



Additional Research | Creativity is still a challenge in DooH

Concerning the creative process in DooH

8 out of 10 market participants see a **high or very high** challenge in the **available Budgets** & the primary **conception phase** (adjustment to the media)

Still **40% to 50%** of the polled companies see high challenges in the consideration of the different **viewing situations** (e.g. passage-/waitingsituation) and the different **media** and **picture formats**

63% 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. Particularly the restricted budgets in the below-the-line media have the most noticeable impact for the creative freedom. Also the primary conception phase, where one adapts campaigns from other media formats to perfectly fit the DooH characteristics, is seen as a very high hurdle
- The market participants may not rate them so high, but they still see big challenges for DooH campaigns in the consideration of the diverse viewing situations respectively dwell times of the different networks. The storyline for spots in a passage situation have to be much more condensed and pronounced than in a waiting situation.
- In spite of these results only few of the companies currently involved in the DooH market in Russia offer 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=10

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=10