

Making digital advertising interactive and measurable

Han Verbaas - Viziware



INTERACT
BARCELONA
2013

#INTERACT13

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*making digital advertising
interactive and measurable*

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Advertising using digital signage is a form of out-of-home advertising in which video content, advertisements, and/or messages may be displayed on digital signs with a common goal of delivering targeted messages to consumers on specific locations, both in- and outdoor, at specific times.

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I HEAR AND I FORGET

I SEE AND I REMEMBER

I EXPERIENCE AND I UNDERSTAND

Confucius 551 bc

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Interactivity was significantly more likely to stimulate word of mouth about the advertising. We saw an average uplift of 54% in terms of being likely to mention the advertising in conversation

Offering customers the chance to interact with the brand resulted in an average increase of 45% in terms of 'having a better opinion of the brand'

Putting interactive Out-of-Home to the test | *Interactive Europe 2013*

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Half the money I spend on advertising is wasted;
the trouble is, I don't know which half.

John Wanamaker (US based Merchant)

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VIZIWARE BEHAVIOUR ANALYSIS

1. # passing by
2. # paid attention (face)
3. # interaction
4. # page visits

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INTERACTION

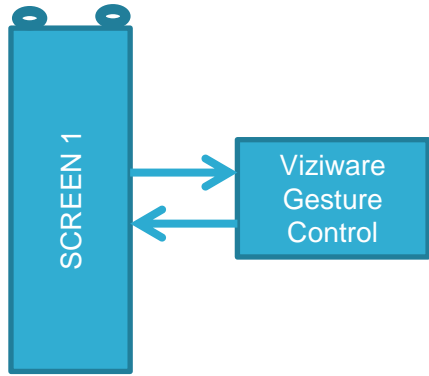
CONTENT

PRODUCTION

- ✓ Attract people
- ✓ Show more content (catalog)
- ✓ Introduce gaming (price or coupon)
- ✓ Default video or image
- ✓ Description, flow or diagram
- ✓ Graphics to support content
- ✓ 2 -3 development days
- ✓ Emulation of final advertisement
- ✓ Final installation

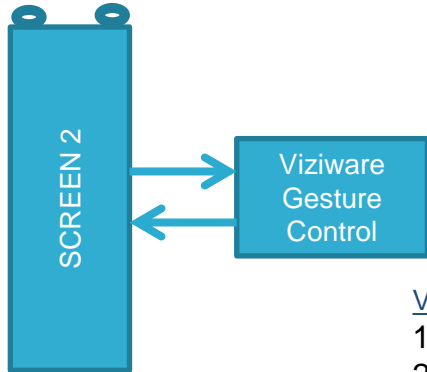
GESTURE INTERACTION

- Swipe
- Move
- Size
- Rotate
- Click
- Size



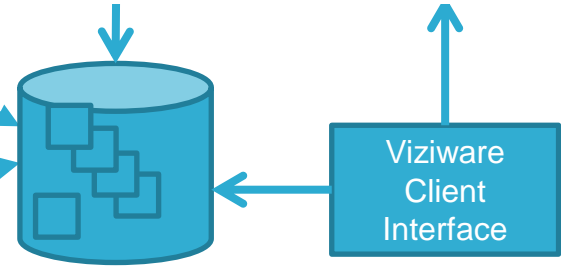
GESTURE INTERACTION

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VIZIWARE CLIENT INTERFACE

Select specific content for screen interaction



Lego Case



PROJECT

1. Use Viziware touch-free and gesture recognition technology to provide an interactive, storefront display to differentiate and to attract visitors to Lego retail locations in crowded shopping malls.
2. Lego stores have a need for more precise analytics due to the mix of children and adults entering and exiting the store. It is making it difficult to accurately count visitors and distinguish between the types of visitors. Lego wants to measure number of visitors, as well as differentiation between adults and children.



Viziware specifications

HARDWARE	➔	TWO CAMERA'S - NOTEBOOK or BAREBONE COMPUTER
DISPLAY	➔	INDOOR AND OUTDOOR - DISPLAYED ON ANY SURFACE
AUDIENCE	➔	ANY CMS - 15 CM / 20 METERS - MULTIPLE CONSUMERS
CONDITIONS	➔	INDEPENDENT OF WEATHER & LIGHT CONDITIONS

Viziware modules

Viziware – Insights

capturing analytics and intelligence from digital ad impressions

Viziware – Motion

transforming digital ads into interactive motion-driven experiences.

Viziware – Nexus

combining Viziware - Insights and Viziware - Motion.



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www.viziware.com