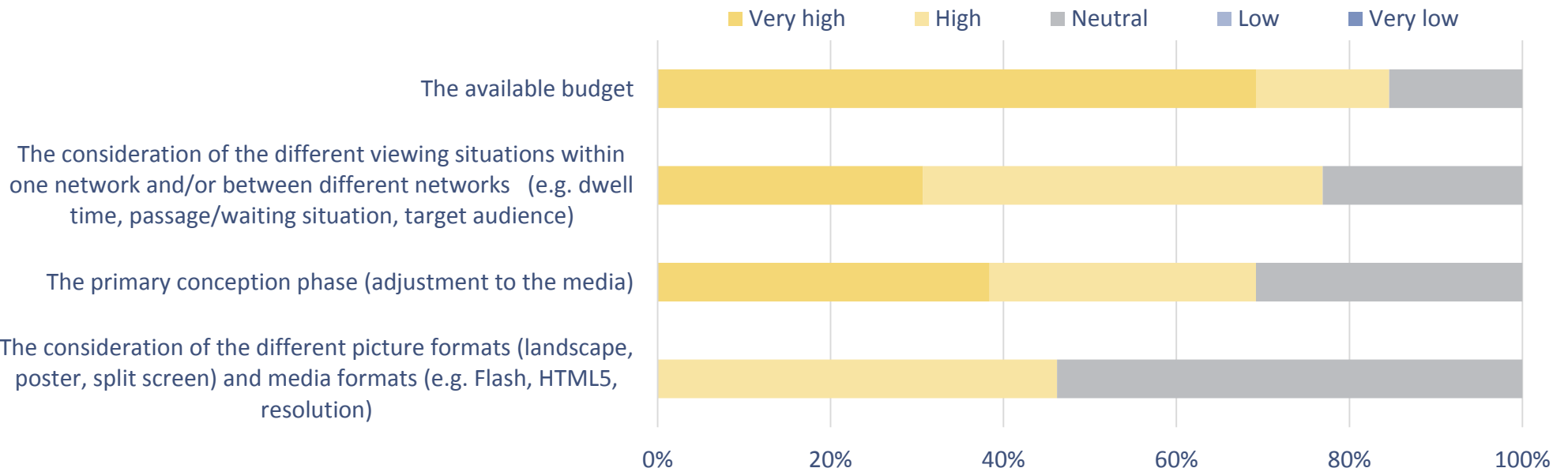




## Additional Research | Creativity is still a demanding challenge in DooH

- The creative process in DooH campaigns has to manage many difficult challenges. In particular the restricted budgets in the below-the-line media have a noticeable impact on the creative freedom
- The market participants also see big challenges for DooH campaigns in the the consideration of the diverse viewing situations respectively dwell times. The storyline for spots in a passage situation have to be much more condensed and pronounced than in a waiting situation. Moreover, the primary conception phase, where one adapts campaigns from other media formats to perfectly fit the DooH characteristics is seen as to be challenging
- In spite of these results only **10%** of the polled companies offer a sufficient number of workshops to familiarize their customers with the distinct characteristics of the media



Question: „Please rate how high the challenges in the creative process of a Digital-out-of-Home campaign are?“

Fig. 6: DBCI July | August 2014 „creative challengens for DooH“, n=12