

Mobile interactivity meets the Out of Home industry

'A mediating instrument to fill in the market gap'

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.

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.

To assess the current situation, an explorative and qualitative research design is employed using models such as Business Model Canvas, Value Proposition Canvas, Porter's Five Forces as a first step. In the second step, explorative interviews are held by walking around on the street to gain as many insights on the target group needs. Then in a third step, using brainstorm sessions, ideas have been gathered and tested based on technical applicability, practical applicability, feasibility and suitability by conducting semi-structured interviews with experts in all relevant fields. The final concept has been presented to all key players.

Findings suggest that media agencies need to shift their focus from B2B to B2C and preferably from a consumer's perspective. End users need to be target very specifically in order to convince them to engage with a brand. All three key players share different interests and want to gain a personal advantage before committing to an interactive application. Media agencies want to use the application as a tool to gather data they could not gather before, consumers want to get discounts or specific information on a brand, and advertisers want to increase brand engagement and customer loyalty. This makes the interactive scanning application 'Capture' a mediating instrument which generates real-time data when consumers use the application, includes a loyalty program for consumers and increase brand engagement at the same time.

Further research would be needed to further validate 'Capture'. A pilot needs to be executed with all three key payers. This has been taken into account in this innovation study, but only in theory. Furthermore, when expanding the application to another media industry, research has to be conducted first before it is applicable in another niche.