

First empirical survey on the impact of outdoor advertising mediums.

Index Now we wanted to know it for sure...

Survey

Attention

Image

Frequency

Turnover

Personal Data: Prof. Dr. Martin Natter

Enterprise: Entdecker GmbH

First empirical survey on the impact of outdoor advertising mediums.

NOW WE WANTED TO KNOW IT FOR SURE...

This statement is based on a large academic survey on 'Front-of-the-store Displays'.

In return for loyal clients, who already have used Easyflags at certain events and further have made positive experiences, the Entdecker GmbH initiated an academic study. The main issue of this survey was the question whether positioning the advertising medium Easyflag in front of offices or other shops really is profitable. During the inquiry it has been investigated to what extent Easyflags influence attractiveness, image, frequency and turnover, etc. of all kinds of shops.

Therefore the first and most important thing for Entdecker was to find an approved and independent partner, who is gathering for collaborations with companies and is also able to convert theory and practice.

In cooperating with the Strothoff-Foundation for business studies at the Johann Wolfgang Goethe University in Frankfurt and the responsible professor Prof. Dr. Martin Natter, a very qualified partner has been found.

As an empirical proof four hypotheses have been listed and passed on to Prof. Dr. Natter:

1. Easyflag attracts the attention.
2. Easyflag transfers a positive image.
3. Easyflag increases sales.
4. Easyflag gains new customers.

First empirical survey on the impact of outdoor advertising mediums.

Attention

In today's consumer oriented society the most important and common obstacle is attracting the attention of the customers and gaining their confidence. Hereby advertising tools, especially those for outdoor purposes, play an important role and seem to be a crucial investment for every business.

An inquiry of 170 salesmen in the Rhein-Main-Neckar-region demonstrated that for 56,7 % of all shop-owners, advertising mediums have a great influence. Further, the impacts of these measures are significant. In order to make the results measurable a recall-recognition-experiment has been carried out. Hence, a videotape has been shown to all parties involved. Altogether, 15,9 % of all shops used Easyflag, more than 75% used pavement sign holders and only 15,6 % of all stores used no tools at all. Having looked at the video clips the 532 participants had to name as much advertising measures, shops, slogans and messages as possible from their memory. The primary concern was to analyse the expectations one has upon outdoor mediums and its effects as well as features of advertising tools. By far, the most valuable feature was the size and height of the particular advertising space/ area.

Finally, it has been presented that more than 64,79 % of all people remembered the extraordinary format of the Easyflag. Additionally, comparing two alternative mediums, the classical sign holder to the Easyflag, its result was even more definite. Hereby people were able to associate the appropriate store through recalling the imprint on the flag. Moreover, the Easyflag square also achieved good results, although the format is not as distinctive as the drop-shaped-Easyflag.



First empirical survey on the impact of outdoor advertising mediums.

Image

Secondly, the participants have been questioned on the image dimension of the two contradictory mediums: the ordinary pavement sign holder and the Easyflag. The aim of this inquiry was to critically evaluate the strengths of the Easyflag, in comparison to classical sign holders.



The result demonstrated the positive image of Easyflags. Further, one associated Easyflags always with characteristics such as modern, remarkable, innovative and even inspiring. The comparison between classical tools and Easyflags turned out to be 7 to 10 image dimension points in favour towards Easyflags.

First empirical survey on the impact of outdoor advertising mediums.

Image Transfer

Moreover, a survey has been implemented at a shopping centre in Frankfurt/ Main. Hence, pictures of ordinary shop facades, with and without Easyflags, have been presented to randomly selected passers-by. Their mission was to describe the appearances of all shops. Further, the intention was to find out, in detail, the different images of shops using Easyflags by the means of looking at contradictory examples.



Through the use of Easyflags the clothes shop Only B. achieved in all ten analysed image dimensions better results than without

any advertising mediums. Generally the different shops gain an overall positive feedback, when setting up the flags – an upgrade of up to 25% better. Especially high are the results when it comes to improvements through distinctive features (29,16 %) and through innovation (23,55 %). In 9 out of 10 possible image dimensions the Easyflag achieved a positive reaction. Values such as flexibility and innovation are being transmitted into an overall positive corporate image.

Sales and Frequency

First empirical survey on the impact of outdoor advertising mediums.

In the context of an experiment with the trading partner 'Kamps Bakeries' different kinds of advertising tools have been placed in several branches. To sum up, in 78,57 % of all cases a significant increase in sales may be evidenced. With the use of Easyflag the total revenue has increased by 6,77 %.

One characteristic of Easyflag is that these products reach a high rate of frequency and further initiate a positive influence on expected sales.

Looking at the differences in sales increase, one realises that on average, product advertising gains higher profits, by approximately 12,9 %, compared to image advertising campaigns.

Additionally, setting up the Easyflag of medium size, in comparison with the Easyflag small, allows an increase in sales by 43,7 %. Moreover, setting up two Easyflags medium increases profits by further 4,91 %.

Impulsiveness

This experiment was instigated to evaluate the different effects of pavement sign holders, Easyflags and using no advertising mediums whatsoever. The different instruments were placed in front of several Australian Homemade stores in Berlin, Frankfurt and Nürnberg for a number of weeks. Additionally, clients were interviewed and consequently the rate of new customers as well as a frequency rate calculated. The result presented a frequency of 58,8 % - for both, ordinary pavement sign holders or no advertising mediums. However, when setting up Easyflags a notable increase, in total 64,3 %, can be recognised.

First empirical survey on the impact of outdoor advertising mediums.

Daily Turnover

Calculating the daily profits one always has to take the weekday and temperature/season of the year into consideration. Hereby, one recognises and differentiates, on the basis of the total revenue, between days on which classic advertising tools were used and those when the Easyflag was set up. The figures add up to an average of 35,90 € and 67,60 € per day, in favour of Easyflags.

Musterrechnung

Tagesumsatz
 x 5,41% (small)
 x 7,74% (medium)
 x 8,12% (2x medium)
 x indiv. Faktor
 = Mehrumsatz

Mehrumsatz x Öffnungstage = Jahresmehrumsatz

Jahresmehrumsatz ./ Wareneinsatz ./ Anschaffungskosten
 = Gewinn

© ENTDECKER GmbH / Johann Wolfgang Goethe Universität Frankfurt am Main

Acquisition of new customer

From a marketing point of view, gaining new customers is a very interesting matter. For demonstration purposes, we looked at the Australian Homemade store. Thus, the results were very definite.

Having no outdoor advertising mediums in use, the shop noted a customer rate of 37,4 %. On the other hand, setting up classic pavement sign holders, the rate increased by 7,1 % - moreover using Easyflags the figures increased by a further 9,9 %.

In conclusion, it turned out that the use of Easyflags is very profitable, especially for expansive trading companies.

First empirical survey on the impact of outdoor advertising mediums.

Modellrechnung

ENTDECKER
GMBH

	Modellrechnung			
	Tagesumsatz		€	<i>quick 'n easy</i>
	x 5,41% (small)			
	x 7,74% (medium)			
	x 8,12% (2x medium)			
	x indiv. Faktor			
	= Mehrumsatz		€	
	x Öffnungstage		Tage	
	= Jahresmehrumsatz		€	
Jahresmehrumsatz ./. Wareneinsatz ./. Anschaffungskosten = Gewinn				
	€ -		€ =	€

ENTDECKER GmbH | Köchlerstr. 1 | 61231 Bad Nauheim | Germany | T +49 (0)60 32 - 9 25 52-0 | F +49 (0)60 32 - 9 25 52-200 | info@entdecker.com

First empirical survey on the impact of outdoor advertising mediums.

HERE IS THE EVIDENCE...

Easyflags have an immense impact on attracting one's attention.

The chance to stay in memory.... 97,88 %.
? [Steigerung der Erinnerungswahrscheinlichkeit um 97,88 %.]

Easyflag transfers a positive image.

Flexible, innovative, modern,...

Easyflag increases sales.

Significant increase in sales of 78,75 % in all cases.

Easyflag gains new customers.

Easyflag increases the pool of new customers of 9,9 percentage points.

First empirical survey on the impact of outdoor advertising mediums.

Prof. Dr. Martin Natter

Hans Strothoff-Foundation for business studies, esp. trade

Phone: +49 (0)69 798 23161

natter@wiwi.uni-frankfurt.de



Personal Data

Prof. Dr. Martin Natter, born in 1966, holds a professorship and further forms head of the Strotthoff-Foundation, which is part of the Johann Wolfgang Goethe-University in Frankfurt/Main. He studied at the University in Vienna (1986 – 1991) and later on, in 1990 accepted to work as an assistant professor in the research department at the institute for higher education in Vienna. In 1993, he agreed to another assistant position at the Vienna University of Economics and Business Administration. After his state doctorate (1999) he worked as a professor for business studies at the above mentioned University in Austria. Moreover, he held several lectures as a visiting professor at different universities, such as the University of Vienna (2002 – 2005), University of Regensburg (2001) and the University of Essen (2002). Despite that, he also was in charge of a number of tutorials at the University of St. Gallen (1996) and the Johann Wolfgang Goethe University in Frankfurt (2004). In 1999 he received the Senator Wilfing award for his dissertation and furthermore, one year later, he was rewarded with the WU-Best Paper Award of the city of Vienna.

In his projects he placed the emphasis on trade marketing, in more detail pricing policy and strategic positioning. At the present time, in the context of a large survey, Prof. Natter is investigating the range of prices between producer- and trade brands and further, the development of trademarks. Another project he is currently collaborating with is about the monetary impacts of different outdoor advertising mediums. Different stages of his studies led him to the Erasmus University of Rotterdam (1997), the Universidad Pompeu Fabra of Barcelona (2000, 2001) and further the University of Regensburg (2001).

The results were published, amongst others, in magazines such as Management Science, Marketing Science, Marketing Letters, European Journal of Operational Research, Journal of Retailing and Consumer Services, The International Review of Retail, Distribution and Consumer Research, OR Spectrum, Journal of Targeting, Measurement and Analysis for Marketing, International Journal of Intelligent Systems in Accounting, Finance and Management, journals for business studies and Schmalenbachs magazines for economical research. In addition, Prof. Natter actively took part in many research projects, further in a special research area, a project of the science, research and technology foundation of Vienna and else in smaller analysis. Besides all, he sets a high value on practical relevancy of developed methods, which he used, for example, at companies in do-it-yourself-trading (ISMS Practice Prize Finalist 2005, Houska Price Finale 2006, Franz Edelman Semi-finalist 2006), in the mobile and telecommunications sector (ISMS Practice Prize Finalist 2006), electro business or the beverage industry.

First empirical survey on the impact of outdoor advertising mediums.

Entdecker GmbH
Küchlerstraße 1
61231 Bad Nauheim
Germany

Tel.: +49 (0)6032 92552-0
Fax.: +49 (0)6032 92552-200
sales@entdecker.com
www.entdecker.com
www.quickneasy.com



Company

ENTDECKER® GmbH is the central European Sales and Marketing Partner for ExpandA Sign™ products and Flying Banner™. Our Headquarters are situated near Frankfurt/Main, in an area with an excellent infrastructure. Short journeys to our clients allow us to maintain close contact. Furthermore, the airport in Frankfurt/ Main is really close and guarantees our customers a prompt delivery.

In 2000, the two brothers Stefan and Christian Decker founded the Entdecker GmbH in Bad Nauheim. Nowadays, approximately 60 employees work for the enterprise in different subsidiaries all over Europe, including France, Italy, Austria, Switzerland, the Netherlands, Sweden and Finland.