

JCDecaux

PRIMED AND READY FOR THE
cookieless future



LUMEN

TARGETING WORKS...



Ad-targeting

Interest-based targeting and retargeting

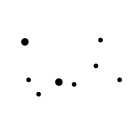
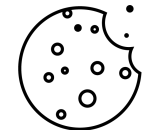
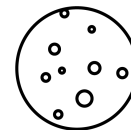


Measurement

Attribution, frequency capping and reporting

The logo for the Financial Times, featuring the letters 'FT' in a large, bold, serif font on an orange square background, followed by the words 'FINANCIAL TIMES' in a smaller, bold, serif font on a white background.

Snap shares plummet 24% over the effect of Apple privacy changes



POSSIBLE SOLUTIONS

THE POSSIBLE SOLUTIONS



**(Eye Catching)
Creative**



Cookieless Tracking



Contextual Creative

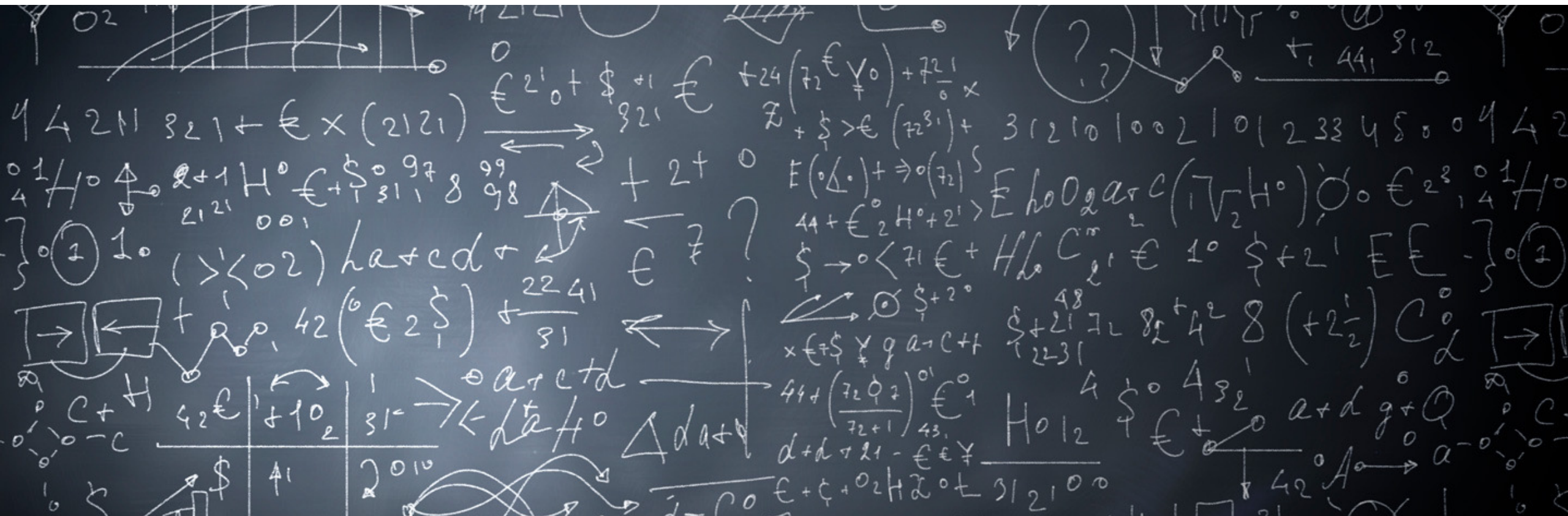


First Party Data

THEORY

HYPOTHESIS

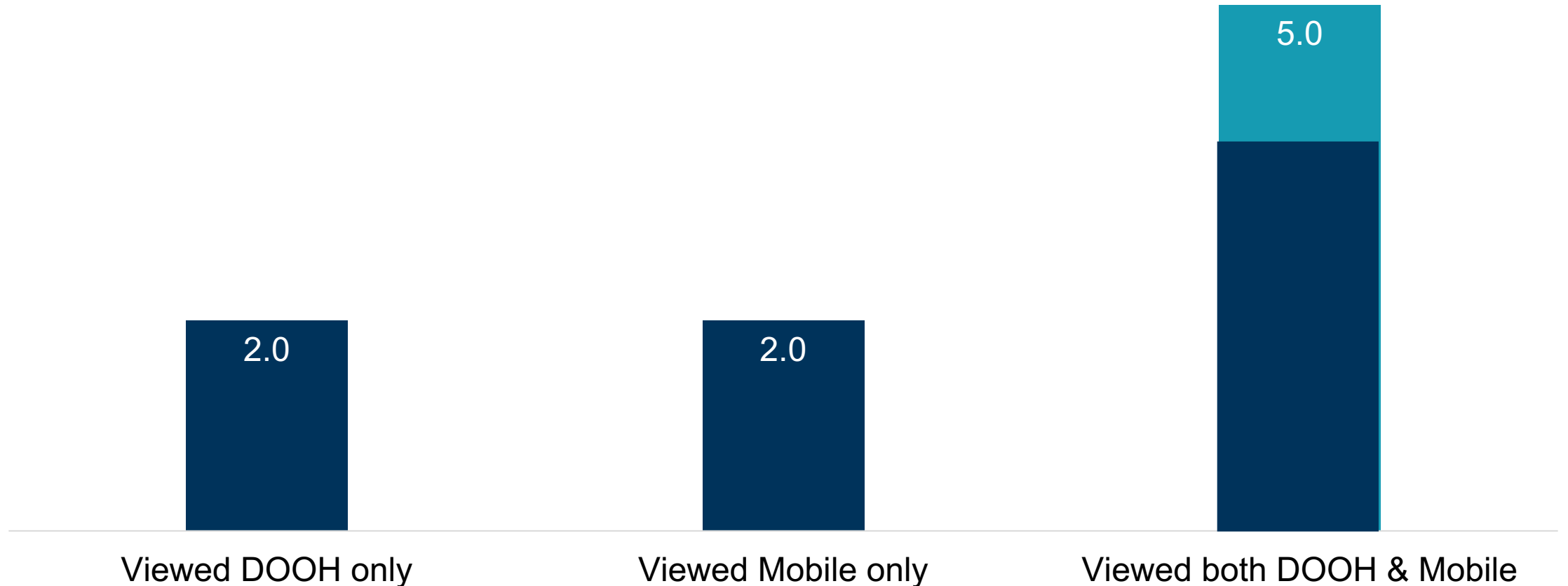
“The priming effect of OOH can help brands fill the gap of third party cookies as familiarity of imagery boosts attention”



THE DOOH AMPLIFICATION EFFECT

2+2=5

Average dwell time (seconds)



RESEARCH

METHODOLOGY



Nationally representative panel
1,800 respondents recruited
online & placed into cohorts



Asked to view roadside video with
no exposure to test ads, potential
exposure to test ads or complete a
task mimicking cookie targeting
online behaviour



Exposed to online news page with
MPU ads corresponding to DOOH



Answer questionnaire to
assess recall and perception

TEST ADS

LOWER PRICES
ON OVER 500 SUMMER ESSENTIALS

**Good times.
Great prices.**

Boots
Feel good as new

In store | boots.com | App
Subject to availability. Selected stores.

BOOTS

It doesn't matter
WHERE YOU SHOP
we'll still recycle
your soft plastics,
like crisp packets
& bread bags.



Participating retailers for the new Co-op Group trial scheme will be prominently marked. Co-op does not offer a before 2020 date. Co-op is committed to recycling soft plastics, including crisp packets, bread bags and other soft plastics. Please see the Co-op website for more information.

CO-OP



FLY BRITISH AIRWAYS
FROM LONDON CITY,
YOUR LOCAL AIRPORT

EUROPE
FROM **£49** EACH-WAY
BASED ON A
RETURN FARE

ba.com/londoncity



BRITISH AIRWAYS

**THIS SEASON
WE PLAY
TOGETHER**

DAN
ARSENAL
SUPPORTER

WHEN THE FUN STOPS STOP

BeGambleAware.org

LADBROKES

**ELECTRIC
THE MAZDA WAY.**

ALL-ELECTRIC MAZDA MX-30

The official energy consumption figures for the all-new Mazda MX-30 range: 19 kWh/100km (WLTP Combined). CO₂ emissions 0g/km. These figures are for comparative purposes only and may not reflect real-life driving results, which will depend upon a number of factors including the accessories fitted, gear registration, variations in driving style, weather conditions and vehicle load.

MAZDA

ASOS
Summer looks good on you

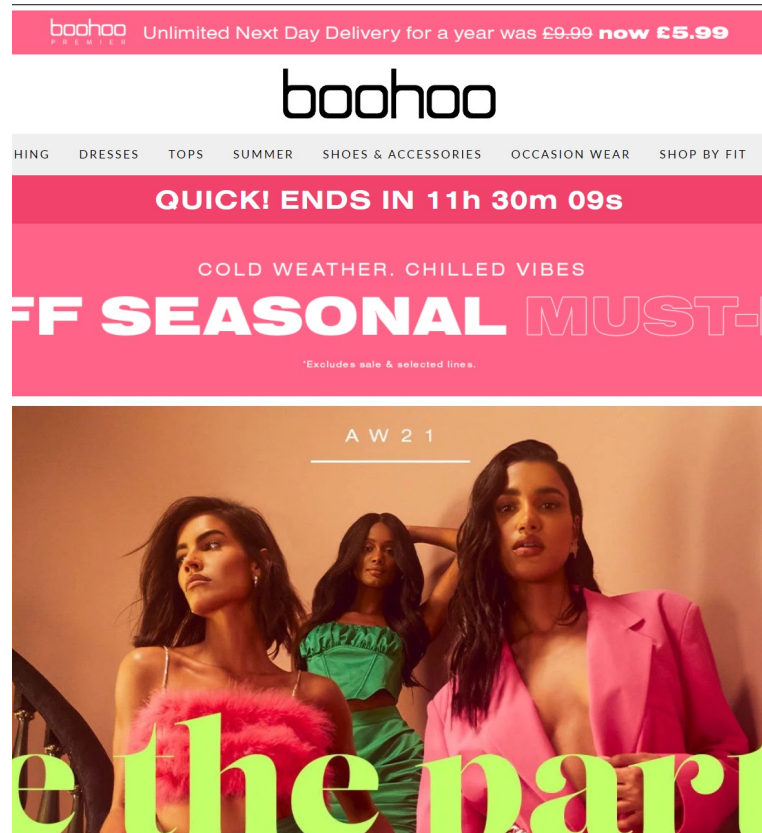
Download on the
App Store

GET IT ON
Google Play

ASOS

CELL GROUPS

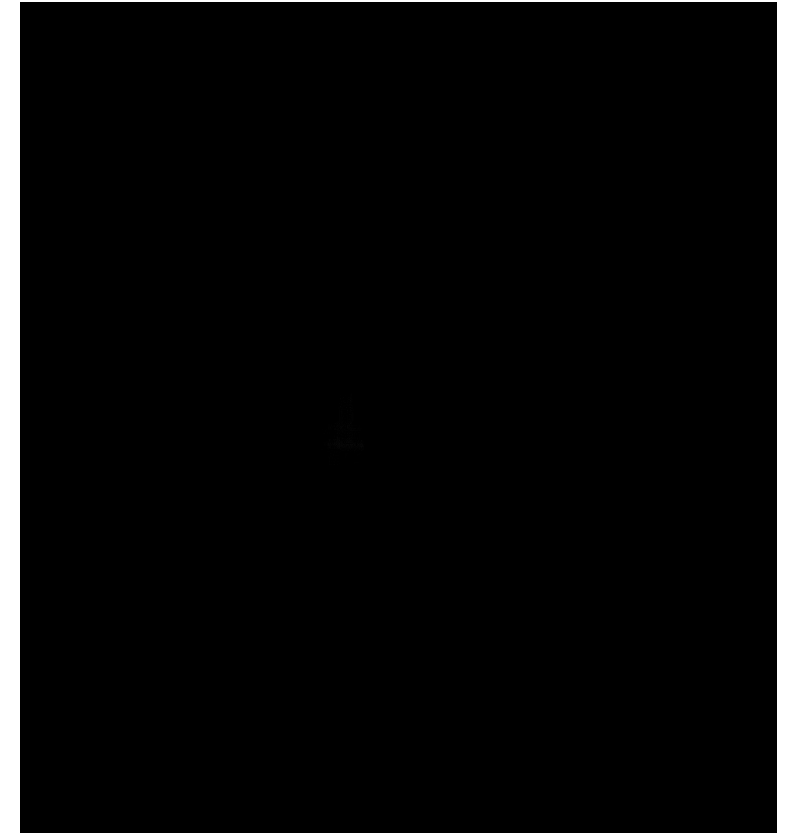
RECREATION OF MEDIA EXPERIENCE



COOKIE



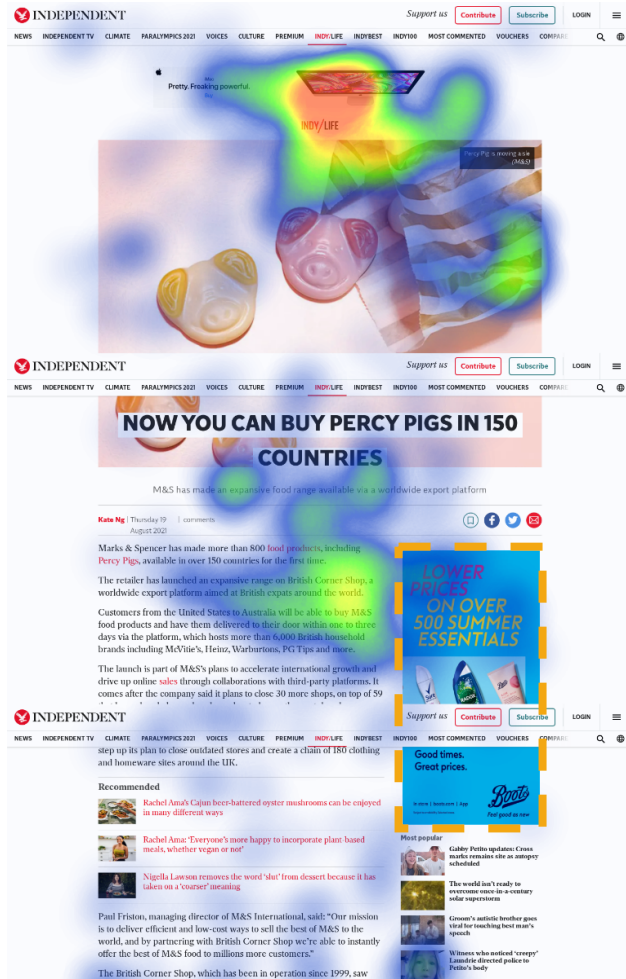
COOKIELESS



PRIMED

TESTING IMPACT

ATTENTION & PERFORMANCE OF DIGITAL ADS



Source: Lumen

WEBCAM EYE TRACKING TECH WITH LUMEN

An Eye Tracker

consists of projectors, sensors and algorithms.

The projectors

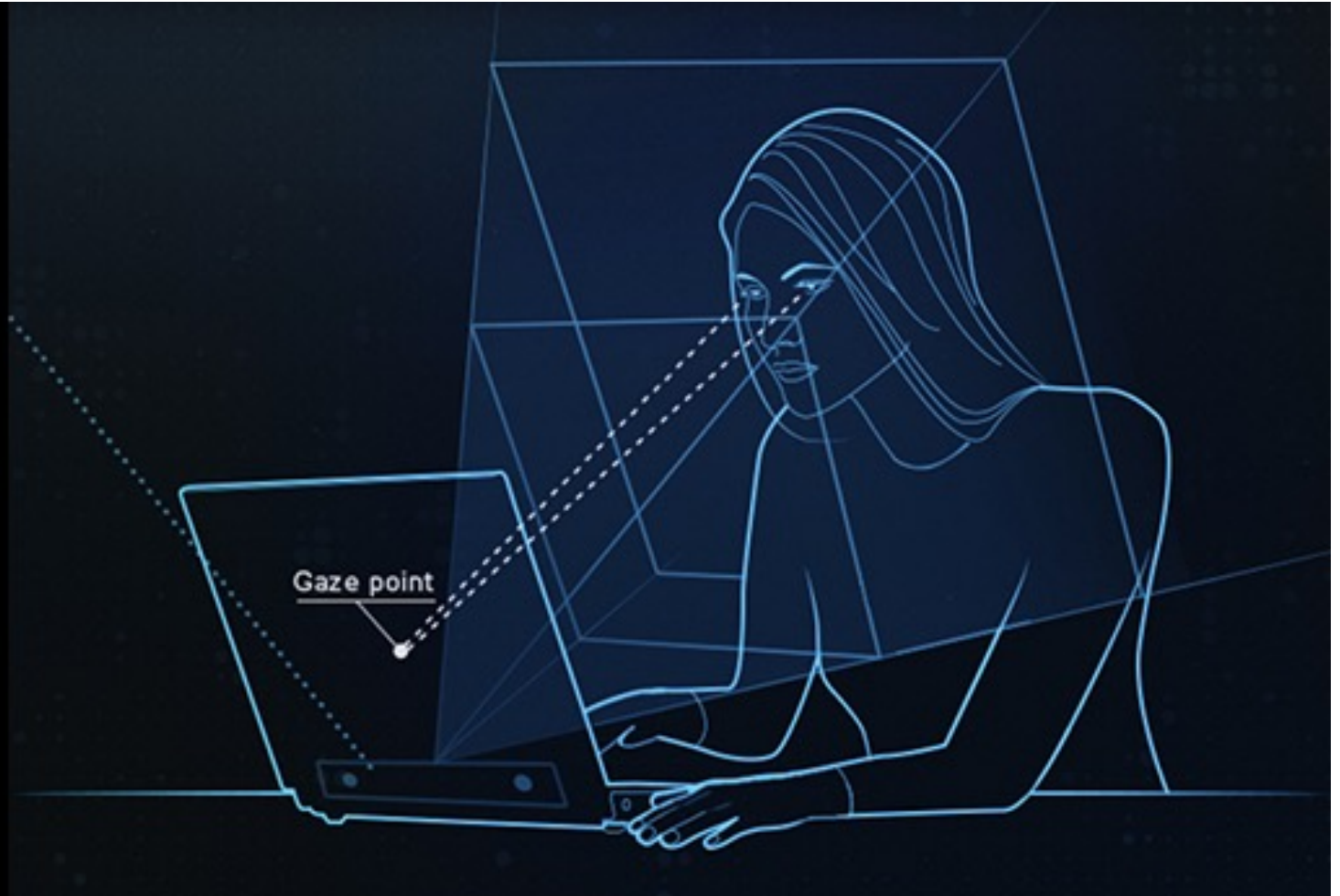
create a pattern by projecting near-infrared light on the eyes.

The Sensors

takes high-frame-rate images of the user's eyes and patterns created.

Algorithms

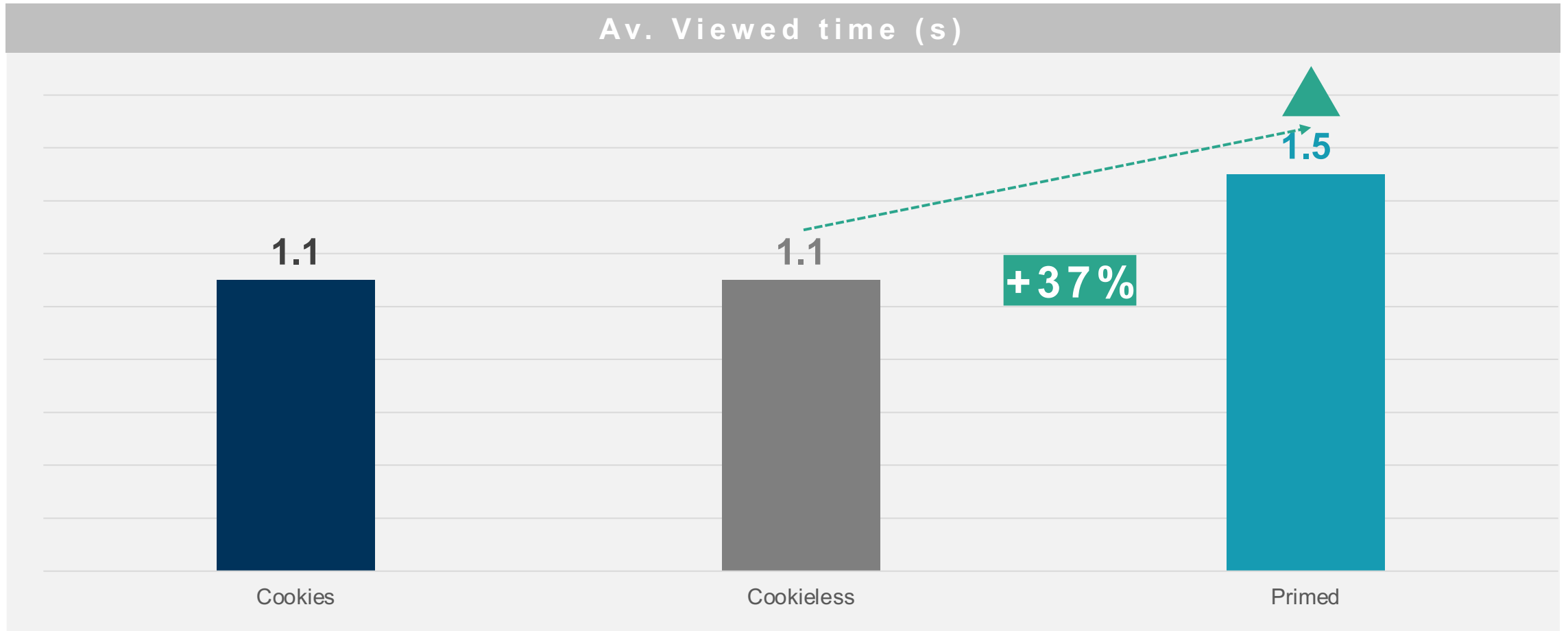
find specific details of the user's eyes and reflection patterns. This results in, among other data, the gaze point on the screen.



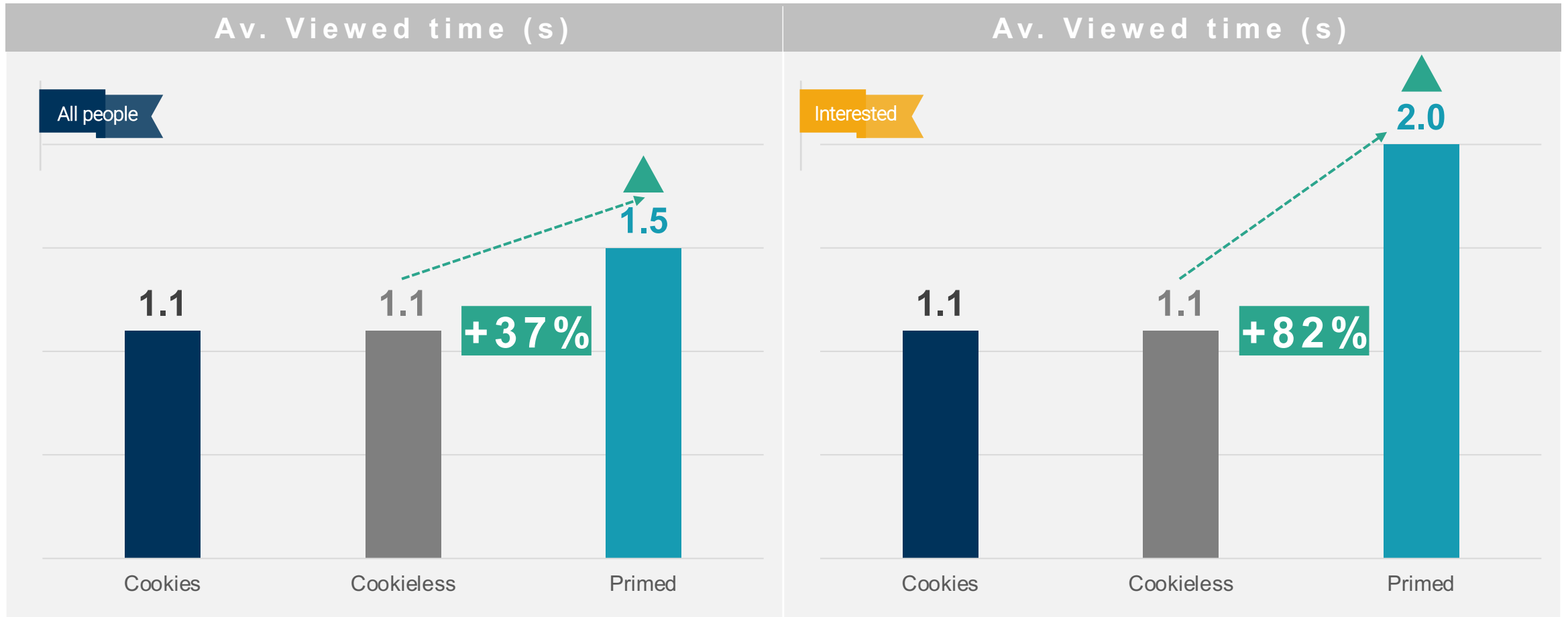
RESULTS

ADS WERE VIEWED AFTER BEING PRIMED WITH OOH

PRIMED OOH GENERATES 0.4 SECONDS OF EXTRA ATTENTION vs COOKIES

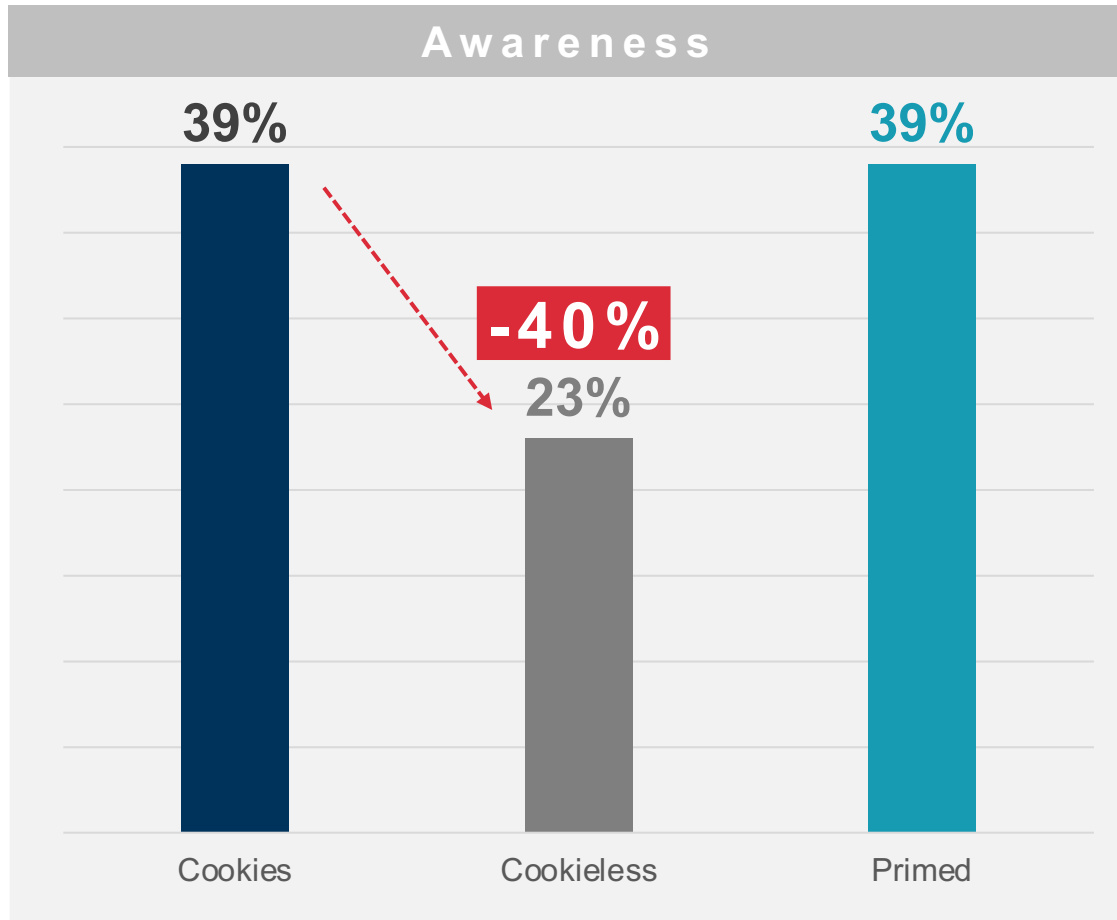


PEOPLE INTERESTED IN ADS GAVE ANOTHER +33% MORE ATTENTION



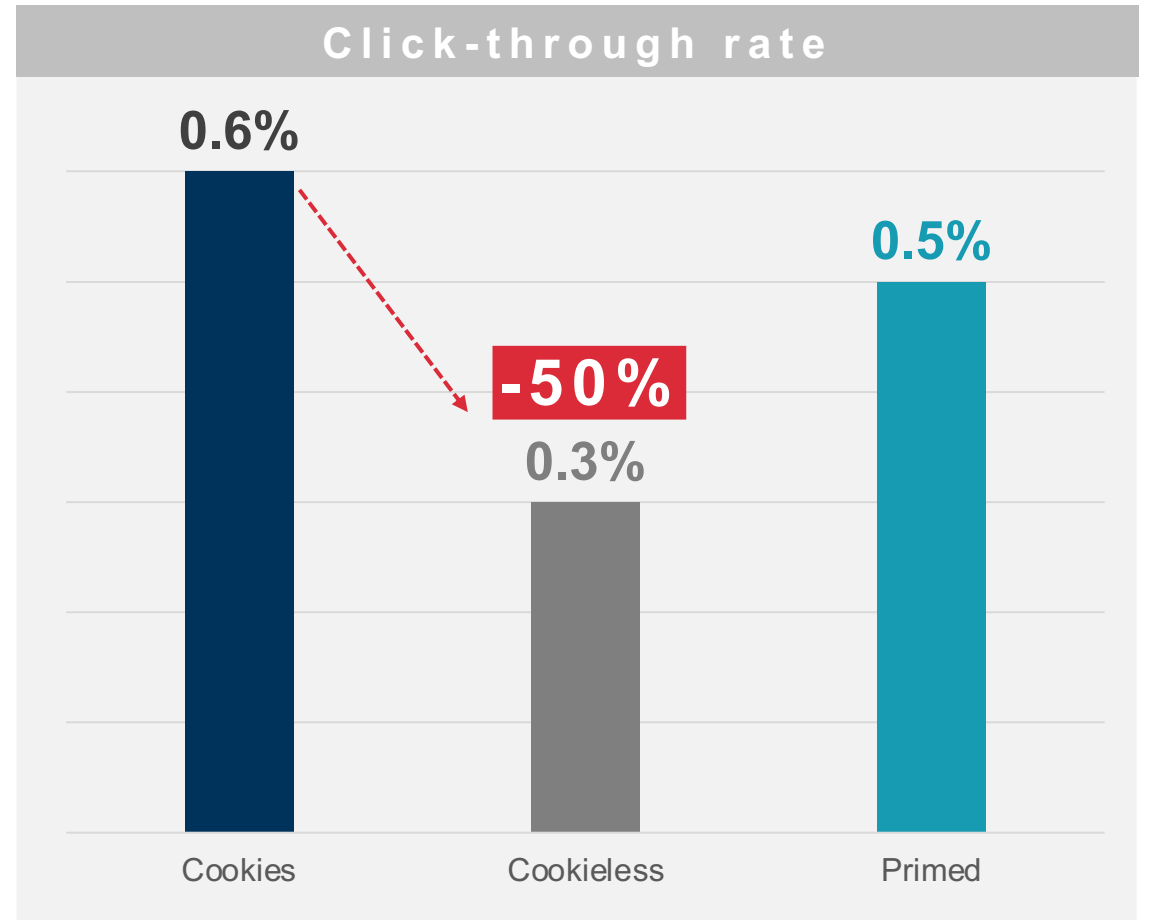
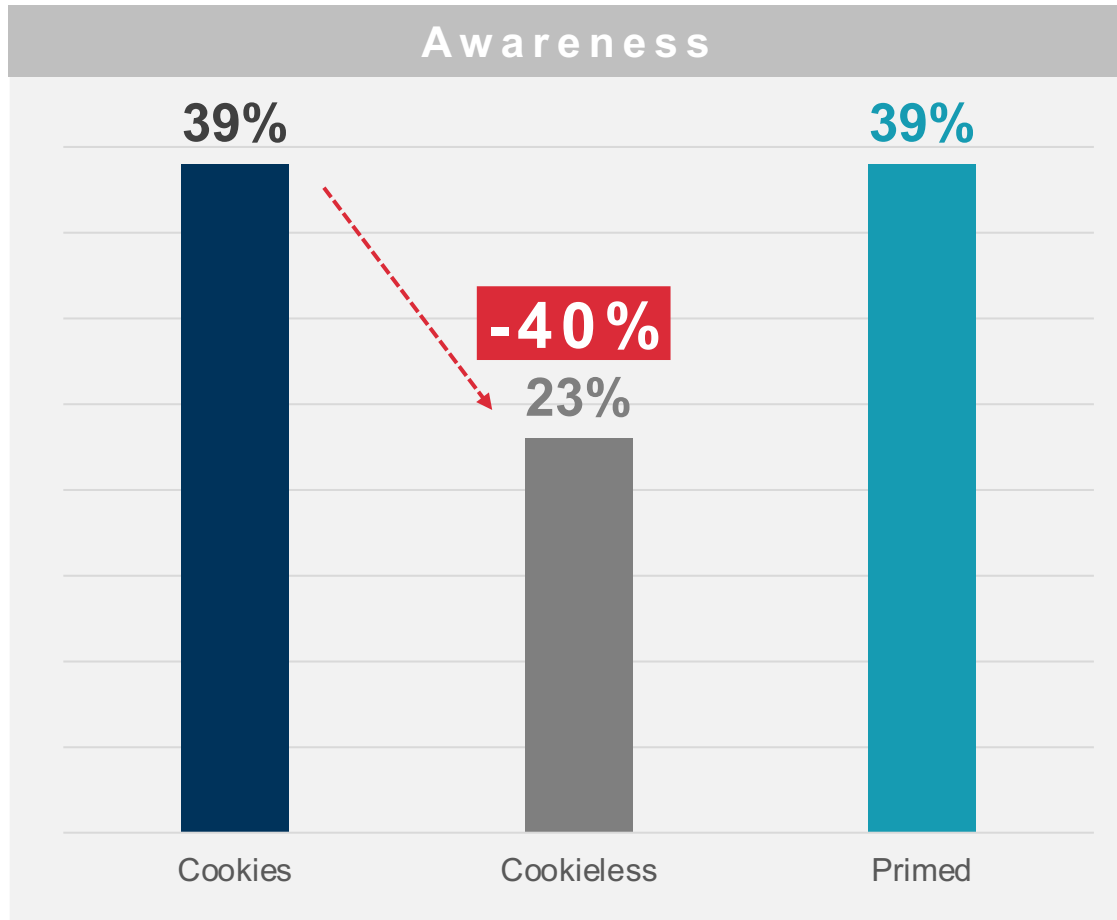
COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS



COOKIES WORK

SIGNIFICANT DECLINE IN AWARENESS AND CTR



SUMMARY

ACT NOW BEFORE THE COOKIE CRUMBLES

TEST & LEARN



PRIMED AND READY FOR THE
cookieless future



LUMEN