

Digital signage grabs, engages, and informs

A study released in 2008 by US-based See Saw Networks, conducted by OTX, to better understand how digital out-of-home media can be used to reach mobile consumers, shows that digital signage advertising engages people, has high awareness, and is a compelling media that advertisers can use to effectively reach people with their message.

Importantly, says the report, digital signage advertising has stopping power. Sixty-three percent of adults say that it catches their attention, which is the highest level reported across all media surveyed, including TV, the Internet, billboards, magazines, newspapers, radio, and mobile phone advertising.

People Reporting That Advertising On The Media Catches Their Attention	
Media	% of Respondents Noting
Digital Signage	63%
Billboard	58%
Magazine	57%
TV	56%
Internet	47%
Newspaper	40%
Radio	37%
Mobile Phone	10%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

The study explores various U.S. consumer segments, both male and female, between the ages of 13 and 55, representing the segment life patterns of Affluent, Alpha Moms, Avid Movie Goers, Business Professionals, College Students, Families On-the-Go, Hispanic Families, Mobile Millennials, Night-lifers, Older Affluent, Teens, and Young Urban Professionals, to see how their life patterns intersect with digital signage touch points. Key findings include important metrics such as these:

On average, the general population recalled having seen digital signage in six different types of locations during the previous week. College-age people (18- to 24- year-olds) reported seeing it even more frequently in eight different types of locations in a week.

Forty-four percent of adults said that they paid some or a lot of attention to digital signage advertising, which places this media ahead of billboards, Internet, and mobile phones.

Pay "Some" Or "A Lot Of" Attention To Advertising On The Media	
Media	% of Base
TV	52%
Magazine	45%
Digital Signage	44%
Radio	40%
Newspaper	40%
Billboard	33%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

Among those who have seen advertisements on different kinds of media over the past 12 months, people found digital signage advertising to be the most unique.

Advertising On The Media Is Unique	
Media	% of Base
Digital Signage	58%
TV	39%
Magazine	37%
Billboard	33%
Internet	29%
Newspaper	23%
Radio	23%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

Survey respondents who had seen advertisements over the past year found those on digital signage to be the most interesting.

Advertising On The Media Is Interesting	
Media	% of Base
Digital Signage	53%
TV	51%
Magazine	51%
Billboard	37%
Internet	34%
Radio	33%
Newspaper	33%
Mobile Phone	27%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

Digital advertising can also be entertaining and engaging, says the report. People say that digital signage rates nearly as high as TV in entertainment value.

Advertising On The Media Is Entertaining	
Media	% of Base
TV	56%
Digital Signage	48%
Magazine	39%
Radio	35%
Billboard	32%
Internet	31%
Newspaper	21%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

The report posits that it's an optimal situation when people are entertained and interested in advertisements, but also find them to be believable.

Advertising On The Media Is Credible

Media	% of Base
Newspaper	41%
Magazine	37%
Digital Signage	33%
TV	32%
Radio	27%
Internet	25%
Billboard	19%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

While all advertising seeks to increase demand for a product or service, informative advertising provides people with information that influences their decisions.

Advertising On The Media Is Informative

Media	% of Base
Magazine	59%
Newspaper	55%
TV	51%
Digital Signage	50%
Radio	43%
Billboard	36%
Internet	35%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

People report that they find digital signage advertising less annoying than nearly all other media. Acceptance is a critical component of effective media, concludes the report.

When Comparing Digital Signage With Other Media, Only Newspapers Were Found To Be "Less Annoying"

Media	% of Base
Newspaper	23%
Digital Signage	26%
Billboard	26%
Magazine	33%
TV	51%
Radio	52%
Internet	67%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

The study report concludes that "...no matter what a person is doing... they notice digital signage advertising."

Access the full Digital Out-of-Home Media Awareness and Attitude Study [here](#).

Article courtesy of [MediaPost](#)