

Over half of Belgians say DOOH gives them the most positive impression of a brand

An online survey of 1,000 people in Belgium reveals DOOH's strong impact on consumer behaviours, alongside its influential position in the media mix as an action-driven, innovative and more trusted channel

The findings of a new Belgian study into perceptions of digital out-of-home advertising (DOOH) reveal that DOOH campaigns are regarded by consumers across Belgium as action-driven, innovative and trustworthy – and suggest they can play an important and unique role in advertisers' media strategies.

Conducted by research specialist Kantar on behalf of Sightline, the advanced DOOH solution owned by media investment company GroupM, the new study surveyed the views of 1,000 people across Belgium on a variety of different advertising channels, including DOOH, to assess how this fast-growing form of advertising is perceived compared with other on and offline formats. The same study was also conducted in other European countries including the UK, Italy, the Netherlands and Germany, and globally within Argentina, Australia, India, Mexico, Singapore and the US.

The results indicate DOOH is more advanced, and elicits more positive responses from consumers in Belgium compared to the rest of the world. For example, just under half of Belgian consumers scored DOOH 70% for likeability when asked to rate several recent DOOH ads for a retailer; greater than the 38% global average.

DOOH is an action driver in Belgium

Brands that use DOOH in Belgium can benefit from a boost by association as the outstanding perception among Belgian consumers is that the channel is used by the most popular brands (37%). In fact, Belgians were more likely than the global average to say that DOOH gives them the most positive impression of a brand. These impressions are significant for marketers because it means DOOH will lead to action-driven outcomes – just under half of Belgians say DOOH is the most likely platform to encourage them to visit a store, while 21% said DOOH would encourage them to discuss the ad on social media.

Innovation sets DOOH apart in Belgium

QR codes in particular are singled out as useful by 89% of respondents, suggesting that consumers are more receptive to interactive features when they are out and about, moving and exercising, rather than when they are at home watching TV. Furthermore, QR codes led to almost a quarter of Belgians highlighting DOOH is the most innovative advertising channel of all.

Belgians more likely to remember and trust DOOH

In Belgium, DOOH is a valuable medium for multichannel video advertising strategies as consumers label it as highly memorable and very trustworthy. Interestingly however, Belgians are less trustworthy of advertising platforms in comparison to the rest of the world. There is a clear opportunity for marketers to work with and invest in DOOH, with the long-term goal of increasing trustworthiness and transparency of digital advertising in the country as a whole.

Simon Duquenois, Head of Xaxis, Belgium said: “The survey reveals strong receptive attitudes from Belgium consumers to DOOH as an action driver – achieved through offering highly relevant messages in relevant locations, such as roadside banners, and with messages that are welcomed, which is ultimately what all marketers want to hear. Consumers are being encouraged to visit stores, share what they’ve seen online, and make purchases after seeing DOOH ads, which is impressive evidence to support the ability of the channel to drive business outcomes for brands.”

Thomas Da Greef, CEO Kinetic, Belgium said: “DOOH creates unique opportunities for both marketers and consumers. Marketers are able to build emotionally engaging experiences through DOOH and, when combined with an omnichannel approach, this is extremely effective for brand impact. For consumers, the blend of physical and virtual worlds brings out more emotive and immersive experiences. As a result, they are more likely to remember, trust and think fondly of DOOH – as the findings of our survey show.”

Methodology

The survey was commissioned by Sightline, a joint venture between GroupM sister companies Xaxis and Kinetic, to discover more about how consumers in global markets perceive digital outdoor ads and so provide new insights into the role they might play in advertisers’ media plans.

The DOOH Difference is a bespoke study conducted by Kantar on behalf of Sightline and completed in December 2021. It covers 11 key global markets: Argentina, Australia, Belgium, Germany, India, Italy, Mexico, the Netherlands, Singapore, the UK, and the US. Surveying 1,000 adults in each market, The DOOH Difference is the largest consumer study on DOOH to date.

About Sightline

Sightline is GroupM's advanced programmatic DOOH solution and technology suite. A joint venture partnership between outcome media specialist Xaxis and OOH agency Kinetic, it helps brands plan, execute, and measure DOOH campaigns, as well as integrate them into a holistic omnichannel programmatic strategy at scale. Leveraging the best of GroupM’s talent and expertise, Sightline enables advertisers to map consumer journeys in both online and physical worlds and engage with audiences whether they are on the go or consuming other digital media channels.

Find out more at:

<https://kineticww.com/sightline>

<https://www.xaxis.com/sightline>