

Broader research project proves efficacy of washroom media

TLC Unlimited has completed a broader study in cinemas and gyms on the efficacy of washroom media, following its pilot Footcounter measurement project, which took place last year.

The group MD Brett Tucker says, "This ongoing research project is an invaluable measurement tool that is proving the reach of the platform. We have had several research samples but nothing as concrete as this.

"The advent of this accurate measurement system further justifies investment on our media type and will assist in moving people's thinking to so-called 'non-traditional' platforms."

A quick summary of the latest research results, which took place over a one-month period (13 November - 12 December), revealed that consumers are using the washrooms in the venues researched.

In the Wanderers Planet Fitness venue, 57,928 people entered these washrooms throughout the one month period, equating to 1930 people each day. At a nominal cost of around R2400 per month, advertisers have access to huge numbers of people who visit these washrooms every day and who are exposed to the washroom frames. This equates to a duplicated CPT of R41 in a large dwell time and a targeted environment.

Similarly, its Sandton Ster-Kinekor venue saw 38,813 people enter its washrooms over the one month period with an average of 1294 people each day. Advertising in this venue for a one month period is around R3000 per month, translating into a CPT of R77 per month on guaranteed eyeballs.

Engaging consumers

"The foot counters we've placed in these venues are showing engagement values, which any marketer will be hard pressed to find on any other advertising platform. Consumers are engaging with our platforms and we are happy to report that we are not only getting the volume of consumers, but the right target markets are being captured because of the specific lifestyle venues we have secured.

"Most importantly is that every consumer who enters our washroom engages with the advertisement, which is located 45cm from the eye line, with no other distractions for between 30 and 90 seconds. The key decider is that the above traffic figures equate to actual engagement and that's the media currency we require."

Gender and category exclusivity

The platforms also ensure 100% gender and category exclusivity. Venues in its portfolio provide high reach amongst consumers across all LSM sectors and, most importantly, guarantee 100% of consumers will read an advert, due to the strategic location of the frames.

"Finally, we have unequivocal proof that our platform delivers large reach, guaranteed message transfer and a relevant consumer close to the point of sale which bodes well for proving the efficacy of the washroom media platform and its stand out appeal in the broader media marketplace," concludes Tucker.

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