



Retail/Lifestyle Audience Measurement



# Retail/Lifestyle Audience Measurement



Audiences for retail/lifestyle advertising are people interacting with advertising faces within a shopping centre.

There are approximately 10,000 outdoor media faces in this category across the five measured markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

Retail/lifestyle audiences are measured according to their demographic profile and the markets in which the advertising faces are located.

## What is Retail/Lifestyle advertising?

Retail/lifestyle advertising faces include static or moving and digital or non-digital displays of varying size, located inside or at the entrance of shopping centres.

In future **MOVE** may include other retail/lifestyle categories such as tertiary institutions and shopping centre car parks.

## Where is Retail/Lifestyle advertising measured?

**MOVE** covers the same geographic areas for retail/lifestyle advertising as those used for the TV ratings. These are known as Primary Coverage Areas (PCAs) and apply to the greater metropolitan regions of the five markets.

## How is Retail/Lifestyle advertising measured?

**MOVE** is based upon comprehensive traffic and transport models which predict the travel behaviour of discrete audiences in each market. These models are collectively known as the Zenith Travel Modelling System, used to determine the Opportunity To See (OTS) audience.

The distribution of audiences within shopping centres is influenced by floor levels, precincts within the centre (supermarkets, department stores), and the number of entrances for the floor and centre in total.

A Visibility Index (VI) is then applied to include only those people with the Likelihood To See (LTS) the advertising face.

All results within the **MOVE** system are based on LTS contacts.



## The Retail/Lifestyle Model – Design and Methodology

Zenith takes people to the door of each shopping centre, allocating total trips to individual shopping centres. It does not define the type of shopping that is being undertaken by the measured audience. These trips include shopping, employment, personal business and recreational trips.

A separate model was developed for **MOVE** to ascertain how these shopping centre visitors move around within the centre, and, importantly, how they interact with internal advertising faces.

Zenith and the Shopping Centre Model combine to determine the total potential audience for retail advertisements.

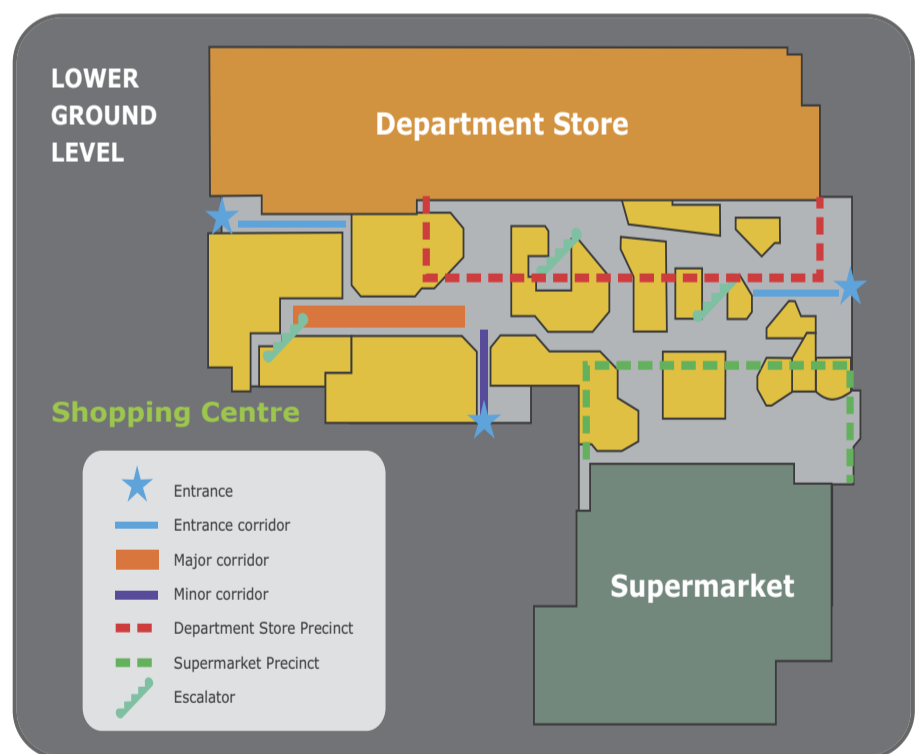
## Calculating OTS for retail advertising faces

Surveys of more than 6,000 shopping centre visitors were conducted at a number of locations to identify what particular attractors influenced their movements.

Advertising faces were then allocated according to the following shopping centre and site classification process, which the survey identified as being important to the modelling of movements within a centre.

CLASSIFICATION	CODING
<b>Corridor</b>	Entrance – Outside Entrance – Inside Major Minor
<b>Area Precinct</b>	Supermarket Precinct Department/Discount Escalator
<b>Centre</b>	Number of entrances Contains supermarket? Tier
<b>Entrances per floor</b>	0/1 2/3 4+

Each centre was individually coded, identifying these areas.



## Establishing LTS Contacts

Visibility factors are applied to each retail advertising face to establish the values that will influence a person's Likelihood To See (LTS) an advertising campaign.

The results of these combined factors are known as the Visibility Index scores (VI) and are applied to the OTS outputs of Zenith and the Shopping Centre Model to produce the actual LTS contacts.

Reach and frequency for outdoor media packages are based entirely on LTS contacts.



For more information about MOVE please visit

[www.moveoutdoor.com.au](http://www.moveoutdoor.com.au)

or contact (02) 9357 9944