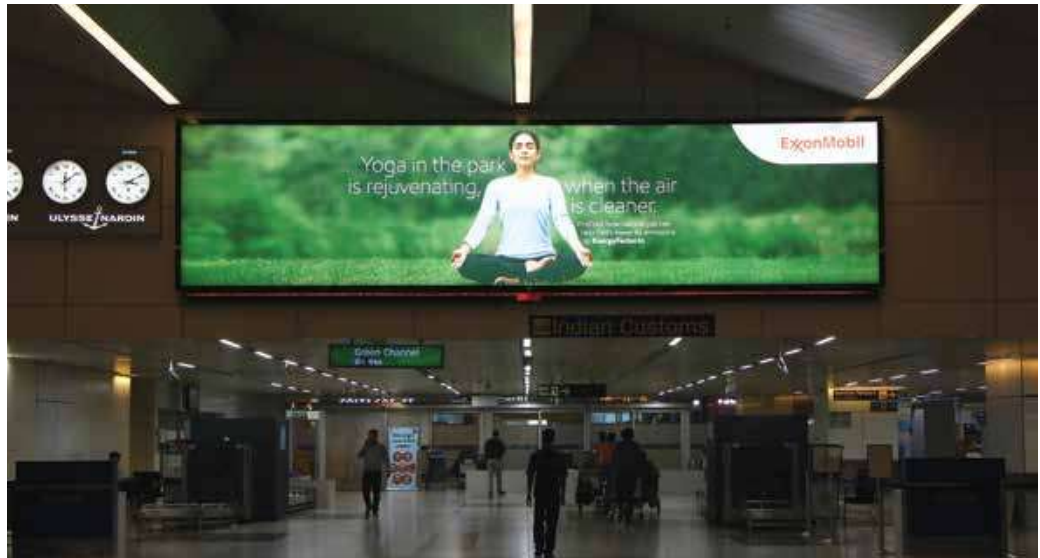


There's more to transit media

Specialist agencies recognise the significance of having transit formats in the media plans of brands of all hues, but at the same time they call for uniform improvement in the quality of transit media available in the market, as well as benchmark audience measurement metrics



By Pray Jani

With transit media on the ascendancy, brands and specialist agencies look to align their marketing strategy to include this medium of communication in their campaigns. As the use of transit media increases, and latest technologies are applied in this space, the position of transit is changing in the media mix for campaigns. Their understanding of how the media facilitates growth and Rol has changed in the recent years as top brands look to opt for transit media sites.

The last five years have seen many more transit media options appear. Keeping this in mind, Outdoor Asia sought out to understand how the agencies view transit media today.

Speaking to Fabian Cowan, President, Posterscope India, on what position transit media holds in their



Fabian Cowan, President, Posterscope India

media mix, he said, "Transit is uniquely positioned to drive frequency and, in all certainty, does find its way in the media mix if the campaign objectives are

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inclined towards high frequency.” Certainly, brands and agencies are looking for transit media options, since it positions the brand closer to the TG. However, different categories of brands opt for their specific set of media. Fabian says, “It is all driven by the campaign objectives, and if frequency is a criterion then inclusion of transit media is high in the mix. Categories like FMCG, two-wheelers, PSUs and insurance, to a large extent, use transit media quite aggressively.”

Speaking about the parameters that go behind designing a campaign with transit media, Jayesh Yagnik CEO, MOMS Outdoor Media Services, states, “We at Madison OOH always evaluate all our campaign plans using science, logic and number. Hence, we always put the RoI perspective for all media in our plan, thus making it essential for all our business partners to share the number of daily footfalls across each of the transit media locations that we opt for, along with the media units available and the quality of media.”

Dipankar Sanyal, CEO of Platinum Outdoor expects big things for transit media in the future. “The transformation of various modes of travel has made it imperative for advertisers to look at transit in a big way. Proliferation of app-based taxi services like Uber, Ola, etc. have made these vehicles more accessible. Metro rail networks are just not a metro city phenomenon anymore. Its premium look and feel creates the



Jayesh Yagnik CEO, MOMS Outdoor Media Services

impact for the brand as well as reach. Bus media is transforming into more engaging media with addition of DOOH screens along with their exterior branding.”

Today, among all the transit media formats, airport and Metro media are coming off as the fastest growing, and highly desired advertising locations in this particular space. Perhaps due to being a controlled environment, and the accessibility to quality digital formats, top brands have opted for airport and metro branding. The authorities that manage these spaces have opened the floodgates to investing in advertising media, giving

freedom to set up digital as well as static, and to an extent, even ambient media. These spaces offer a wide array of options for the brands to choose from, and allow agencies to strategise campaigns, keeping in mind the audience profile that each specific format of media can engage with. With such developments happening in the transit media space, Jayesh says, “The state-of-the-art infrastructure resulting in multiple upcoming transit destinations will only continue to grow in the years to come.”



Dipankar Sanyal, CEO, Platinum Outdoor

Fabian adds, “We have seen a surge in Metro infrastructure for sure and we believe that will continue to be the case given that the environment is conducive due to increasing footfalls and the media quality being good.”

Speaking about how controlled and organised environment are helping the transit media to grow, Vinkoo Chakraborty, Business Head, RapportWW, says, “The width and depth has increased in the last few years. Airports are investing heavily to build infrastructure. Different partners are forging new alliances to develop this medium. We have seen some very interesting usage of technology by some media partners in transit. Few are also conducting research to understand the medium and share the learnings.”

With so many options in place to choose from, agencies have to look into many features that the set of media offer when making the campaign plan. Vinkoo says, “Multiple elements are looked at, such as, whether it is moving/non-moving, location profile, T.G behaviour surrounding the media, dwell time, creative allocation,

monitoring cadence, ability to integrate technology and so on.”

Other spaces have also grown in preference by brands; urging the agencies to study the potential returns that these locations can derive. For instance, cab wraps, inside cab branding are on the rise and the media owners are effectively growing their network with the right kind of partnership deals. In this space, agencies are compelled to determine the kind of audience that this media can captivate, alongside the Rol factor. However, the medium that is really upcoming is the digital cabtop media, which is rapidly gaining momentum. New media owners continue to emerge in this space, to grab a piece of this pie, each with their unique set of offerings. Agencies will be keeping a close eye on this technology because it has a lot to offer in terms of dynamism and innovation.

Another upcoming media is in the static format – train wraps. In recent years, static, audio and digital formats have conquered every aspect of railway property, from platforms to FOBs to even the exterior and interior of the trains. As the investment in this space increases and the formats available become more advanced, the agencies will not shy away from railway branding.



Vinkoo Chakraborty, Business Head, RapportWW

Speaking about the growing transit media opportunities, here is what some agencies had to say. Dipankar says that cabs, metros and buses, autos and trains are top choices, and highly used media by brands. Jayesh says, “We have used multiple transit media formats that consists of the inside branding and outside wrap of the public transport vehicles (bus – AC/ non-AC, auto, train, metro, cabs, airline etc.) as well as in waiting areas, at



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stations, airports and terminals. It is seen that premium brands opt for more sophisticated media such as cabs, AC buses and metros, whereas brands for the masses opt for media at the railway stations, trains, non-AC buses and bus terminus.”

Rachana Lokhande, Co-CEO, Kinetic India speaks about the static media in transit space saying, “Static media establishes a higher brand recall, leading to quicker audience responses.” In regard to DOOH media in the transit space, Rachana says, “With the integration of digitisation and programmatic media, OOH is fast making its presence felt in the marketing mix. Amidst this, transit media figures anything from 5% to 23% of our overall media plans; depending upon the brand positioning required.”



Rachana Lokhande, Co-CEO, Kinetic India

Kinetic India believes strongly in the potential of transit media. The ‘Should Have Netflixed Instead’ campaign executed by Kinetic India targeted digital and static media at the airports and Metro networks. “Since transit media holds the power to create effective first impressions, I would say that there are three critical pillars to be kept in mind while designing a campaign – A thorough understanding of the target audience, an accurate location where the hype is to be created, and the relevance of your brand’s campaign within the vicinity. Research, data and analytics can help amplify the overall impact,” says Rachana.

Fabian points out that as cities get more populated, transit will continue to be an important part of a consumer’s life. “If this be the case, the media itself will continue to grow. If the quality of media and the measurement and monitoring matrix are in place, then the growth of this

medium can be very encouraging. My sense is that it is still some time away. We have seen some interesting developments and initiatives in the space but it may take a while before it reaches a critical mass.”



MOMS has used DOOH in a big for various campaign. Utilising the location strategically, and leveraging the backend software to their benefit, MOMS campaigns have taken targeting to a new level. Commenting on the potential of DOOH in transit space, Jayesh says, “DOOH has plenty of scope and place in all the new infrastructure projects including the transit world. DOOH provides the opportunity to have better RoI for media owners and offers a lower cost to the brand, making it a win-win situation for both the parties. In fact, I see a future where all the static media are changed to DOOH, especially at the transit destinations – waiting areas at railway stations, airports, etc.” Adding to that Dipankar says, “As DOOH proliferates in the rapidly developing transit landscape, customer engagement will increase manifold.”

Transit media has been a part of some exciting, innovative campaigns in the past one year. In fact, many brands have appeared in the OOH space for the first time through transit media. A few advantages that it offers over traditional format is that it is economical for the brands. This feature in itself is a big reason why many SMEs have been able to appear in the OOH space. Also, transit media positions the brand within the immediate vicinity of the TG. Agencies have rightly accepted that transit media drives frequency. Be it precise targeting through inside cab and in-flight branding, to Metro and train wraps, transit media has influenced the audience to take action. Media at airports and metro stations offer aesthetic value to the brand image. In time, transit media – powered by the latest technologies – will occupy a domineering place in the media plans of top brands. ●

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Transit media makeover will be DOOH-driven

Global and Indian digital signage manufacturers and solution providers anticipate a significant surge in demand for their business offerings in the transit media space



By Pray Jani

The transit media segment is where the operators are investing in DOOH assets in significant ways, setting off growing demand for DOOH hardware and software solutions that are being catered to by a mix of global and Indian manufacturers and suppliers. Commenting on the current business trends in this space, Atul Jasra, Business Head (India) - Philips Digital Signage Solutions & AOC Monitors, says, "Transit media has been increasingly adopting DOOH signages. Ads that are displayed on digital signages allow the brands to reach targeted passengers. This is done through the use of location-based segregation with the help of GPS tracking," while adding that "brands are able to specify geo-fences to determine where their ads will be shown to the passengers. The current business environment is extremely receptive to the signage solutions as an ecosystem for the same is evolving and getting better by the day. Also, the data network in India is getting bigger and better, while being one of the most cost effective in the world."



Atul Jasra, Business Head (India) - Philips Digital Signage Solutions & AOC Monitors

While the airports in the metro and Tier I & II cities are already experiencing a



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Vijay Wadhawan
Business Head, System
Solutions Division,
Panasonic India

Ahmedabad, Surat, Indore, Bhopal, Jalandhar, Katra, etc. The Metro rail networks are also seeing similar DOOH developments.

To leverage the emerging business opportunities in the transit media space, Philips had recently launched a range of digital signage solutions that include optimised 4K Ultra HD displays in large sizes. Using the android feature, the screens can be managed via an app. The Content Management System app allows the client to manage the screen displays seamlessly.

Panasonic India has also forayed deep into the transit media segment with its solutions offerings. The global digital signage major's SignEdge Display Network (SDN) is an end-to-end online solution that helps in posting advertisements, operations and reporting. It has been designed to deliver a complete solution to the marketers by consolidating the screens, thereby becoming the intermediate-programmatic-advertising platform. With Panasonic's SDN solution, marketers and advertisers are able to schedule their advertisements on any networked screen, at any location.

DOOH explosion of sorts, the Railway networks are also expected to see a media assets' makeover with significant DOOH media presence. As a case in point, RailTel Corporation of India has floated tenders for putting up digital screens at stations in cities like Lucknow, Jaipur,

Vijay Wadhawan, Business Head, System Solutions Division, Panasonic India, says, "The hardware and software capabilities for any kind of DOOH is defined by the scope of advertisements. If the objective is to roll out the advertisement across geographies and time zones, software capabilities can deal with big data. And simultaneously, depending on each transit space, the size and requirements of the hardware would change. Other instrumental factors such as target audience, geographies and accessibility further help in defining the hardware and software capabilities."

As a greater number of digital signage solution providers enter the fray, there will be greater differentiation of their business offerings. Osel Technologies and Xtreme Media are among the companies that are aiming to wrest a sizeable share of the growing digital signage market in the transit media segment. Jyotsna Jawahar, Director, Osel Technologies, says, "Transit



Jyotsna Jawahar
Director, Osel Technologies







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offerings for displays in controlled environment.

Overall, what is driving the shift to DOOH? Atul says, "The key factors that have initiated the shift towards DOOH are the Smart City projects, and Digital India and Make In India missions. There is an increasing demand for high-quality, cutting edge professional display signage solutions. Government support and initiatives encourage not only digital payments but also digital dissemination of the information; which in turn spurs the display signage solution business. When these elements come together, digital signage and interactive displays play a more prominent role in the increasing adoption of DOOH in transit media."

Looking ahead, Atul says, "A more immersive and experiential change is expected in the way DOOH will be used in transit media. In terms of the display signage solutions use, the five technology trends rising to the top of the list as drivers of the growth are audio advances, future displays, IoT, IT and the cloud, and artificial intelligence." Jyotsna adds, "These are early days though and such integration could add to the cost which may not be acceptable to all customers. However, the option of customisation is always there for those who want special functionalities."

The current business trends indicate that the transit media space will see a complete makeover in the next 2-3 years, with networked, interactive DOOH media taking the vantage positions. ●

media locations like airports, railway stations, metro stations and bus stations/depots have tremendous potential for leveraging the power of dynamic digital signage solutions. Of these, the airports already have a headstart with several installations already completed. We are confident that the other transit media locations like railway stations, metro stations and bus stations/depots will begin adopting dynamic digital signage solutions soon."

In a similar vein, Sanket Rambhia, MD and CEO of Xtreme Media, says, "The transit medium is one of the most popular DOOH formats worldwide. We provide not only the hardware but also software expertise to make the digital OOH smarter. Our professional software solutions like flight information display system, ad engine, and digital signage can be integrated with any digital display to serve as a one-stop solution for the clients."

Xtreme Media provides solutions like LED displays for vans, digital billboards, taxi-top LED screens, digital displays for bus stops, LED video walls, etc. Solutions like curved LED displays, small pitch LED video walls, LED kiosks, and other digital displays are also a part of their



Sanket Rambhia
MD & CEO, Xtreme Media

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