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## Nigel Sharrocks, Executive Chairman, Outdoor Plus

In a world where advertisers compete fiercely for our attention, Nigel Sharrocks discusses the phenomenal digital changes taking place in out-of-home advertising.

Consider the billboard, an advertising staple since the nineteenth century, now making way for large format, visually striking, digital screens. As Executive Chairman of Outdoor Plus, in which Inflexion's Partnership Capital has a minority investment, Sharrocks oversees the eye-catching display of "real time, dynamic and visually unmissable" outdoor adverts.

Historically, out-of-home sites were sold on a two week basis only. Sharrocks remarks "digital disruption has revolutionised this medium, creating incredible flexibility". Outdoor Plus is at the forefront of these digital advances, displaying real time adverts at any chosen time depending on the day of week, the weather, traffic conditions and concurrent with what is aired on the radio. "If the traffic stops, you can run longer adverts or choose to display more adverts in that timeframe," Sharrocks explains.

Last year, Outdoor Plus helped London's Capital Radio promote Justin Bieber's latest album. With three of his records on the radio's rotation, Outdoor Plus matched every song by displaying digital screens with an advert saying, "Playing right now on Capital FM".

Concurrently, geo-targeted messages were sent to nearby phones with a link to stream it. The eleven day campaign reportedly increased sales by over 30 percent.

Digital screens have enormous potential, "we're only just getting into what all of those possibilities might be," and within a few years "further advances will have created even more opportunity to target customer groups with bespoke outdoor advertising campaigns."

Increasingly more data and feedback is captured from this form of advertising. Essential to refining and enhancing the advertising campaign, data will help Outdoor Plus further optimise the timing, location and the context of a brand message.

It's about "getting the balance right," Sharrocks says, using digital techniques to support more familiar and traditional forms of marketing. These aren't "two different worlds," as some might imagine, "they're all part of the same world."

As Sharrocks concludes, advertisers need to invest in long-term brand-building, not just digital short-term promotional activity. This emerging digital medium adds further scope to reach customer groups alongside the plethora of other advertising methods.



Outdoor Plus is a leading provider of premium, large format digital advertising screens and banners at iconic London sites including the Hyde Park Underpass, the Euston Underpass and the City of London Gateway.

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