

# PML GROUP Explore



Welcome to Explore, our new quarterly update featuring extracts from PML Group's research services plus items of interest from outside of Ireland.

For further details on any of the studies featured please contact Colum Harmon on 01 668 2900 or [colum@pmlgroup.ie](mailto:colum@pmlgroup.ie)

**Poster Impact**

Top Campaigns 2011

Since 1996, PML Group, in association with Ipsos MRBI, have investigated the effectiveness of out of home advertising campaigns. With over 10,000 campaigns now researched, we have a vast bank of campaign and respondent data. Below are the top 3 recalled and rated out of home campaigns for 2011 to date. (Jan - Aug)

Top 3 Recalled Campaigns



83%  
48 Sheet

Top 3 Rated Designs

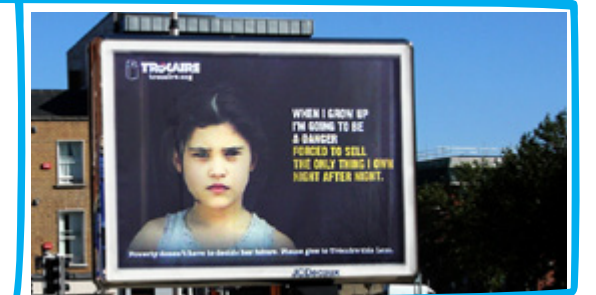


**DIAGEO**

8.28/10  
48 Sheet



81%  
T-Side (Forward Stem)

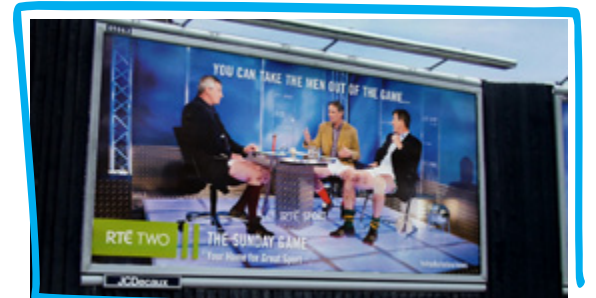


**TROCAIRE**

8.09/10  
Metropole



81%  
6 Sheet



**RTÉ**

7.91/10  
48 Sheet

"Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals."

David Ogilvy

**Fact Check**  
Silver is the most popular new car colour in Ireland (25%), closely followed by Black (24%)

- SIMI



## Focus on Shoppers with kids

Through Poster Impact, we access 300 different individual respondents every 2 weeks. These respondents answer a wide array of questions on areas such as retail habits, travel habits, their social lives, brand preferences and media consumption. iQ manages this data and is a key planning tool for us at PML Group.

Our examples below show some important facts regarding the retail habits of main shoppers with kids.

*"Facts are stubborn, but statistics are more pliable."*

Mark Twain

44% spend more than 2 hours per week visiting shopping malls (non grocery shopping)

47% go grocery shopping 2-3 times per week

Tesco is the most popular for the 'main shop' at 38%, followed by Dunnes (28%)

70% use a shopping list when shopping for groceries

A further 19% claim to do some kind of grocery shopping every day

53% agree that advertising in or around the supermarket influences their purchase decisions

68% strongly agree that they look out for special offers when grocery shopping

### Fact Check

Only 7% of adults aged 16+ in Ireland have bought groceries online

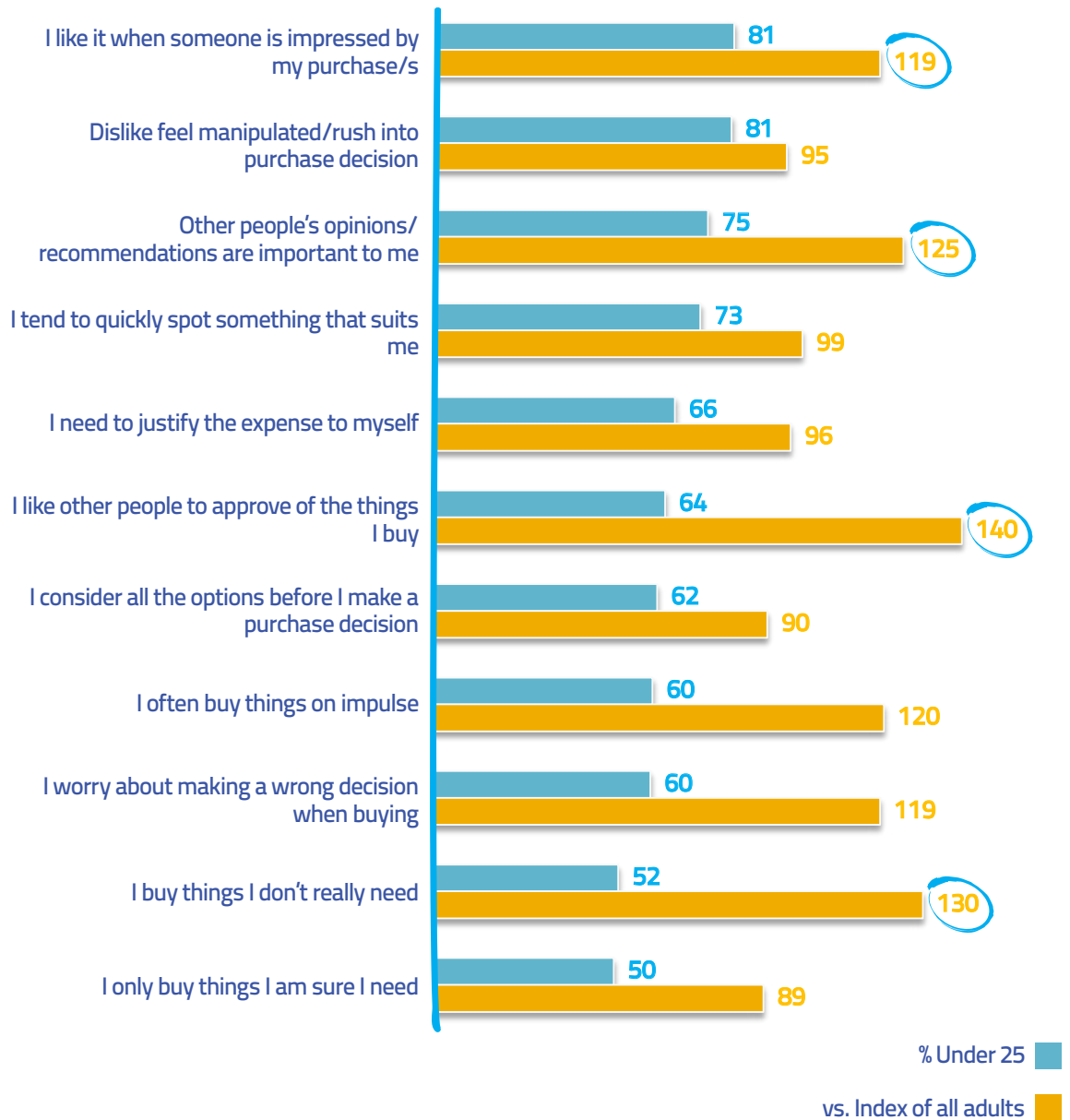
- Behaviour & Attitudes, March '11



## 15-24 Year Olds... Influences on Purchases

The Outdoor Consumer Survey (OCS) is a survey of over 2,600 adults in Ireland. In addition to lifestyle, OCS also investigates the moods and emotions of respondents at key points in their daily lives as well as their attitudes to out of home advertising across a range of different environments such as supermarkets and train stations.

Here, we have looked at some statements with regard to what influences purchase decisions among 15-24 year olds.



The above chart displays a few points worth noting regarding the 15-24 year old group.

Other people's opinions mean a great deal to this group, they are prone to buy things on impulse much more than others and are much more likely to buy items they don't necessarily need.

*"Somewhere, something incredible is waiting to be known."*

Carl Sagan

### Fact Check

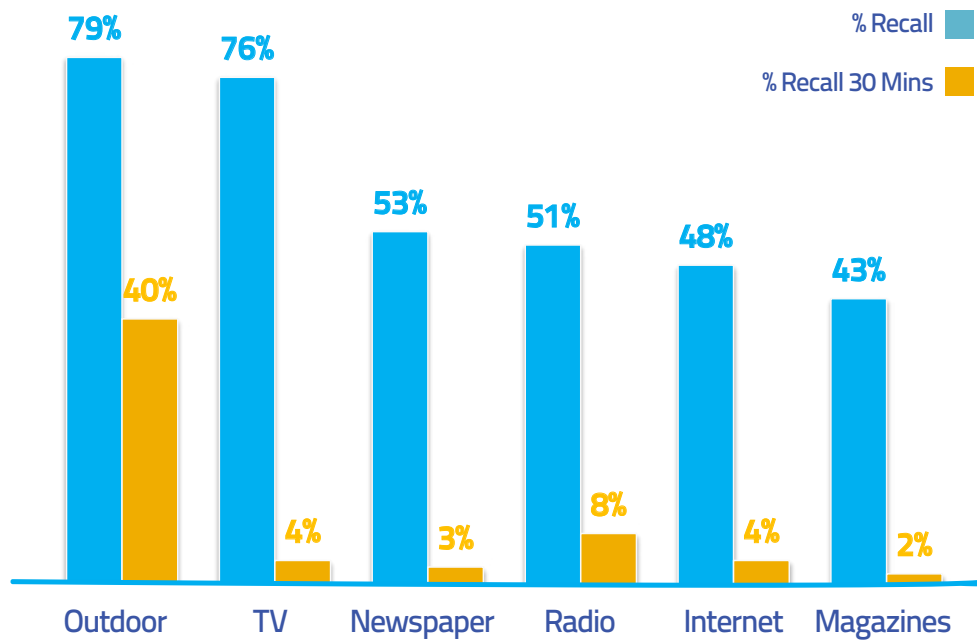
In the US, text message users send and receive an average of 41.5 text messages per day

- Pew Research Centre, July '11



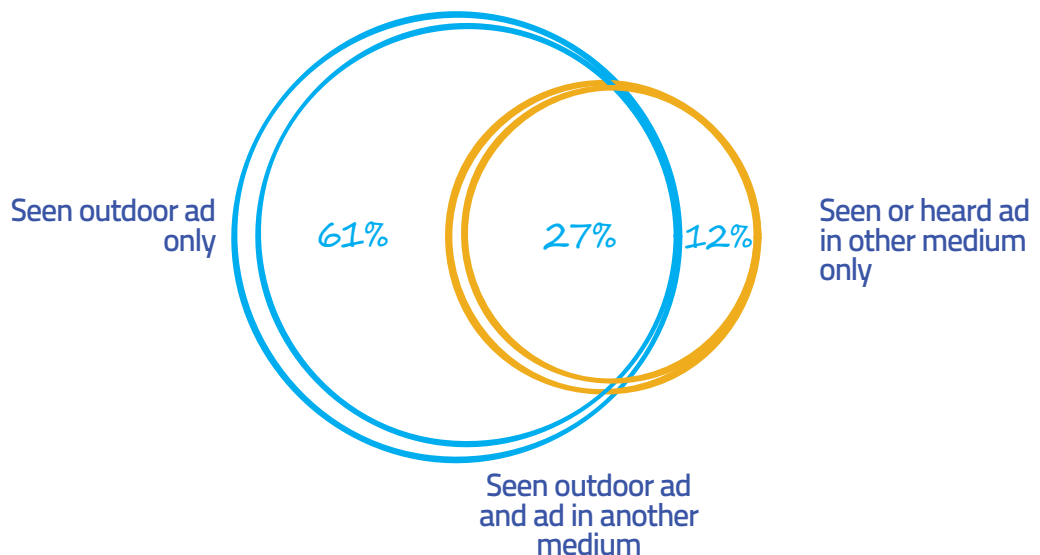
## Last Window of Influence

Staying on the theme of shopper type research, a recent study by the Outdoor Media Centre in the UK makes interesting reading. It clearly shows that out of home advertising can have a major influence at point of sale as it is by far the medium that shoppers have seen most in the 30 minutes preceding shopping i.e. The Last Window of Influence. This is reflected in the charts below.



Outdoor is the key medium to reach shoppers in the 30 mins prior to purchase. 40% of shoppers see outdoor in the last window of influence.

### Shoppers' ad exposure in 30 min. preceding start of shopping



Source: Outdoor Media Centre, Helen Harrison Associates, July 2011, intercept shopper interviews, 4 UK locations

*"It is a capital mistake to theorise before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts."*

Arthur Conan Doyle

**Fact Check**  
 65% of shoppers will travel from one store to another in search of advertised deals  
 - Empathy Research