



 **Posterwatch**

**Out of home
Market Review
1st Half 2011
Cycles 1 - 13 (3 Jan - 26 Jun)**

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1st Half 2011 (Cycles 1-13, 3 Jan – 26 Jun)



Republic of Ireland

The value of the out of home medium in the first half of 2011 was approximately €94.3m. That figure is based on display at rate card. This is down by a couple of million euro on the same period in 2010. However, a major factor in this decline in display value is down to the fact that this year cycle 11 was reduced to one week in length and therefore halved in value.



Sky on JCDecaux High Definition 48 Sheet

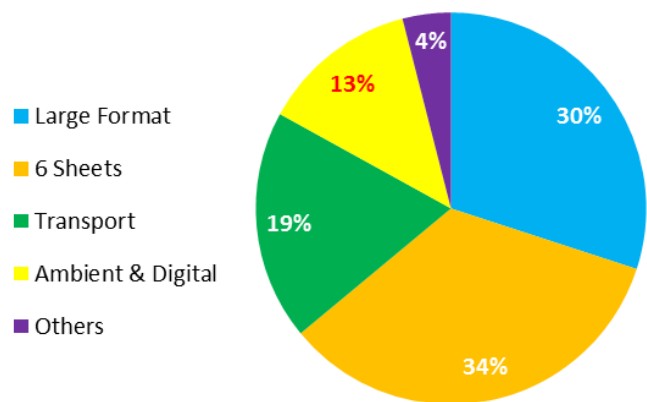
In real terms, we estimate the out of home sector to be down by about 5% on 2010. It has been a very difficult period for all concerned but we are very encouraged by the fact that the medium is not standing still in terms of product development and that our formats continue to be supported by many of the top advertisers across the island of Ireland.

Both the traditional and modern elements of the medium are in constant development and good examples of this were clear in the first half of 2011. JCDecaux introduced HD posting on 48 Sheets, thus improving the quality of the traditional large billboard. CBS Outdoor invested heavily in the digital DPods in Dundrum, which were launched in Spring 2011 and have impressed with their clarity and quality. What we are now seeing develop in the digital area is an established network of opportunities that now make the digital option a more viable one for many advertisers. With this in mind, at PML Group we have established the Digital out of home Centre, a division dedicated to the management of this growing strand of our industry. More details on this will be available soon.

“The first quarter of the year was much better than forecast with retail delivering well for advertisers and large format bolstered by significant investment by the Telecoms and Motor categories. Traditional formats performed better year on year in Q2 and the launch of our second digital network in Dundrum Town Centre continues to attract investment from a wide selection of advertisers.”

Colin Leahy, Managing Director
CBS Outdoor

The pie chart (right) shows the breakdown of the ROI market by the main out of home formats. As you can see, traditional large formats such as 48 Sheets and Golden Squares, and 6 Sheets account for approx. 2/3 of the entire market. The remaining 1/3 is mostly taken up by the various transport, ambient and digital displays. The “others” section contain items such as bridges, specials etc...48 Sheets alone account for 23% of market value, followed by Adshel 6 Sheets at 20%.



Top Advertisers



Budweiser Ice Cold Index 96 Sheet

The table below shows the top 10 advertisers for 2011 to date, again based on display and rate card. It is interesting to note the presence of Unilever, Nestlé and Kraft Foods in the top 10. Never before have FMCG advertisers been so prevalent among the top advertisers at one time. It reinforces the idea that out of home is proving a real winner in terms of driving awareness and sales right at the point of sale. As a medium, it is in a unique position to communicate with customers at the time of purchase.

Even given the value of cycle 11 being halved, Unilever's display value has increased by over 40% compared to the same period in 2010. The percentage increase for Nestlé would be nearer 50%. The increase for Kraft/Cadbury is around 16%. Kellogg's and Pepsico can also be found just outside this top 10. Unilever advertised a wide range of products in 2011, with HB Ice Cream and Sure Deodorant making up about 1/3 of their overall spend.

“For me the highlight of 2011 so far was the ‘Jobless Paddy’ campaign and the clear demonstration of how effective and targeted out of home advertising can be. Clever creative and a great location led to mass coverage of this unique campaign all over the globe, and Féilim got the job he wanted!”

Pat Mannion, Commercial Director, JCDecaux Ireland

Top 10 Advertisers 2011 (1st Half 2011)			vs 1 st Half 2010
1	Unilever	€ 5,345,470	+ 41%
2	Diageo	€ 3,721,639	- 29%
3	eircom/Meteor	€ 2,898,481	+ 43%
4	Heineken	€ 2,623,708	- 43%
5	Kraft/Cadbury	€ 2,418,658	+ 16%
6	Vodafone	€ 2,325,227	- 10%
7	O2	€ 2,037,753	+ 36%
8	Coca Cola	€ 1,971,716	+ 1%
9	Nestlé	€ 1,839,844	+ 49%
10	Sky TV	€ 1,793,160	+ 338%



Cadbury Snack Dublin Bus Superside



Top Categories



O2 Prepay on Metropole

There have been some interesting changes in the categories that use out of home the most. As alluded to in the previous section, confectionery is a major growth area for the medium. Food, not including confectionery, was the second most active category on the medium in the first half of 2011, second only to Telecoms and pushing Beers & Ciders into third place. If confectionery were to be added to the general food category, it would be the number one category. As it stands, confectionery lies 5th, having increased in value on out of home by over 40% in 2011.

Telecoms remains the top single category, with display values of over €12m. Vodafone, eircom group and O2 are all above €2m display value for 2011.

Other notable movers in terms of categories are Beers & Ciders (down 36%) and films (up 10%). Soft Drinks and Health & Hygiene have also dropped in value quite a bit and both only just make the top 10.

“The first half of 2011 has been extremely challenging but we at Bravo have found that clients will always go where they find value and bus advertising delivers this. In 2011 Bravo is focused on providing excellent value and service, while continuing to innovate on our clients’ behalf. With this in mind, we have introduced three extensions to our bus formats in the past month.”

Suzanne Webb, Account Director, Bravo Outdoor

Top 10 Advertisers 2011 (1st Half 2011)

			vs 1 st Half 2010
1	Telecoms	€ 12,192,635	+ 6%
2	Food	€ 8,075,492	- 18%
3	Beers & Ciders	€ 7,278,822	- 36%
4	Films	€ 6,566,331	+ 10%
5	Confectionery	€ 5,992,379	+ 47%
6	Retail Outlets	€ 5,434,278	+ 9%
7	Tourism & Travel	€ 5,377,675	- 12%
8	Media	€ 5,048,262	+ 35%
9	Soft Drinks	€ 4,045,260	- 11%
10	Health & Hygiene	€ 4,013,464	- 20%

Paramount's Thor on Adshel



Top Brands



UPC on Golden Square

Below are the top 20 individual brands on out of home in 2011 to date.

It is worth noting that although 2011 was an election year, no political parties feature among the top advertisers or brands for the first part of 2011. Only Fine Gael spent significant money on an out of home campaign and they rank approximately 35th in terms of the below ranking.

Top 20 Brands 2011 (1st Half 2011)

1	Vodafone	€ 2,325,227	11	Budweiser Beer	€ 1,071,119
2	O2	€ 2,027,753	12	Guinness	€ 859,263
3	Meteor	€ 1,969,311	13	Kellogg's Special K	€ 752,875
4	Sky TV	€ 1,793,160	14	ESB Electric Ireland	€ 728,678
5	Carlsberg Lager	€ 1,324,672	15	SuperValu	€ 702,148
6	Heineken Lager	€ 1,298,566	16	Coors Light	€ 675,597
7	HB Ice Pop Range	€ 1,255,267	17	Axa Insurance	€ 627,937
8	UPC	€ 1,175,572	18	Cadbury Dairy Milk	€ 581,351
9	7UP Free	€ 1,109,340	19	Charleville Cheese	€ 545,773
10	Opel Range	€ 1,097,910	20	National Dairy Council	€ 528,406

Kellogg's Special K Store Points



Top Brands by Format



Opel on 48 Sheet

The tables below display the top brands on each of the main traditional format types in 2011 – Large Format, 6 Sheet and Transport.

Meteor is the largest brand on large formats with a display value of €1.2m. Large format consists of formats such as 48 Sheet, 96 Sheet, Golden Squares, Metropoles and Europanel.

Large Format

1	Meteor	€ 1,203,606
2	Opel Range	€ 1,095,413
3	O2	€ 1,031,160
4	UPC	€ 895,716
5	Carlsberg	€ 713,518
6	Sky TV	€ 644,557
7	Axa Insurance	€ 582,755
8	Kellogg's Special K	€ 414,840
9	ESB Electric Ireland	€ 409,740
10	Vodafone	€ 321,590



McDonald's EuroSaver on Metropanels

On 6 Sheets, FMCG brands are much more to the fore with three Cadbury brands in the top 10 as well as HB Ice Pops, Persil and Surf. McDonald's are the top brand on 6 Sheets.

6 Sheet

1	McDonald's	€ 650,625
2	Cadbury Dairy Milk	€ 547,401
3	HB Ice Pop Range	€ 529,047
4	Vodafone	€ 527,858
5	O2	€ 446,858
6	Cadbury Creme Egg	€ 446,566
7	Cadbury Snack	€ 389,127
8	Persil	€ 376,874
9	Surf	€ 346,786
10	National Dairy Council	€ 309,637



Vodafone Comedy Festival on Dublin Bus T-Side

Vodafone are top transport user for early 2011, followed by Tesco Mobile and O2.

Transport

1	Vodafone	€ 693,739
2	Tesco Mobile	€ 403,805
3	O2	€ 397,728
4	7UP Free	€ 342,185
5	HB Ice Pop Range	€ 306,972
6	NoNonsense.ie	€ 297,750
7	Sure Deodorant	€ 268,461
8	Meteor	€ 242,682
9	Ford Focus	€ 204,895
10	Carlsberg	€ 198,088

“Although the market has been challenging for the ooh industry in H1 there is very good reason to be optimistic for a good result when 2011 is closed off. There are positive indications that the autumn business will be stronger than usual and with a more relevant Christmas cycle than heretofore we are forecasting an impressive end to the year. The ooh market is holding strong relative to other media and this is driven by increased investment in plant by the Media Owners, by very accurate audience delivery tools and by innovative products and the potential to be creatively exciting.”

*Jimmy Cashen, Group
Managing Director, PML Group*

7UP Free on Dublin Bus Rears



Northern Ireland



Carlsberg neon lighting special on 48 Sheet

In Northern Ireland, the first half 2011 Posterwatch display value of the out of home market was £18.82m. Comparing to the 2010 figure of £20.20m for the same period, it should be noted that Cycle 11 of 2011 was a one week period. In real terms, the 2011 ooh market spend is estimated to be tracking at 3% behind 2010 for the first half of the year.

Top 10 Advertisers 2011 (1st Half 2011)

1	Diageo	£ 842,918
2	Northern Bank	£ 786,506
3	Coca Cola	£ 761,393
4	KFC	£ 669,947
5	Translink	£ 482,515
6	Axa	£ 407,950
7	NI Fire & Rescue	£ 402,517
8	McDonald's	£ 385,630
9	Ulster Bank	£ 356,399
10	BT	£ 352,628

Despite a challenging finish to the 2nd Quarter of 2011, the ooh market in Northern Ireland is performing well and showing signs of improvement as we look ahead to the end of Q3. Ooh continues to provide great flexibility for Advertisers through the diverse offering of media formats within the various ooh environments.

Media Owners are discussing future development plans with innovation remaining a key focus.

Darren Jackson, General Manager, PML Group Northern Ireland

In NI, the top advertiser in the first half of the year was Diageo with a total display value of £842,918. The most notable ooh activity from the Diageo brand portfolio has been from Carlsberg through the launch of their new 'That calls for a Carlsberg' tagline. The campaign featured on several ooh media formats including 48 sheets, 96 sheets, T-Sides, Glowboxes. Carlsberg also created neon lighting special-build sites in Belfast City Centre.

Northern Bank have remained active throughout the first half of 2011 with particular focus on promoting their mortgage products and free mobile text alert service.

To celebrate their 125 year anniversary, Coca Cola launched a campaign in April using a combination of ooh media formats and featured the landmark building banner at King Street in Belfast. In the first half of 2011, the advertiser had a total ooh media display value of £761,393. The figure comprised of campaigns from Fruice, Deep River Rock, Fanta Orange, Sprite and Coke Zero.

Top Brands



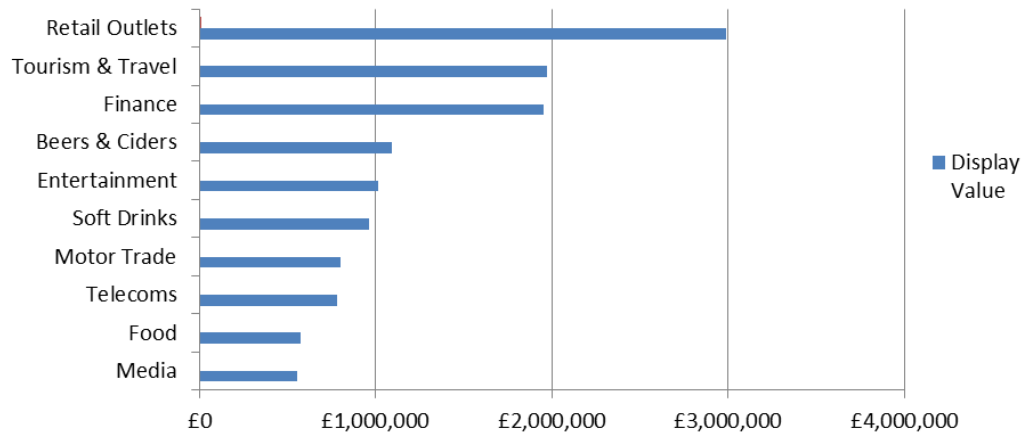
Northern Bank Mortgages on 48 Sheet

The top category of advertisers, according to Posterwatch was Retail Outlets, with a total display value of £2.99m. This sector includes convenience retail, furniture retail, restaurants and shopping centres.

The Tourism & Travel sector is ranked in 2nd position with a display value of £1.97m, a third of which is made up of airline activity. Other advertisers in the sector include Translink (£482k), Northern Ireland Tourist Board (£306k) and Belfast Visitor & Convention Bureau (£81k)

Detailed below are the top 20 individual brands on ooh in 1st half of 2011.

All values are based on ratecard.



Top 20 Brands 2011 (1st Half 2011)

1	Northern Bank	£ 788,852	11	NI Tourist Board	£ 305,952
2	KFC	£ 669,947	12	Spar	£ 263,473
3	Axa Insurance	£ 407,950	13	Firmus Energy	£ 259,020
4	NI Fire & Rescue	£ 404,092	14	Census	£ 258,837
5	Carlsberg Lager	£ 401,439	15	Action Cancer	£ 189,283
6	Coca Cola	£ 392,391	16	Therapie Clinic	£ 184,523
7	McDonald's	£ 378,443	17	Jet2.com	£ 178,905
8	Ulster Bank	£ 350,653	18	PHA - Tobacco	£ 177,713
9	Oxfam	£ 336,035	19	easyJet	£ 163,812
10	BT Broadband	£ 315,688	20	NI Chest, Heart & Stroke Association	£ 153,288

Conclusion

Although times are difficult the out of home sector is being proactive in delivering choice, value and quality to its clients. At PML Group, 2011 has seen the launch of a dedicated digital division and the improvement and updating of our research and mapping systems.

The benefit of moving cycle 11 to a one week cycle will be felt in the latter half of 2011 as cycle 26 will now last the two full weeks prior to Christmas, thereby increasing demand in this period to a large degree.

Vodafone Cherry Points Station Blitz

