

Marketing

Australia's Premier Marketing Magazine

GOING UP

Fast emerging digital out-of-home (OOH) media – such as screens installed in elevators and lobby areas of office towers – are outgunning traditional media in terms of audience recall according to the recently conducted fifth Media Effectiveness Research Study by Roy Morgan. The research found that elevator advertising enjoys the highest recall at 43 percent followed by lobby screens at 35 percent, which compared with recent US studies that suggest that traditional channels for reaching business professionals – newspapers and magazines – experienced recall levels of just 19 percent and 17 percent. In addition, a significant 84 percent of respondents said they regularly noticed elevator advertising with 72 percent citing they noticed lobby screens on a regular basis.