



# THE FUTURE OF MEDIA MEASUREMENT

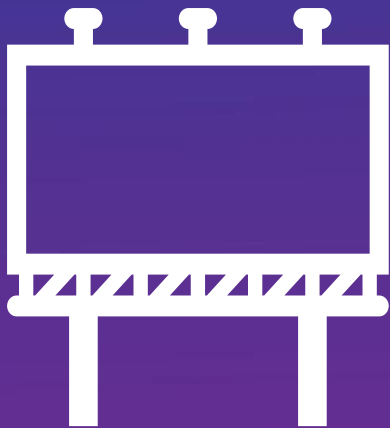
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A NEW ERA IN MEDIA MEASUREMENT HAS ARRIVED!



# A NEW STANDARD OF MEDIA MEASUREMENT

Audience-driven Media Measurement: Not just how many, but *WHO* you are talking to!!!



## EXAMPLE: HUSTLERS

- Index: 1.7 (Benchmark 1)
- Visitation: 30% (Benchmark 15%)
- This site would suit: Fast Food Brands, Take Away Coffee, Energy Drinks, Ready-made Meals, Soda's, Snacks



## EXAMPLE: PETROL HEADS

- Index: 2.1 (Benchmark 1)
- Visitation: 25% (Benchmark 15%)
- This Mall would suit: Car Brands, Car Insurance, Car Resellers, Tyre Brands, Mechanics, Car Shows/Events, Car TV Shows, Car Trackers.

## OOH SITES NATIONALLY:

- Billboards, digital screens, towers, buildings wraps nationally.
- All sites ranked against our 18 South African audiences.
- Based on national index per audience and % of visitation to the site.

## MALLS NATIONALLY:

- Internal and external signage, activations, POS, ambient media, and store windows.
- Shoppers ranked against our 18 South African audiences for all malls nationally.
- Based on national index per audience and % of visitation to the malls.

# HOW IT WORKS

## LET'S BREAK IT DOWN

### EXAMPLE: BILLBOARD

We have **3 layers of data** that we apply to **every audience**:

1. Demographic Data (Income, LSM, Age, Race)
2. POI and Mobility Data (Relevant POI per audience & the visitation to these locations)
3. Consumption Data (Spend on product category relevant to audience)

We run this data against each site which tells us the relevance of the audience per site (index) and the % of visitors to the site (penetration).

All sites will be ranked against a national average indicating which sites are more relevant for which audience.

We then filter out the top billboards for your brand/product, source availability and best rates, and deliver you a holding based on target audience, value and site quality.



# SELL YOUR SITES WITH AUDIENCE DATA



## STAND OUT IN BRIEFS

Responding to agency briefs is now a data-driven process. Media Owners can feedback audience relevant sites with a % of visitation and index towards that specific audience.

With this level of detail sites selected become a strategic solution to the clients problem. It will eliminate guesswork, making it easier for the planners to select the most relevant sites for their clients.



## SEASONAL PACKAGES

Certain products come alive at certain times of the year. Alcohol brands push hard during summer, Med-Lemon focuses their efforts during winter, while Walton's might do a back-to-school drive.

Understanding these strategies allows you as the media owner to put together audience relevant packages at the right time, for the right brand, at the right price.



## PROACTIVE PROPOSALS

Create bespoke packages for brands based on their audiences and overlay this with their own POI (Points of interest)

For example, select your top 10 "Fast Food Lovers" sites, overlay these with the store location for a specific QSR brand and curate a personalised package for the client. Again, you are making the clients life easier with data-driven strategy, brand relevance and a package deal.

# WHAT ABOUT THE DATA...

## OUR MOBILITY DATA

- **A first** in South Africa.
- South African Sample size: **2 million Mobile Devices** Tracked.
- Millions of location pings collected and aggregated up to the **population size**.
- **40 000+ Verified** Points of Interest.
- Deep understanding of **audience's movements** and **product interests** based on the locations they frequent.
- Recorded **footfall, dwell, and frequency**.
- **Global mobility** data landing soon.



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# WHAT ELSE ABOUT THE DATA...

## CONSUMPTION AND DEMOGRAPHICS:

- Consumption Data Sample Size: **12 Million Cards & 800 Million Swipes.**
- Spend behaviour aggregated up to population size, giving us a view of **what consumers are spending on, where and how much.**
- Benchmarked against a **national average**, allowing us to identify **high-indexing locations** per product category.
- **Audience Demographics:** Population, Households, Age, LSM, Income Bracket, and Race.
- Demographics allows us to identify high-density locations of **lookalike audiences in real life.**



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# OUR AUDIENCES

## RELEVANT REACH = ↑ROI



### HUSTLERS

Always on the move.  
*Split across affluent and mass.*



### TREND SETTERS

It's all about image.  
*Split across affluent and mass.*



### PETROL HEADS

All things cars.  
*Split across affluent and mass.*



### GLOW GETTERS

Health & beauty come first.  
*Split across affluent and mass.*



### SOCIALITES

Entertainers & fun seekers.  
*Split across affluent and mass.*



### RISK TAKERS

Dare to try.  
*Split across affluent and mass.*



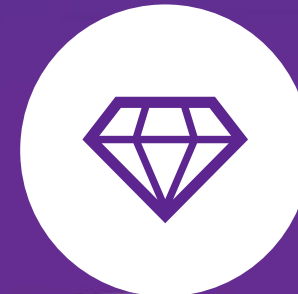
### UP & COMERS

The youth of today.



### VENDER SPENDERS

Mass consumers.



### FANCY AF

Luxury to the hilt.



### WORKER BEES

Bring in the dough.

# THANK YOU!

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