



EMBARGOED TIL MONDAY, MAY 9TH, 2011

GROUND BREAKING NEURO-RESEARCH REVEALS THE EFFECT OF MOVEMENT ON BRAND PREFERENCE

Melbourne, May 9, 2011- Moving bus advertisements increase consumer engagement and memory recall, according to new neuro-research commissioned by APN Outdoor. The research has for the first time scientifically quantified the effect of movement on consumer brand preference.

The ground breaking study called 'The Momentum Effect' was conducted by media and consumer research company, HOOP research and Neuro technology specialist, Neuro-Insights.

Researchers used a standard bus portrait panel as the common measurement tool. A 12 minute travel video was created as a visual stimulus of a typical day in the life of a consumer on the road, incorporating advertisements of four brands. The advertisements were rotated equally on buses, both moving and stationary. To measure the difference in engagement, 126 participants were fitted with neuro-technology caps, capturing second by second brain activity while viewing the video.

Brand salience in participants was tested to identify the strength of the brand before and after the research.

The key findings were:

- Engagement with a moving panel advertisement peaked earlier than engagement when the bus was stationary.
- The peak of engagement was 45% higher for moving messages.
- Earlier engagement opens the doorway to more effective memory encoding, resulting in a 33% higher memory peak for a moving message.
- Brand saliency was twice as high for a moving message.

Liz Farquharson, Managing Director, HOOP Group said:

"Through measuring the brain reaction of participants on a second by second basis, it was clear that moving bus advertisements elicit a greater level of engagement.

“Once there is a higher level of engagement with the brand we found that this then results in a deeper level of memory encoding. Memory encoding can increase recall of a brand, and drive greater brand salience”.

‘The Momentum Effect’ study marks the first time research has calculated the impact of the transit format on consumer brand preferences.

Richard Herring, CEO, APN Outdoor said:

“Instinctively we have always known that movement captures attention. A moving bus is something people walking, driving and riding bikes unavoidably notice. Today, we’ve replaced instinct with research that scientifically quantifies engagement levels, as well as the long term effect this has on brand preference”.

“As APN Outdoor grows its portfolio by format, size and location, it is important to also grow the understanding of what each one brings to the outdoor advertising mix. Scientific research enables us to assist in creating strategic campaigns for advertisers”.

APN Outdoor will commence presentation of ‘The Momentum Effect’ research to media agencies from the 9th of May. The presentation will highlight the methodology used and other significant neuro based findings.

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For more statistics, information, images or interviews please contact:

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About APN OUTDOOR

APN Outdoor is the largest outdoor advertising company in Australia and New Zealand. APN Outdoor has a range of out-of-home formats, industry leading research and insights, and a results driven culture. With over 3,000 Roadside billboards and 32,000 Transit advertising panels, we deliver national reach on an unrivalled scale.

www.apnoutdoor.com.au

About HOOP Group

Hoop is an independent research agency specialising in the field of consumer behaviour and media effectiveness. Hoop works with leading publishers, agencies and brands to help evaluate and develop their offering and prioritise their marketing spend.

www.hoopgroup.com.au

About Neuro-Insights

Neuro-Insight is a market research company that uses unique brain-imaging technology to measure how the brain responds to communications. It is the only company in the world licensed to use this patented technology, enabling the measurement of second by second changes in brain activity. Neuro-Insights deliver unique insights into how a piece of design or advertising is affecting people at both a rational and an emotional level.

<http://www.neuro-insight.com/>