

DEMOGRAPHICS



❖ TAB Out of Home Ratings offers clients an opportunity that they have never had before with out of home advertising: the ability to target a specific demographic profile. ❖

FULLY UTILIZING DEMOGRAPHIC DATA

TAB Out of Home Ratings feature 600+ combinations of age, gender, household income, race, and ethnicity. The demographic profile of any panel or group of panels can be examined in several ways depending on the needs and goals of the advertiser.



IMPRESSIONS

Impressions & In-Market Impressions from a specific demographic audience can be examined for out of home advertising. When comparing these to the audience measures of other media it is important to remember that Impressions include visibility considerations to include only those who have seen an ad, while other media still rely on opportunity-to-see measures. Market selection (DMA, CBSA, or County) affects the ratio of Impressions to In-Market Impressions with In-Market Impressions decreasing as the market population decreases.



TARGET RATING POINTS

Target Rating Points are being used to compare the performance of out of home to that of other media in the language that is most meaningful to media planners and buyers. TRPs can be compared to and combined with other media's metrics allowing Out of Home to be considered early on in a plan to help reach media goals. Market selection plays an important role here as the population of the selected market will directly affect the weight of any number of impressions against that population.



PERCENTAGE COMPOSITION

Percentage composition provides a breakdown of the demographic composition of the audience of any particular panel or group of panels. This measure can be used to minimize wasted ad dollars especially in cases in which a client has a very narrow or specific group of customers. This measure can also be used to make decisions about the content of the message being shown with relation to the audience of a particular panel.

DEMOGRAPHICS IN ACTION

If a potential client has a target demographic of people with a household income of \$100k or more each year, there are several strategies to consider when using the metrics available. Selecting boards with the highest TRPs for this demo could be a great way to show how well out of home can compete with radio, television, and other media that are measured in rating points. A drawback that may occur here is that many boards with high TRPs also have high impressions in general and these units may be more expensive or already sold. If this is the case, selecting based on percentage composition could provide units with more average impression levels, but with a higher percentage of these impressions coming from the desired audience. Ultimately, this would be the criteria to examine in order to maximize the number of ad dollars directed at the target audience. As with any criteria, boards can be *sorted & selected* based on composition and can still be *examined* by TRPs later when comparing to other media. Ultimately, if a client wants a higher weight level in the market, place a higher emphasis on TRPs. If the client wants to maximize efficiency, be sure to use percentage composition.

TAILORING THE MESSAGE

Even if the client's business is not one supported by a relatively small demographic base, they can still get an enormous amount of value from the demographic data available. By tailoring their message to the demographics that different groups of their panels reach, they can show the aspects of their business that matter most to different groups of their customers. For example, they can sell price points on units that reach people with demographics that match middle income families or showcase premium products or services on units that reach people with higher incomes.