

POLYGON

THE PDOOH PLAYBOOK

Market Foundations And The Mechanics of pDOOH.

A SOUTH AFRICAN SNAPSHOT



16k+

Roadside Static Billboards
in South Africa*



655+

Roadside Digital Billboards
in South Africa*



29,4%

of South Africa's OOH
advertising market in 2025
was driven by digital
formats.



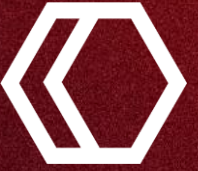
5%

of South Africa's total OOH
spend is currently traded
programmatically.

UNPACKING OUT OF HOME



	TRADITIONAL OOH	DIGITAL OOH	PROGRAMMATIC DOOH
AUDIENCE TARGETING	Mass-reach, location-based media using demographic data tied to specific areas.	Mass reach enhanced with digital data for improved audience segmentation.	Hyper-targeted audience segments activated in real time.
CREATIVE CAPABILITY	Static, printed creative with options for special builds and extensions.	Dynamic, manually changeable creative with some real-time messaging flexibility	On-the-fly creative adjustments based on live data and triggers.
SPEED & AGILITY TO MARKET	Longer planning and production cycles; limited flexibility once live.	Faster deployment than OOH; minor posting lead times (2-7 days).	Launch instantly and optimize in real time using performance data.
REPORTING	Proof of flighting, asset lists, and campaign photography provided.	Enhanced metrics including impressions, engagement, and interaction data.	Advanced, real-time reporting with continuous optimization insights.



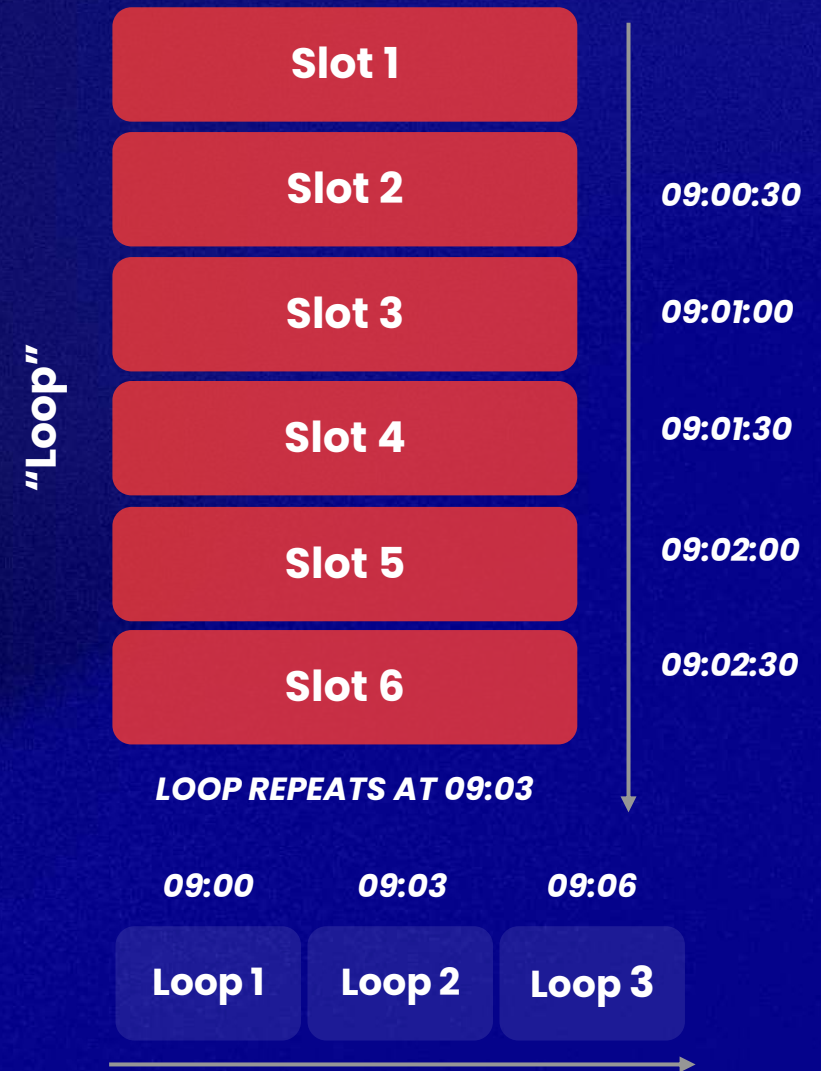
LOOP BASED VS. pDOOH BUYING

Key Distinctions in DOOH Buying Frameworks.



WHAT IS LOOP BASED BUYING?

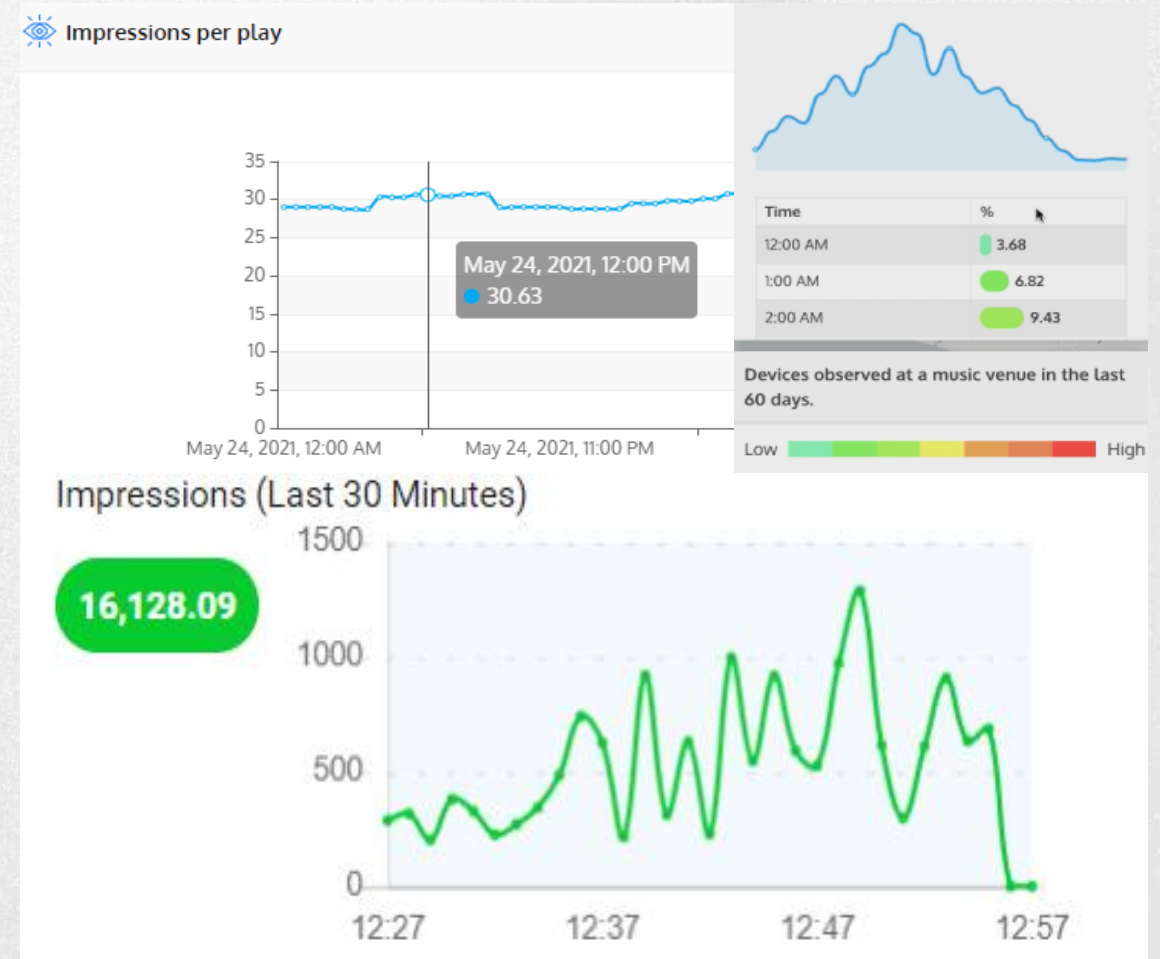
- Clients would book a slot, that will be part of a larger loop.
- Loops would repeat 24/7 generally every 3-6 minutes
- A clients advert will play every loop until the end of the campaign
- Very little consideration generally towards efficiency





WHAT IS pDOOH BASED BUYING?

- Clients would determine either a **budget** or **impressions target** for their campaign along with other desired parameters:
 - Time-of-Day/Day-of-Week
 - Geofenced/Custom Audiences
 - Mobile Retargeting
- Can be booked via a DSP, bid requests would be made to the SSP and adverts served
- A campaign will be paced dependant on the **amount of target impressions.**
- Much greater focus on **targeting, parameters** and **efficiency.**



KEY DIFFERENCES



LOOP BASED BUYING

- Fixed Spot Buying (*Campaign on 24/7*)
- Negotiation on specific locations
- Manual Buying Process (*Contracts/Human Execution*)
- Audience Data sourced from OMC
- Pay for time on inventory



PDOOH BASED BUYING

- Impressions based targeting
- Targeting criteria more flexible (*time of day/day of week*)
- Negotiation done at regional inventory level
- Automated buying process (*automated*)
- Audience Data sourced from OMC, mobile devices + cameras (*coming soon*)
- Only pay for impressions served

TRADITIONAL LOOP BUYING PROCESS



PUBLISHER & BUYER NEGOTIATE A DEAL

Negotiations mostly conversational with regular back and forth via email.



APPROVAL PROCESS THROUGH SIGNED CONTRACT

Relevant contracts, finance and booking forms approved, signed and exchanged via email.



CAMPAIGN MANAGED BY PUBLISHER

Creative Material, monitoring of performance, optimizations & reporting all controlled by publisher.



BUYER REQUESTS CAMPAIGN INFORMATION

The Media Buyer is fully reliant on publisher for campaign updates.



PDOOH BUYING PROCESS



BUYER SUBMITS RFP/DEAL REQUEST

Negotiation occurs within programmatic DSP and SSP environments. Buyer has options for preferred or guaranteed deals.



PUBLISHER APPROVES SELECTED DEALS

A Deal ID is generated. Advertiser receives Deal ID and uploads artwork in their DSP.

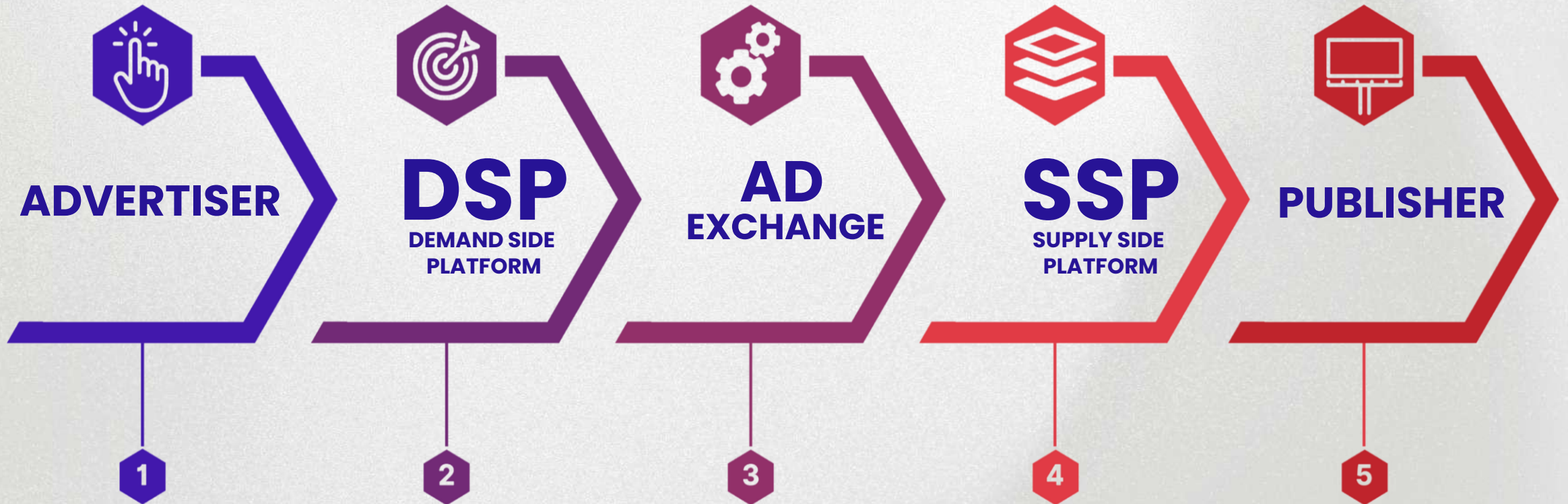


CAMPAIGN MANAGED BY PUBLISHER

Polygon reviews and approves artwork and campaign is live.



UNPACKING PROGRAMMATIC





HOW TO BUY?

Buyers can easily implement omni-channel campaigns at scale through a single point of contact and deal ID.

No need to work through multiple publishers to set up campaigns with varying CPM's.



CHOOSING THE RIGHT DOOH BUYING MODEL

Fixed certainty or real-time flexibility?

Traditional loop buying provides consistency and certainty. **Programmatic DOOH** unlocks automation, targeting intelligence, and real-time performance optimisation.

Choosing the right approach aligns your media spend with your campaign ambition

LOOP BUYING CONSIDERATIONS

Best when predictability and guaranteed presence matter most.

- Fixed screen time within scheduled rotations
- Stable pricing and delivery certainty
- Clear proof-of-play reporting
- Structured visibility for long-term brand building
- Budget certainty across selected environments

Ideal for: Always-on campaigns, broad awareness, long-term brand reinforcement.

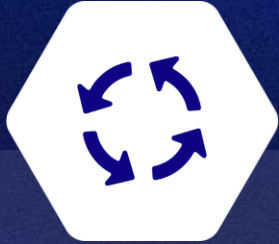
PDOOH BUYING CONSIDERATIONS

Built for flexibility, targeting precision, and real-time optimisation.

- Faster RFP turnaround and automated buying
- Geo-fencing & custom audience targeting
- Real-time reporting and heat mapping
- Day-part planning and time-based targeting
- Multiple dynamic artworks in a single campaign
- CPM bidding and real-time optimization
- Easy DSP & API integrations

Ideal for: Data-driven campaigns, performance optimisation, tactical bursts, audience-led strategies.

STRATEGIC CONSIDERATIONS



LOOP = DOOH BASIC

- A Specific Location Important
- Media Holding Orientated
- Guaranteed Holdings
- Frequency Focused Campaigns
- "Always On" Presence
- Fixed price
- Min budget spend requirements



PDOOH RTB EXCHANGE

- Reach Focused Campaigns
- In-House Campaign Control through DSP
- Omnichannel Planning
- Smaller Budgets to spread Regionally
- Day-Part Planning
- CPM Bid



PDOOH HYBRID SOLUTION

- Reach Focused Campaigns
- Omnichannel Planning
- Smaller Budgets to spread Regionally
- No DSP
- Day-Part Planning
- Custom Audience Targeting
- Geofencing
- Lift Analysis



UNDERSTANDING AUDIENCES

Why pDOOH for digital agencies.

THE IMPRESSION MULTIPLIER

1-to-1 versus one-to-many

In online advertising, one impression represents one user's opportunity to see an ad. Because DOOH is a one-to-many medium, it is common that one ad play can deliver multiple impressions.

The Impression Multiplier is the calculation used to determine the 'Impressions per Ad Play' for an individual DOOH screen.



THE IMPRESSION MULTIPLIER



Hour of Day	0:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	22:00	23:00
Hourly Contacts	129	86	67	49	66	149	422	592	736	742	875	989	1058	1037	1040	1069	1067	1081	903	770	730	593	411	270
Dwell Time at Screen (in secs)	8	8	8	8	8	8	16	16	24	24	24	24	24	24	16	16	24	24	24	16	8	8	8	8
Ad Play Duration (in secs)	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8
Ad Exposure per Screen Dwell Time	1.88	1.88	1.88	1.88	1.88	1.88	2.88	2.88	3.88	3.88	3.88	3.88	3.88	3.88	2.88	2.88	3.88	3.88	3.88	2.88	1.88	1.88	1.88	1.88
Ad Plays per hour on Screen	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450	450
Impression Multiplier	0.54	0.36	0.28	0.20	0.28	0.62	2.70	3.78	6.34	6.39	7.53	8.52	9.11	8.93	6.64	6.96	9.19	9.31	7.78	4.92	3.04	2.47	1.71	1.13

Supplier reports 903 contacts at Screen A between the hours of 6pm-6:59pm on Mondays.

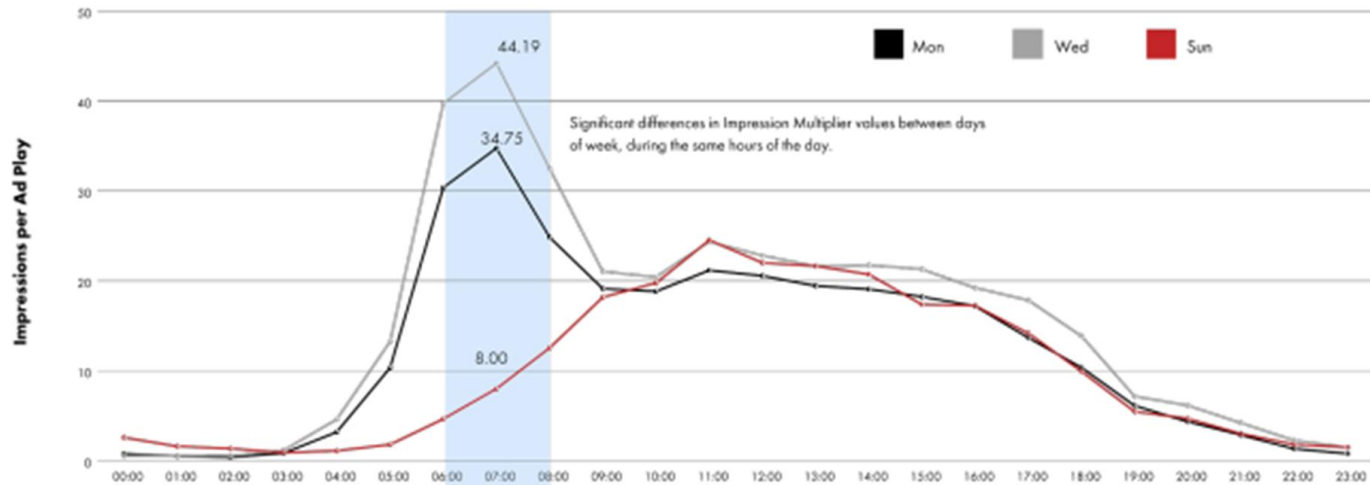
Ad exposure per Screen A's Dwell Time determined as 3.88 between 6pm - 6:59pm on Mondays

The total impression capacity between 6pm - 7:59pm on a Monday is therefore 3,504, delivered evenly across 450 ad plays in the hour

An ad slot on Screen A between 6:00pm-6:59pm on a Monday will deliver 7.78 impressions

Impression multiplier by ad play by hour of the specific day

Example: Screen A



Impression multiplier varies by hour by day of the week per ad play

MEASUREMENT METHODOLOGIES



TRAFFIC DATA COUNTS ON ROAD SEGMENTS

Street level traffic count data.

Visibility rules applied based on WOOHO guideline.



MOBILE LOCATION DATA

Data sourced from mobile devices.

Three data sources: mobile GPS, beacon tech & telco network – triangulated for best accuracy.



CAMERA TECHNOLOGY

Also known as computer vision.

Camera technology installed in screens counting faces & vehicles.

High level of data granularity and recency.

MEASUREMENT & ATTRIBUTION



DOOH – IN STORE

Impact is measured by identifying devices exposed to ads and determining whether those devices later visited the target store. Opt-in mobile location data is used to calculate footfall lift against a control group.



DOOH – ONLINE

Devices exposed to DOOH campaigns are identified and matched to visits to the client's website. Opt-in location data and website tags enable attribution of online visits to campaign exposure.



MOBILE RETARGETING

Users who have visited the website or been inside POIs are retargeted across mobile web and app inventory, layered with relevant audience segments. This supports re-engagement and drives progression down the sales funnel.



COLLECTION VISUAL

How a Users Mobile Device ID is Collected.



MOBILE DISPLAY



DESKTOP DISPLAY & VIDEO

MAID
12056689



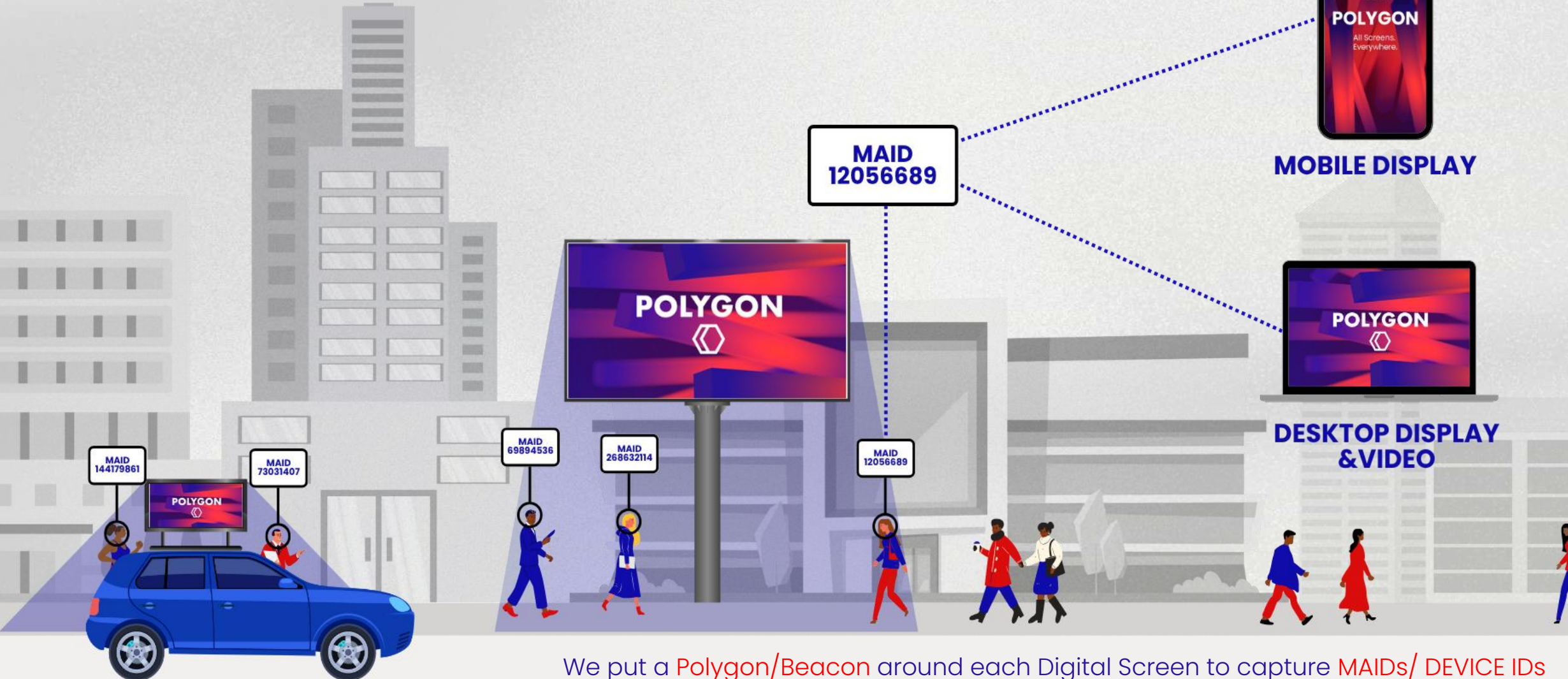
MAID
69894536

MAID
26863214

MAID
12056689

MAID
144179861

MAID
73031407



We put a Polygon/Beacon around each Digital Screen to capture MAIDs/ DEVICE IDs



TAGS & REPORTING

TAGGING/SITE TAGS

- We provide a GTM Snippet to be implemented on your Website.
- This measures traffic to the landing page or certain pages on site including Check out Page.

WE REPORT ON

- CPC (Cost Per Click)
- CTR (Click Through Rate)
- CPL + CPA (Cost Per Lead and/ or Cost per Acquisition)
- CPV (Cost Per View)
- VTR (View Through Rate)
- Best Performing Creative Size and Creative type (If AB Split testing is needed)
- CPI (Cost Per Install)





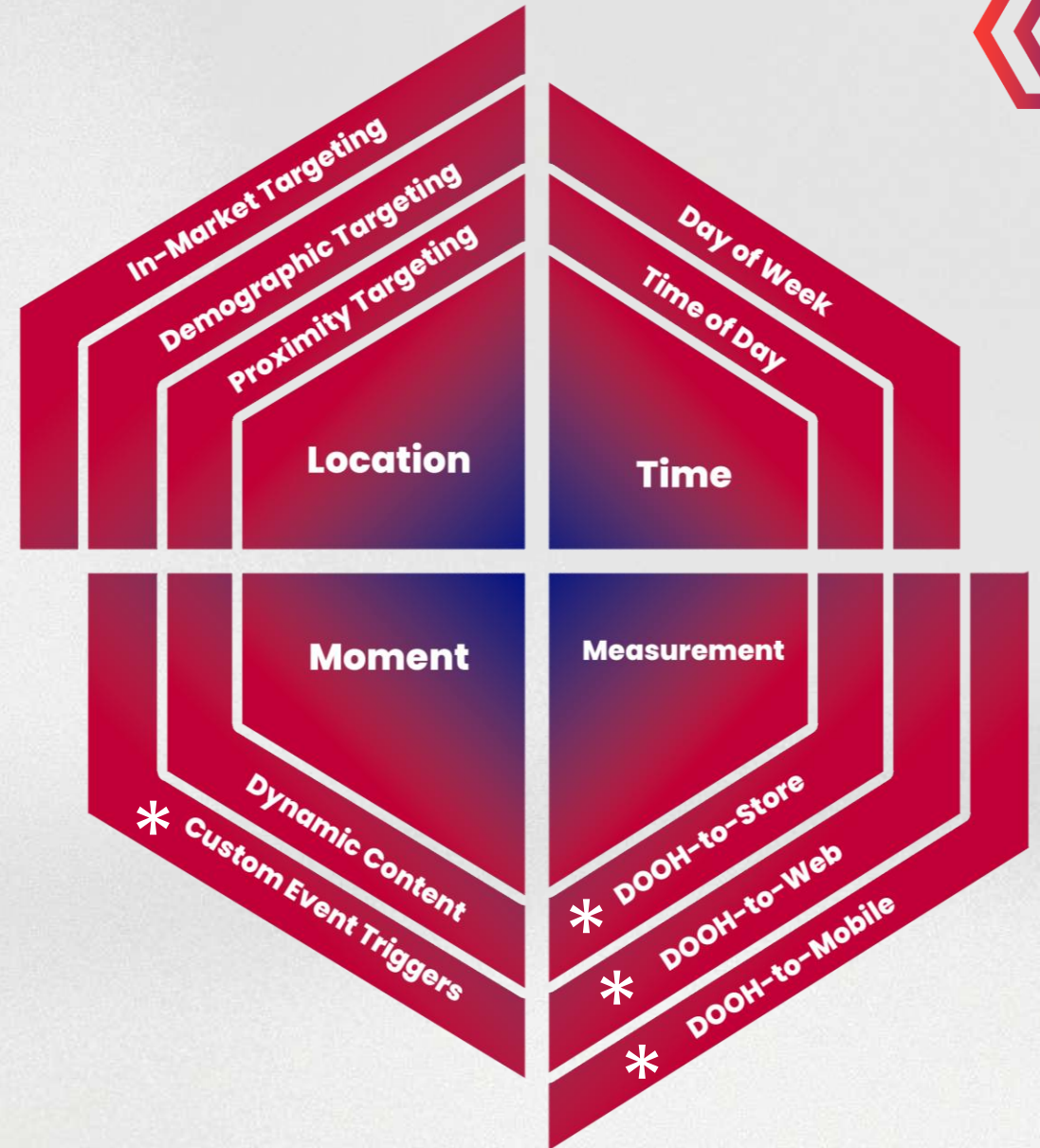
CAPITALISE ON PDOOH CAPABILITY

Digital Screens Within Proximity.



TARGETING CAPABILITIES

Maximize your **pDOOH impact** with our versatile standard and premium features, spanning advanced targeting and actionable insights.



* PREMIUM FEATURES

PROXIMITY

LOCATION

We Don't Chase Audiences.
We Meet Them There.

By using proximity markers, we can ring fence inventory that is **in close proximity** to where our audience visits.

By using inventory in proximity to key locations, we increase not only the chance of serving to the **right audience**, but serving ads when our audience is in the right **frame of mind**.



PROXIMITY



Screens Located within a MAX 5Km Radius to relevant or targeted locations & competitors.

NETWORKS



ROADSIDE | HOTELS | PADEL | LIFESTYLE | MALLS



PROXIMITY

TIME

Smart Scheduling.
Smarter Impact.

Displaying a brand or product ad at the right moment **(either by time/day of week)** whereby you schedule your ads for specific times of the day or specific days of the week to target particular audiences more effectively.

Activate screens when audiences are expected to be **in front of the screen** or in the **right state of mind**.

TIME OF DAY

7am – 10am

12pm – 2pm

5pm – 7pm



DAY OF WEEK

MON

TUE

WED

THURS

FRI

SAT

SUN



**START YOUR MORNING
WITH BANKING THAT
MOVES.**

Absa. Moving You Forward.

absa



PROXIMITY

MOMENT

Precision, Powered by Context.

Moment advertising allows for the use of **dynamic triggers** to be used when certain conditions are met.

This allows for advertising to be more **contextually relevant** to the environment, and increase the likelihood of a consumer following the call to action.

REGIONAL SPECIFIC CREATIVE

Consider including the name of the suburb/city into the creative to increase the appeal of the local population.

WEATHER SPECIFIC CREATIVE

Adapt your messaging to real-time weather conditions to increase relevance and impact. Align creative with what people are experiencing in the moment - whether it's rain, heat, cold, or sunshine. When messaging reflects the environment, it feels timely, useful, and more attention-grabbing.





DOOH CREATIVE CONSIDERATIONS

Designing for Attention, Recall and Action.

DESIGNED FOR IMPACT

Designing bold, context-aware messaging that captures attention quickly and drives meaningful action across digital out-of-home environments.



DESIGN FOR ENVIRONMENT

Roadside requires bold, simple messaging for instant impact. **High dwell-time venues** allow for slightly richer detail – while still keeping clarity first.



LET THE HERO LEAD

Make the visual the focal point.

Strong angles, full-bleed imagery and confident branding outperform cluttered, text-heavy layouts.



KEEP THE MESSAGE SIMPLE

One idea. One message. One clear call-to-action.

Simplicity drives recall and improves effectiveness in high-traffic environments.



LEVERAGE CONTEXTUAL MOMENTS

Align messaging to real-world triggers.

Use time of day, weather, location, live data, seasonality, or cultural moments to increase relevance.



BUILD CONSISTENT SALIENCE

Maintain visual consistency across screens and formats to strengthen mental availability and reinforce brand familiarity over time.

DESIGN FOR THE ENVIRONMENT

Right message. Right moment. Maximum impact.

Creative effectiveness in DOOH depends on context. Environment, dwell time and audience mindset should shape how your message is delivered - **from bold roadside statements to richer, high-attention spaces.**



HIGH SPEED ENVIRONMENTS

(Roadside, Taxitop)

- 3–5 word headline
- One strong hero visual
- Strong contrast, high legibility
- Single, clear CTA
- Focus on one core message



HIGH DWELL-TIME VENUES

(Malls, Petrol, Gyms, Hotels)

- Feature callouts can be layered
- Consider offer or value-led messaging
- Lifestyle imagery supports aspiration
- QR codes or proximity prompts
- 1–2 key differentiators highlighted



REGIONAL MODEL EMPHASIS

- Align creative to priority models per region
- Adjust language to regional lingo
- Match messaging to local buyer behaviour
- Urban regions → efficiency & tech
- Coastal/lifestyle regions → experience, aspiration
- Value-driven regions → reliability & affordability

SEASONAL & CONTEXTUAL MESSAGING

Adapt the Message to the Moment.

Align creative to seasonal behaviour shifts, product cycles, and purchase timing to drive stronger relevance, intent, and response.



NEW PRODUCT/SERVICE LAUNCHES

- Lead with design & innovation
- Use high-impact hero visuals
- Build excitement before retail push
- Shift to feature detail in high-dwell environments



PEAK TRAVEL SEASONS

- Easter long weekend → Road trips & family travel
- June/July school holidays → Domestic travel spikes
- September holidays → Short-break mobility
- Festive season (Dec-Jan) → Long-distance & coastal travel



PURCHASE TIMING

- Month-end → Promotional or value-led messaging
- Bonus periods → Upgrade or premium positioning
- Early month → Brand & consideration focus



SEASONAL CONDITIONS

- Summer → Outdoor, lifestyle, performance
- Winter → Safety, comfort, reliability
- Rainy months → Protection & dependability
- Transitional seasons → Everyday versatility



LAYOUT & DESIGN

Create impactful ads with simplicity in mind. Focus on one clear message, bold visuals, and uncomplicated backgrounds. Ensure your ad stands out, is legible from a distance and at speed, and instantly recognizable as yours. Remove unnecessary elements and prioritize clarity.

Hard to read

Spacing

Weight

Font

UPPER CASE

Easy to read

Spacing

Weight

Font

Title case

Hard to see

P

P

P

P

P

P

Easy to see

P

P

P

P

P

P

NB: Once you've nailed your design, please share your final JPEG, PNG or MP4 artwork!



LOUD ISN'T CLEAR

High Contrast. Clear Hierarchy. One Dominant Message.

This execution overloads the viewer with copy, small text, varying fonts and competing elements - reducing readability. Low contrast and dense layouts weaken message absorption.

This execution uses bold typography, strong colour contrast and a clear visual hierarchy - ensuring immediate legibility, stronger recall and faster comprehension.

Experience The All-New Toyota Land Cruiser With Advanced Performance Technology

Now With Improved Fuel Efficiency, Enhanced Safety Features And Premium Interior Comfort

- Visit Your Nearest Dealer
- Book A Test Drive Today
- Call 0800 TOYOTA

ADAPTIVE CRUISE CONTROL REAR PARKING CAMERA

1.5L TURBOCHARGED ENGINE

R 8 910 p/m

T's & C's apply. Subject to finance approval. 72-month term. 10% deposit. Balloon payment optional. Linked to prime. While stocks last.

5-YEAR WARRANTY

YOUR DREAM CAR AWAITS

TURN LEFT IN 3KM

FROM **R 8 910** p/m

POLYGON

THANK YOU

Let's Turn Vision Into Impact.

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