you break through the clutter and stand apart. Plus, it plays nicely with all the new great Web 2.0 technological breakthroughs. In fact, incorporating outdoor into your media plan helps make a strong campaign even stronger.

Keystone Outdoor Advertising and the rest of the industry now have a tool (and the numbers) to prove the valuable virtues of outdoor. It's called EYES ON Impressions. And it's a game-changer.

EYES ON: For good measure.

So what is EYES ON and how can it benefit you? EOI is a measurement system that gives the advertiser the power to compare outdoor with other media using the very same language and metrics.

This is a huge leap forward. After all, DEC's (Daily Effective Circulation)—outdoor's historical measure—were not directly comparable to other media. And those comparable numbers are what advertisers need. Before EYES ON, outdoor was dismissed as merely an "opportunity to see" an ad. However with EYES ON sophisticated methodologies, that's all changed.

Similar to both traditional and web

media, EYES ON provides detailed demographics of your audience, including age, sex, ethnicity and income. It delivers quality reach and frequency information. It offers more information than you thought outdoor ever could, taking it from a "maybe" to a "must" on any smart media plan.

Media buys: smarter and more effective.

There's safety (and results) in numbers. And who doesn't like results? The advantages of EYES ON go beyond

the ability to compare and contrast with other media. This groundbreaking system lets you know how many people actually noticed your ad, a real commercial rating.

That's a powerful tool. Now you can select outdoor with utter precision. You have the power to fine-tune your media selection so that it all works seamlessly within a campaign and strategic needs are achieved. You need to reach a certain demographic? EYES ON can help you hone in on a billboard or campaign with the perfect fit. One that is more targeted and effective. And that's a more effective use of your clients' money.

Naturally, new numbers require new systems. Over the last year, EYES ON has been incorporated into TELMAR's TOPS system and Nielsen IMS's outdoor media planning systems and media mix models.

EOI confirms what we knew all along: outdoor works. *And works well.* With it, you truly know what you're getting for your outdoor investment. It puts knowledge in the hands of the media buyer. And knowledge is power.

CLOSE-UP: Keystone Outdoor

Keystone Outdoor has been operating in Philadelphia for nearly 35 years. It's recognized regionally and nationally for offering some of the best units in the market. Positioned in densely trafficked and high-demand areas, its A+ billboard locations reach hundreds of thousands of commuters every day, all day long, with most locations illuminated from dusk to dawn (as added value). You'll find Keystone's billboards on major bridges, expressways and key suburban routes including: Walt Whitman, Ben Franklin and Commodore Barry Bridges, I-95 North & South, Route 1 and in New Jersey, Routes 38, 70, 73 and 130 to name a few. As a smaller, independent organization, Keystone is able to offer quick answers to your important questions. That personal attention is a big part of the Keystone culture.



L-R: Sarah Parisi, Jessica Cheesman, Linda Warner, Joanna Manzo and Victoria Forte

Keystone's offices are located in Cheltenham, PA and Voorhees, NJ. Owner-President Dominick A. Cipollini secured his first billboard location

on 5th and Callowhill Street in 1977. The company now has over 90 locations, including digital units. With a core of longtime local and national advertisers such as Kennedy Health System, Borgata Hotel Casino & Spa, CarSense, Firstrust Bank, Thompson Toyota, Lexus, McDonald's and AT&T, Keystone continues to add landmark locations to its inventory. Vice President Joseph A. Felici has been with Keystone since 1998 and oversees leasing and operations. Director of Sales for 10 years Victoria Forte has been selling out-of-home in the market for over 27 years. Account Executive and Temple graduate, Sarah Parisi, works with national and local agencies. Joanna Manzo, Linda Warner and Jessica Cheesman round off the professional and knowledgeable team who handles marketing, accounting and all administrative responsibilities. www.keystoneoutdoor.com 856.767.5028.

DEC's	VS	EOI's
Daily Effective Circulation		Eyes On Impressions
Circulation		Audience
Unique to Outdoor		Comparable to other media
Daily Impressions		Weekly Impressions
Vehicular only		Vehicular & Pedestrian
Opportunity to see an ad		Likely to notice an ad
Adults 18+		Gender, ethnicity, age & income

Advantages of EOIs over DECs

EYES ON takes it to the next level. Then goes further.

We've already learned that EYES ON ratings provide currency comparable to television, radio and print. But it delivers so much more. EYES ON is the first media measurement system to identify audiences that are likely to see your ad, not just pass by it.

How? Research, research and more research. EYES ON is an integrated research system designed to meet the unique challenges of measuring out-of-

home audiences. This unique method was awarded the Advertising Research Foundation's 2009 Gold Great Minds Award and is being used to sharpen the choices and maximize the value of outdoor investments. The specifications for EYES ON were set by folks just like you: advertisers, advertising agencies and media companies. After all, no one knows better than you what data is needed to increase results.

The Traffic Audit Bureau for Measurement (TAB) is the developer of EYES ON. They partnered with a group of leading research companies to help build the system, and an independent expert technical committee oversaw the whole endeavor. It was an exhaustive, thorough process that's been vigorously validated.

So what exactly was all that research we were talking about?

The Building Blocks of EYES ON Ratings.

1. Circulation. TAB worked with local departments of transportation to collect traffic counts. These counts were then refined to provide a measurement for the number of people who have the

Want to learn firsthand about EYES ON? Register at phillyadclub.com, as TAB will present an EYES ON Workshop for the Philly Ad Club on Wednesday, December 14th at 9:30 a.m. at Clear Channel Radio corporate offices.

opportunity to see an outdoor unit.

2. Visibility research. Then, experts in the field of travel simulation, eye tracking and data modeling got involved. They created an extensive visibility research program to move beyond "opportunity to see." They figured out how to measure who actually saw the ad. They also took into consideration the key factors that determine the likelihood that a unit is noticed, such as:

- a. Unit format
- b. Unit size
- c. Side of the road
- d. Angle of the road
- e. Street type
- f. Distance to the road

3. Demographics. Census data and trip surveys were used to replicate (continued on Page 46)

CBS PHILLY
THE MOST POWERFUL MEDIA VOICE IN PHILADELPHIA

Logos: CBS 3 HD, PHILLY 57 THE CW, 94WIP SportsRadio, 98.1 WOGL, 610WIP SPORTSRADIO, KYW NEWSRADIO 1060, Talk Radio 1210 WPHT Philadelphia

CBSPhilly.com

AgencyNews

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launching just one minute before WSJ's feature. At Media was also hired to rebrand client Wertman Law's look with a new logo, stationary and business cards, and website. Disability Law Advocates, based in Center City, gave At Media the task to create re-branding and design elements. The Philadelphia Dietetic Association enlisted At Media to enhance its online presence with a custom website design, newsletter and social media presence that better communicate the organization's mission. www.atmediadesign.com

Diccico Battista Communications launches new website - "The new site — www.DBCWorks.com — provides clients with a true online experience of what it's like to be in our offices and a part of the DBC team each day," said **Sean Donahue**, partner and creative director for Diccico Battista Communications.

Cadient Group Supports Cradles to Crayons - For the third consecutive year, Cadient Group, a provider of digital marketing services and technology-enabled solutions for



the healthcare industry, donated to Cradles for Crayons, a Philadelphia-area, non-profit that provides low income and homeless children the essentials they need to feel safe, warm and ready to learn. Cadient Group's collection of new backpacks and school supplies aims to help Cradles to Crayons reach its 2011 goal of providing 15,000 stuffed backpacks to children in need. **Stephen Wray** is Cadient's chief executive officer. www.cadient.com

Empathy Lab's 'TV Everywhere' unveiled at conference - Liberty Global recently unveiled a TV Everywhere Entertainment experience at the IBC 2011 conference in Amsterdam. The new UPC TV Everywhere website and mobile application was designed and developed locally by Empathy Lab. This new product was demonstrated by **Mike Fries**, CEO of Liberty Global, UPC's parent company, in IBC's keynote forum - "Cable and Satellite: Future Directions in a Hybrid World." Liberty Global selected Empathy Lab to design and develop the user experience. Scheduled to launch soon, the solution provides UPC customers with personalized recommendations for shows and movies based upon their viewing patterns and preferences. www.empathylab.com

Dudnyk named PM360's Agency of Year - *PM360*, a health marketing industry trade magazine, named Dudnyk

as the Trailblazer Ad Agency Company of the Year for 2011. Dudnyk joins other Company of the Year winners: Johnson & Johnson (Pharmaceutical/Biotech), and Kimberly-Clark Health Care (Medical Device). The Trailblazer Awards, established in 2009, recognize outstanding companies, groundbreaking initiatives, and game-changing marketers and brand managers representing top healthcare brands. **Frank X. Powers** is Dudnyk's president. www.dudnyk.com

Neo-Pangea creates 'Brain Games' - Neo-Pangea created a mind bending, brain straining adventure and other content in the "Brain Games" a three-part popular science special for the National Geographic Channel. Aired in October, the games use interactive experiments and tricks to reveal how our brains create the illusion of a seamless reality. www.neo-pangea.com
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EYES ON: Outdoor measures up

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millions of trips in order to provide demographic characteristics of people that pass each panel. Kind of a who's who of who's likely to do what.

4. Reach and frequency. The resulting data allowed EYES ON to become the first media measurement system capable of providing a geographically sensitive reach and frequency model.

EYES ON delivers great value and a targeted audience.

Outdoor's winning formula makes it an ideal choice for even the most challenging economy. Now, more than ever, advertisers are searching for value. But they don't want to sacrifice results. And with EYES ON, they don't have to. So let's recap:

- **Outdoor commands attention.** Through sheer size, it demands that you look. And if the creative is well done, you not only look, you smile and you think. And most importantly, you remember.
- **Outdoor reaches consumers on the move and adds energy and punch to other media.** You can add a visual to your radio campaign, direct viewers to your website or showcase a television program or movie. When used to its maximum potential, outdoor gives a catapulting boost to an overall campaign.

What it comes down to is this: dollar for dollar, outdoor is a fantastic buy. And the numbers tell the story. Consumers spend 27% of their time out of their homes, yet less than 5% of media dollars are invested in that media. (Source: OAAA) Basically, the consumers are out there more and more. With EYES ON Ratings backing up the choice, it's easier to buy a billboard program, identify your specific audience and justify the spending.

Effective January 2012, EOIs will replace DEC's. EYES ON will be the only official audience measurement for out-of-home media.