

| LIMITEDSPACE |

WHAT ARE
YOU
LOOKING
AT?

tobii pro/insight



OOH EYE-TRACKING RESULTS

- 19 eye-tracking journeys at intu Metrocentre; each lasted approx. 25mins
- Campaign running for The Addams Family on Adlift and Orbit
- **68%** participants recalled seeing The Addams Family campaign
- **47%** recalled it spontaneously (no aid or prompts)



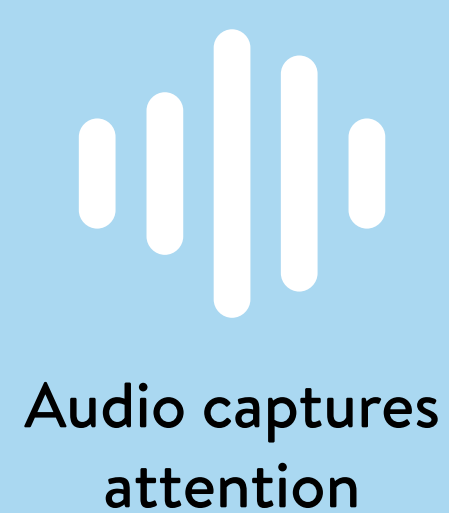
ADLIFT PERFORMANCE

- Participants who recalled Addams Family spontaneously had seen the campaign on Adlifts in total for just over **9 secs** on average (9.01 secs)
- Adlift performed comparably as a coverage format as well as just targeting lift users
- Faces, positioned at eye-level were the focus of attention



ORBIT PERFORMANCE

- Orbit drives recall: participants who recalled Addams Family spontaneously had seen the Orbit screen in total for just under **7 seconds** on average (6.76 seconds)
- **Audio** plays a large role in capturing audience attention



CONCLUSION

- Participants spent on average just over **3 seconds** with each Adlift (3.32 seconds), just under 1.5 seconds with each D6
- Participants spent just under **2.5 seconds** with the Orbit screen and 1.5 seconds with M-vision
- Adlift sits third behind only TV and Desktop (pre-roll) in media type attention times (Source: Lumen)

