

Integrating Mindfulness With Recognition & Awareness in OOH Advertising

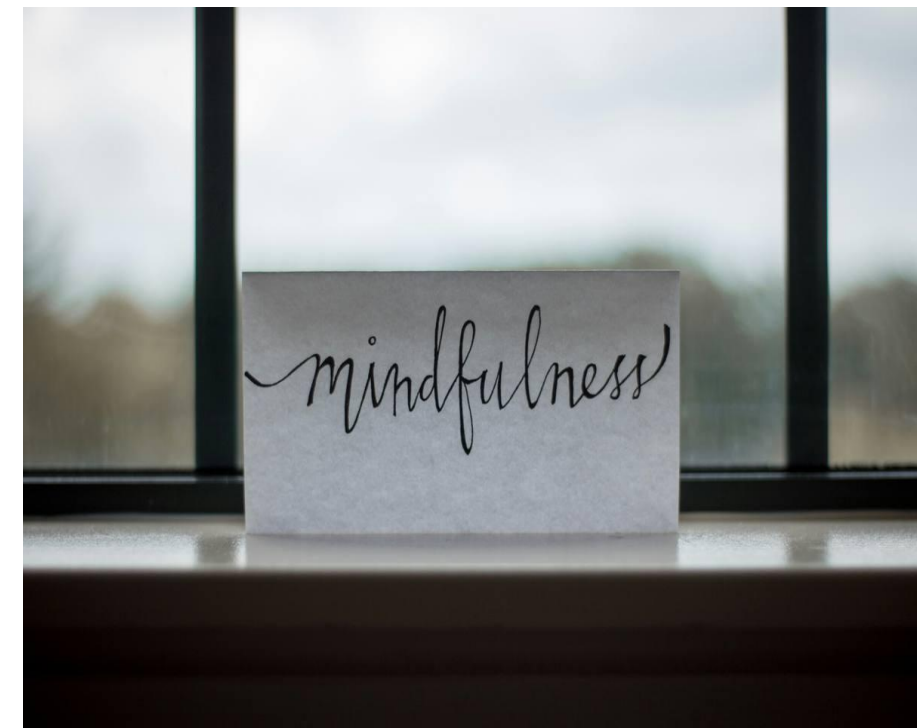
February 2026



Mindfulness, Attention, and the Power of Out- of- Home Advertising

- ❑ Mindfulness teaches that attention is a scarce, valuable resource.
- ❑ OOH operates in that same economy of attention – but in the *real world*, not behind a screen.
- ❑ When people are present in their environment, they notice more: textures, colours, messages, and moments.
- ❑ This is exactly where OOH thrives: in the unfiltered, unmuted, unavoidable public space.

Mindfulness gives us a human- centred way to talk about attention – the same attention your media plans are built to capture.





The Mindful Moment as an OOH Moment

- A mindful pause – waiting at a traffic light, walking into a mall, sitting in a taxi – is also a moment where OOH messages land.
- These are “micro- moments of presence” where the mind is open, receptive, and not yet overloaded by digital noise.
- OOH becomes part of the environment people are actually *experiencing*, not scrolling past.

When people are present in their environment, they notice more. OOH is the medium that lives in those moments of presence – the moments where attention is highest and distraction is lowest.

Recognition: What the Mind Notices When It's Present

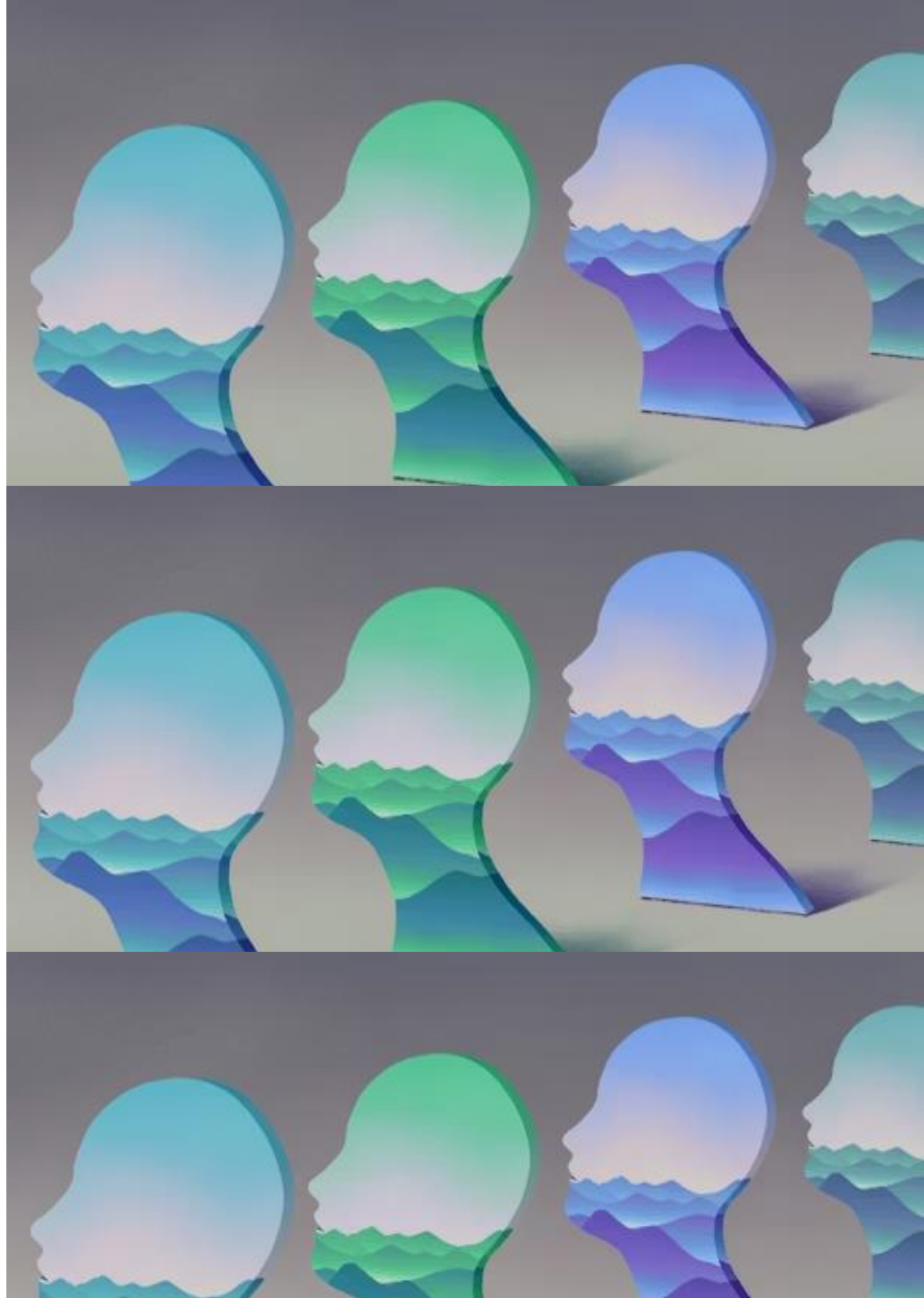
Mindfulness research shows that the brain recognises and retains what it encounters repeatedly, calmly, and without distraction.

OOH mirrors this through:

- Consistency – repeated exposure across a journey
- Simplicity – clear, bold creative that cuts through
- Context – messages placed where they naturally fit the audience's mindset

When people are more present, recognition increases.

OOH leverages this beautifully.





Awareness: OOH as a Grounding Force in a Distracted World

- ❑ Digital environments fragment attention; OOH anchors it.
- ❑ Mindfulness encourages grounding in the physical world; OOH lives there.
- ❑ This makes OOH uniquely positioned to build brand awareness that feels real, trustworthy, and human.
- ❑ OOH doesn't compete for attention – it meets attention where people already are.

The Commercial Impact for Advertisers and Media Agencies

- ❑ High dwell times in taxis
- ❑ Repetitive commuter routes
- ❑ Mall- based weekend footfall
- ❑ Township arterials with consistent visibility

These are natural mindful pauses – and OOH owns those pauses.

OOH is the grounding layer in a fragmented media ecosystem. It stabilises attention, reinforces mental availability, and ensures that any advertising spend does not work alone.



The Commercial Impact for Advertisers and Media Agencies – taking it a couple of steps further.....

- Stronger recall → stronger brand lift
 - Better ROI
- High- quality attention → better campaign efficiency
- Physical presence → trust and credibility





OOH in the Media Mix

- Complements mobile and social
- Strengthens omnichannel storytelling
- Delivers incremental reach in hard- to- capture segments
- Performs exceptionally well in township and commuter markets

OOH amplifies digital performance

OOH amplifies TV performance

OOH amplifies Radio performance

OOH fills the gaps digital can't reach – and enhances the parts digital already owns.

So if we look at the synergistic relationship of Mindfulness and OOH...

- ❑ Mindfulness teaches us to pay attention to the world around us.
 - ❑ Out- of- Home succeeds because it lives in that world – in the places where people are most present. When we understand how humans actually notice, recognise, and remember, we understand why OOH remains one of the most powerful awareness channels.

- ❑ Mindfulness research shows that recognition increases when people are calm, present, and not multitasking.
 - ❑ OOH placements coincide with exactly those moments – which is why OOH consistently outperforms on recall and top- of- mind metrics.



❑ Mindfulness explains *why* OOH delivers the reach- plus- recall combination that drives brand lift. It's not just exposure – it's exposure during high- quality attention moments.

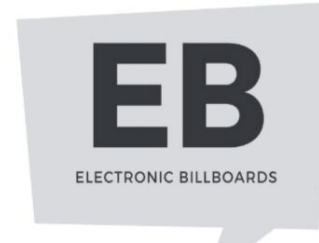
❑ Presence is not something we find – it's something we practice. And in that presence, the world speaks.

OOH is one of the ways it speaks back to us.

And you have the opportunity to find out what the potential audience is going to be for your campaign!

How do we get those potential audiences?





64 members and growing!

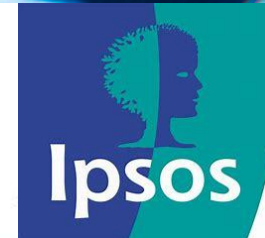
OUR PARTNERS



FIELDWORK



TECHNICAL OVERSIGHT



DATA, MODELING AND SOFTWARE

The approach consists of 4 parts

- 1) Inventory Management System (IMS)
- 2) Travel Habit Survey (Ask Afrika)
- 3) Traffic Intensity Model (IPSOS)
- 4) Inventory Delivery System (DS)



Our Travel Survey



Annually 7000 face to face and 500 online interviews
 2026 - 3500 face to face interviews
 = demographic information obtained
 = 71 019 rolled sample over 7 years
 Next release we're looking to drop 2017 data



Trips taken past 7 days
 Origin & Destination info



Modes of transport



Days of week travelled
 Frequency of Trips





71.019 respondents interviewed, geocoded and routed on street links



833.947 origin to destination trips

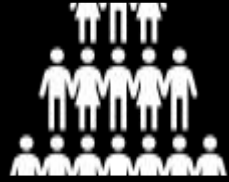


4.702.237 street links evaluated in new traffic intensity model



756.881 visually adjusted weighted respondents per frame per month (VAC)

* Based on 4 weeks



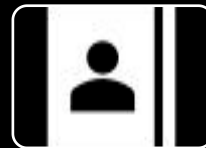
28.680.877 Adults aged 15+ in Metro Urban areas



21.535.908 adults reached (aged 15+)



75 % of the measured population
(aged 15+)



4.106.078.650 visually adjusted contacts (VAC)

* Based on 4 weeks

A Gold Standard Currency



Stringent international guidelines are followed.

ROAD is comparable with UK, USA, Malaysia, Japan, Sweden, Switzerland, Australia and Canada to name but a few.

Currently the only **attention based** currency that has “got it right” in South Africa.

Our currency gives advertisers a more **probable** reach = better able to project media metrics.

Visibility Adjusted Contacts (VACs)

OOH attention based metric



What are VACs?

- VACs aim to precisely measure the number of people who actively engage with ads, not just those who pass by.
- Out-of-home (OOH) metrics have been shifted from "Opportunity To See" to "Attention Based."
- Being able to see an ad doesn't guarantee it will be noticed.
- OOH uniquely offers attention-based metrics through VACs, reflecting actual views.
- VACs provide a realistic measure of attention, helping advertisers accurately assess their audience.



What are VACs made up of?

- ROAD uses attention-based metrics instead of an 'opportunity to see' model, adjusting audiences based on exposure likelihood.
- A visibility adjustment algorithm considers factors affecting ad noticeability to calculate Visibility Adjustment (VA).
- These factors combine into a final metric called VAC.
- This approach is an international standard included in global OOH advertising guidelines, providing a more reliable measure by accounting for visibility differences.





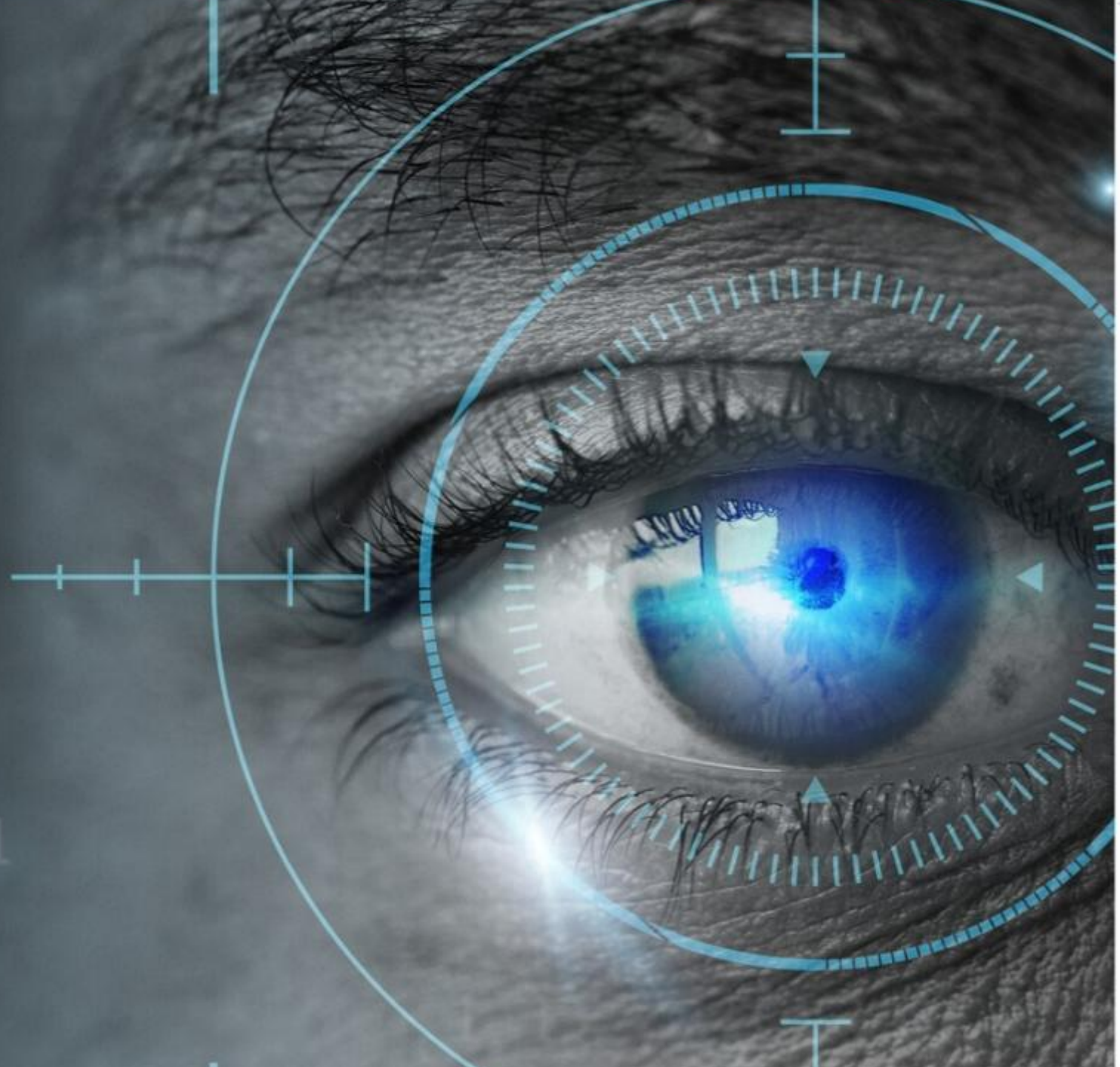
**OOH can always be
Relevant!**

omc

OUT OF HOME
MEASUREMENT
COUNCIL.



OOH can be
Beautiful!



omc

OUT OF HOME
MEASUREMENT
COUNCIL.





omc

OUT OF HOME
MEASUREMENT
COUNCIL.



**OOH can also be
More than just a canvas!**

omc

OUT OF HOME
MEASUREMENT
COUNCIL.





Please Be Mindful When Planning OOH

Breathe

omc

OUT OF HOME
MEASUREMENT
COUNCIL.

And remember, ROAD 2.0
research continues to be

P – PERTINENT

A – AUTHENTIC

C – CREDIBLE






E – EFFECTIVE



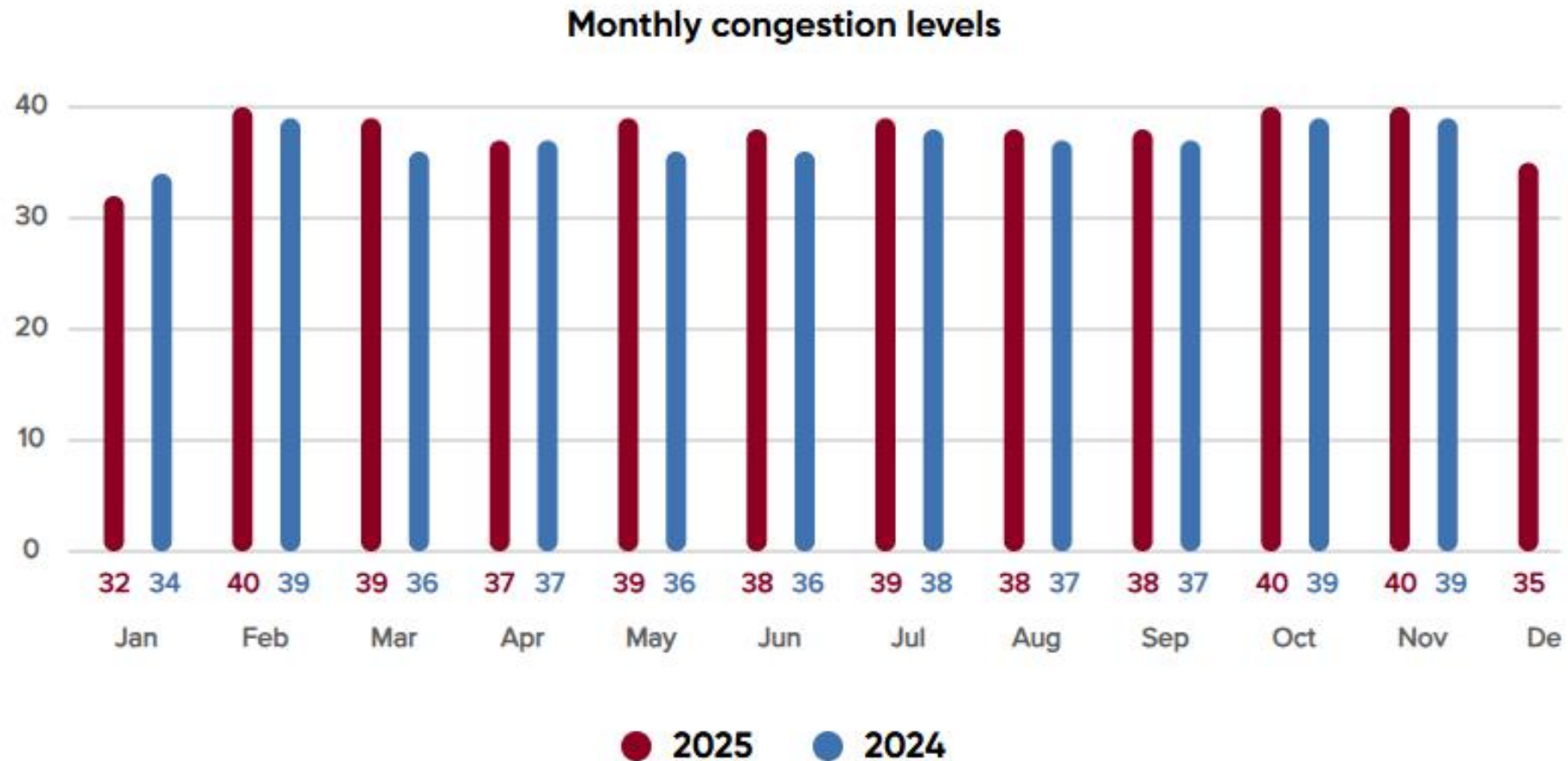
And to end... some interesting stats!



According to TomTom Information

| Rank | City | Average congestion | ↓ | Change from 2024 | Average speed | Average distance driven in 15 min | Time lost during rush hour per year |
|------|--|--------------------|---|------------------|---------------|-----------------------------------|-------------------------------------|
| 1 |  Cape Town, ZA | 42.1% | | ↓ -1.2 pp | 24.1 km/h | 6.0 km | 77 hours |
| 2 |  Pretoria, ZA | 39.9% | | ↑ +0.7 pp | 25.7 km/h | 6.4 km | 80 hours |
| 3 |  Durban, ZA | 39% | | ↓ -0.5 pp | 30.2 km/h | 7.6 km | 60 hours |
| 4 |  Johannesburg, ZA | 38% | | ↑ +1.0 pp | 30.4 km/h | 7.6 km | 65 hours |
| 5 |  Bloemfontein, ZA | 31.3% | | ↓ -0.6 pp | 27.3 km/h | 6.8 km | 58 hours |

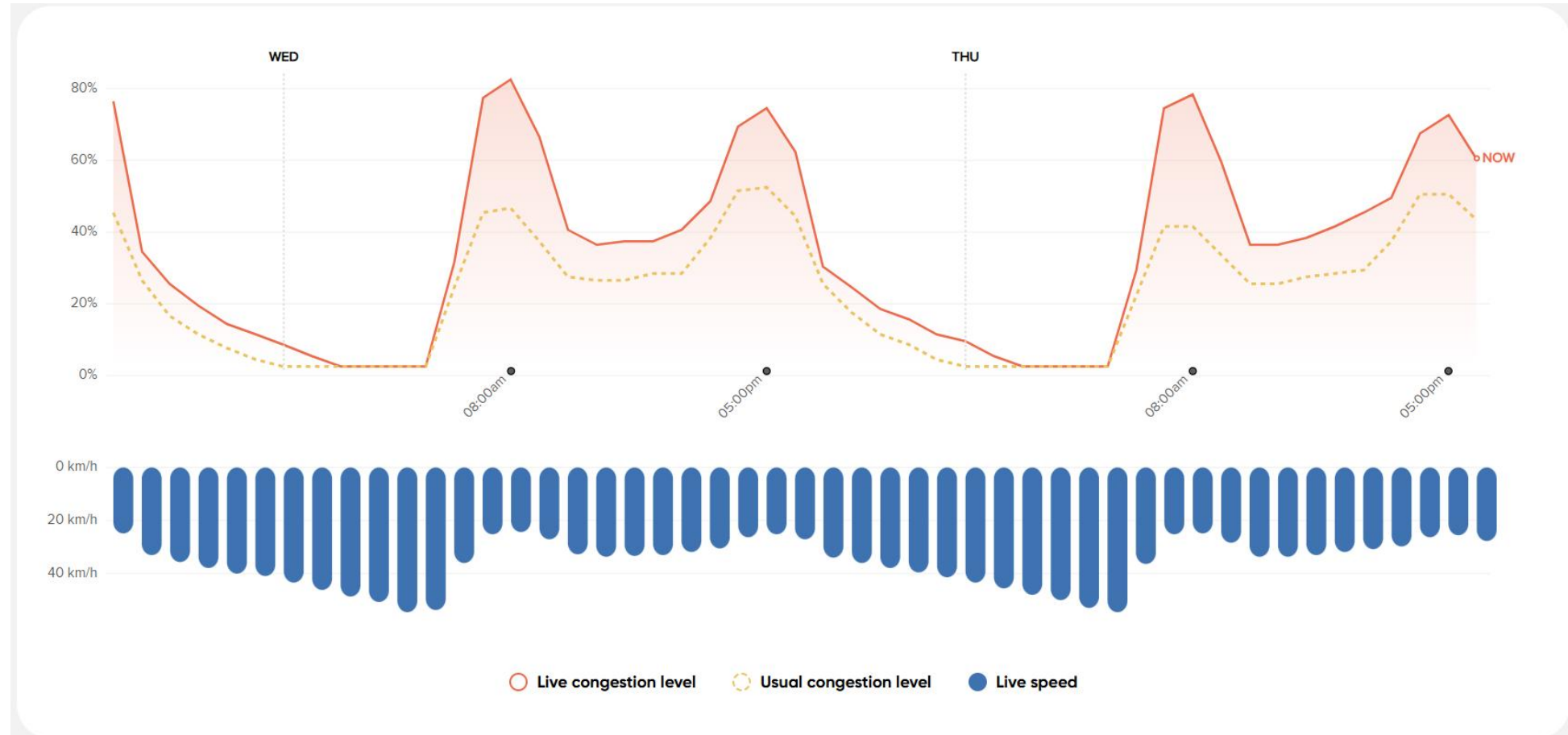
Johannesburg Congestion Levels (TomTom)



Average speeds in Johannesburg (TomTom)

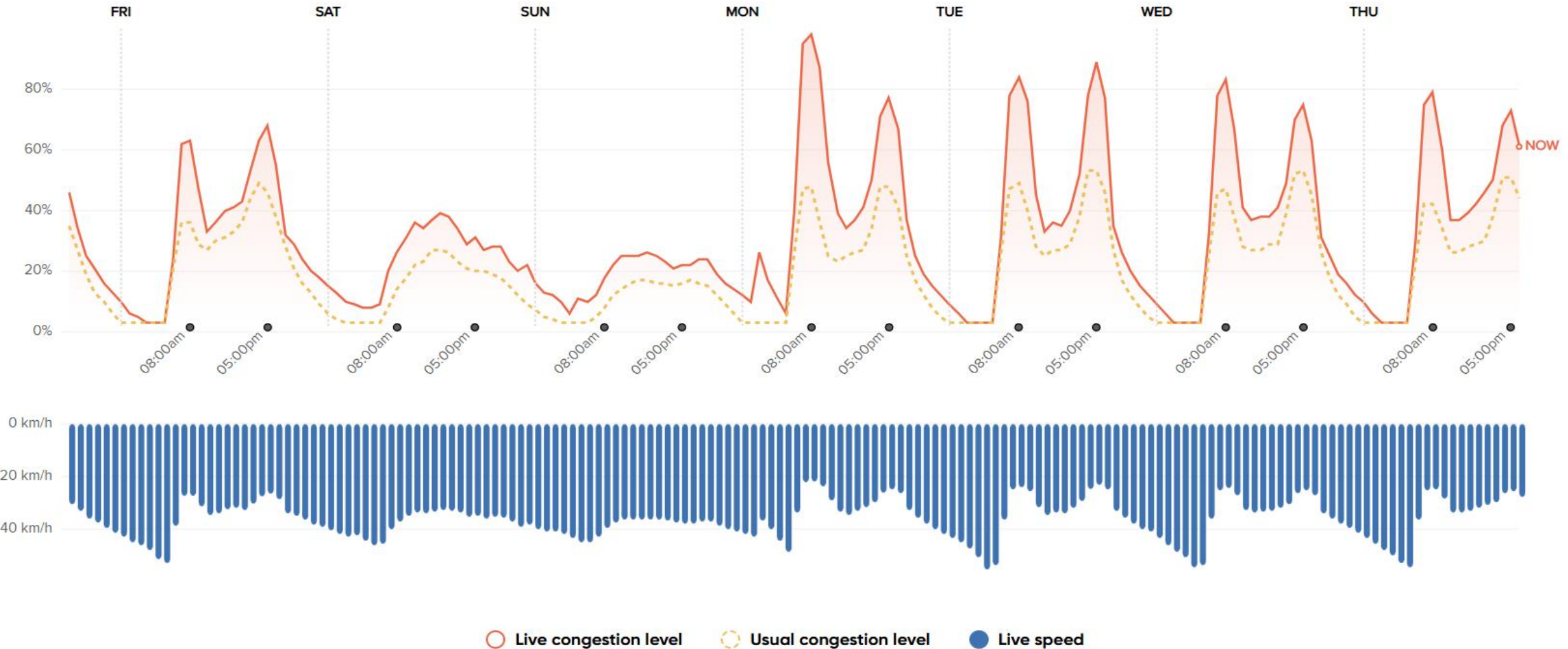
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------|---------|---------|---------|---------|---------|---------|---------|
| 12:00am | 36 km/h | 38 km/h | 38 km/h | 38 km/h | 37 km/h | 35 km/h | 36 km/h |
| | 36 km/h | 39 km/h | 38 km/h | 38 km/h | 37 km/h | 36 km/h | 36 km/h |
| 02:00am | 36 km/h | 40 km/h | 38 km/h | 38 km/h | 38 km/h | 36 km/h | 36 km/h |
| | 38 km/h | 42 km/h | 40 km/h | 40 km/h | 39 km/h | 37 km/h | 36 km/h |
| 04:00am | 41 km/h | 43 km/h | 42 km/h | 43 km/h | 42 km/h | 40 km/h | 37 km/h |
| | 43 km/h | 43 km/h | 43 km/h | 43 km/h | 43 km/h | 41 km/h | 39 km/h |
| 06:00am | 34 km/h | 34 km/h | 34 km/h | 34 km/h | 35 km/h | 40 km/h | 39 km/h |
| | 26 km/h | 26 km/h | 26 km/h | 27 km/h | 29 km/h | 38 km/h | 37 km/h |
| 08:00am | 27 km/h | 27 km/h | 27 km/h | 28 km/h | 30 km/h | 35 km/h | 35 km/h |
| | 31 km/h | 30 km/h | 30 km/h | 31 km/h | 31 km/h | 33 km/h | 34 km/h |
| 10:00am | 31 km/h | 31 km/h | 31 km/h | 31 km/h | 31 km/h | 32 km/h | 33 km/h |
| | 31 km/h | 30 km/h | 31 km/h | 30 km/h | 30 km/h | 31 km/h | 33 km/h |
| 12:00pm | 31 km/h | 30 km/h | 30 km/h | 30 km/h | 29 km/h | 30 km/h | 33 km/h |
| | 31 km/h | 30 km/h | 30 km/h | 30 km/h | 29 km/h | 30 km/h | 33 km/h |
| 02:00pm | 30 km/h | 30 km/h | 30 km/h | 30 km/h | 29 km/h | 31 km/h | 33 km/h |
| | 29 km/h | 28 km/h | 28 km/h | 28 km/h | 27 km/h | 32 km/h | 33 km/h |
| 04:00pm | 26 km/h | 25 km/h | 25 km/h | 25 km/h | 26 km/h | 32 km/h | 34 km/h |
| | 26 km/h | 25 km/h | 25 km/h | 26 km/h | 27 km/h | 33 km/h | 34 km/h |
| 06:00pm | 30 km/h | 29 km/h | 29 km/h | 29 km/h | 30 km/h | 32 km/h | 33 km/h |
| | 32 km/h | 32 km/h | 32 km/h | 31 km/h | 31 km/h | 32 km/h | 33 km/h |
| 08:00pm | 33 km/h | 33 km/h | 33 km/h | 33 km/h | 32 km/h | 33 km/h | 34 km/h |
| | 34 km/h | 34 km/h | 34 km/h | 34 km/h | 33 km/h | 33 km/h | 35 km/h |
| 10:00pm | 35 km/h | 35 km/h | 35 km/h | 35 km/h | 34 km/h | 34 km/h | 35 km/h |

Daily Travel Patterns in Johannesburg (TomTom) (last 48 Hours)



Daily Travel Patterns in Johannesburg (TomTom)

(Past 7 Days)



Thanks for your
ATTENTION!

