



## Additional Research | Creativity is still a demanding challenge in DooH

Concerning the creative process in DooH

**75%** market participants see a **high or very high** challenge in:

- The consideration of the different **viewing situations** (e.g. passage-/waiting situation)
- The primary **conception phase** (adjustment to the media )
- The **available Budgets**

The different **picture** (horizontal, vertical, split screen) and **media formats** (Flash, HTML5, resolution, compression) are not a high technical challenge for the creatives, as **60%** of the polled companies think

**80%** provide no or only irregularly **workshops** to educate the customers on the different possibilities in the creative process of a DooH campaign

- The creative process in DooH campaigns has to manage many difficult challenges. In particular the consideration of the diverse viewing situations respectively dwell times is seen as to be challenging. The storyline for spots in a passage situation have to be much more condensed and pronounced than in a waiting situation
- The market participants also see big challenges for DooH campaigns in the the primary conception phase, where one adapts campaigns from other media formats to perfectly fit the DooH characteristics. Moreover, the restricted budgets in the below-the-line media have a noticeable impact on the creative freedom
- In spite of these results only few of the companies currently involved in the DooH market offer a sufficient number of workshops to familiarize their customers with the distinct characteristics of the media

**Question 1:** „Please rate how high the challenges in the creative process of a Digital-out-of-Home campaign are“ n=25

**Question 2:** „Are you currently providing regular workshops for customers, to educate them on the different possibilities in the creative process of a Digital-out-of-Home campaign?“ n=25