



POWERING EXCELLENCE IN OUT-OF-HOME MEDIA

Case Study



THE **JOHNSON** GROUP



CASE STUDY: Agency Experts Bring OOH In-House

The Johnson Group knew that bringing their out-of-home (OOH) media buying in-house would save them time and enhance client outcomes. However, they had always used an external agency to buy OOH ads. In order to apply their decades of advertising expertise to out-of-home media, The Johnson Group needed comprehensive data on the fragmented supply-side of the OOH industry and tools to leverage that data in support of great strategic and creative work.

AD AGENCY PROFILE: The Johnson Group

The Johnson Group is an independent advertising agency in Chattanooga, Tennessee. For over twenty years, the Johnson Group has specialized in “Giant Slaying” — teaming up with brands that are facing Giant challenges in their categories, from giant competitors to giant industry shakeups. The Johnson Group launches smart, unexpected ideas that stand out in the marketplace and beat the odds.



The Johnson Group provides clients everything they need to implement efficient, effective & integrated marketing programs including: branding, market research, content marketing, traditional and digital media, social media, alternative media, on-premise marketing, interactive marketing and creative work.



THE SITUATION: Conquering the Unknown

The Johnson Group knew they could deliver better and more personalized results for clients if they could bring their OOH buying in-house. Who could understand their clients' wants and needs better than them?

Diving head-first into out-of-home media did pose some challenges, however. There are thousands of small vendors across the U.S., and the industry as a whole has been slow to modernize compared to other local media formats, like radio and television. This has earned out-of-home a reputation as a more arcane and opaque media format. On top of that, The Johnson Group didn't want to impact client ROI by bringing the OOH buying process in-house.

The Johnson Group was looking for a way to execute out-of-home campaigns with the same quality and agility that clients expect from all their media campaigns. In short, they wanted a modern way to evaluate and buy out-of-home advertising.

STAT SNAPSHOT

Understanding out-of-home media

MORE TO CONSIDER

Across the top 20 DMAs, there are an average of 34 different vendors per market offering bulletins.

Going beyond the biggest players eats up valuable planning time.

COMPETITION IS KEY

On average, responses to an RFP for out-of-home media vary by as much as 1,800% on a CPM basis.

Considering more sellers helps media buyers maximize ROI.



THE IDEA: Increase Transparency and Performance

The Johnson Group knew they wanted the capabilities of an external agency that specializes in OOH, but they didn't want to use another agency because they felt it kept them in the dark about the market for out-of-home media. They wanted total visibility to find the best options for their clients:

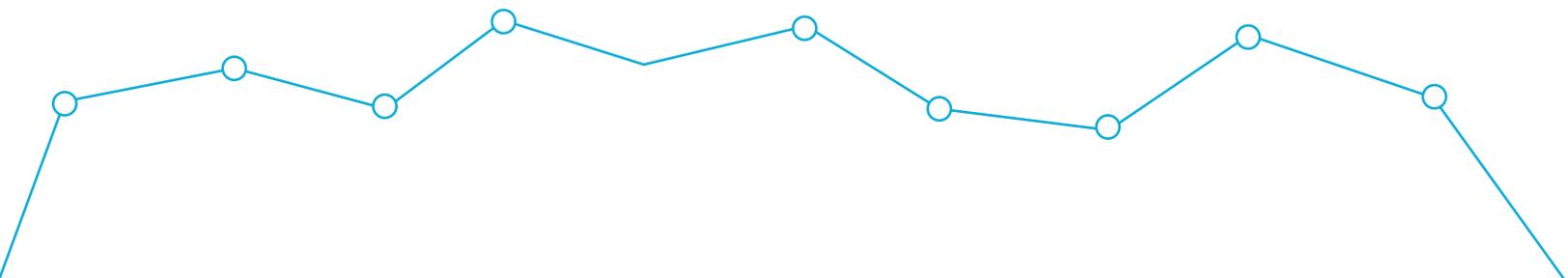
In the past, we used a third-party out-of-home agency for all of our buys. So outside of them sending us the availables for different markets, there really wasn't a way to get a comprehensive view of the inventory in a given market.

- Katie Delich, Media Buyer, The Johnson Group

Sure they could call the sellers themselves, but they knew inventory fragmentation and arcane business practices could give suppliers undue influence over the buying process. They needed transparency and a level playing field:

My biggest excitement towards using a tech platform to buy out-of-home is the way it levels the field for us. It gives us the buying power. That's a game changer when outdoor companies are price gouging and monopolizing the market. By using DOmedia, we are able to set the budget and put the pressure back on the vendors to submit options within that budget. I really appreciate the additional buying power it enables us to have.

Finally, they needed to accomplish all of this without bringing on a bunch of people and increasing overhead or devoting an inefficient amount of time to research and campaign execution.



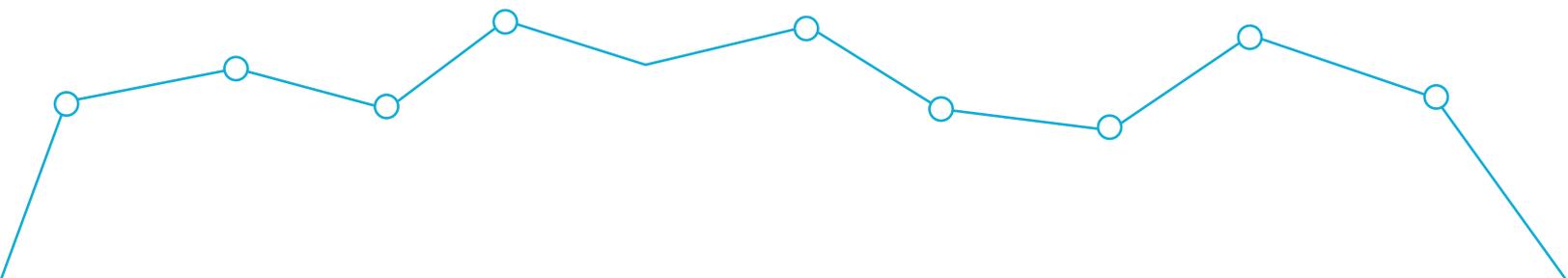
THE APPROACH: Become an Out-of-Home Superstar

The Johnson Group went looking for a technology solution that could provide the same service as an agency that focused solely on out-of-home, while giving them total visibility to the market. They wanted control over the decision-making process at every step of the campaign, so they could make the right choice for their clients. They also needed the tools to inject competition and transparency into the opaque media buying process. The Johnson Group needed the power to buy and execute OOH campaigns with the same level of precision and responsiveness their clients expect from other media and digital ad formats.

THE RESULTS: The Power to DO More

The Johnson Group selected DOmedia as their out-of-home technology partner. DOmedia operates the largest database of out-of-home advertising in the U.S., totaling over 1 million assets. In 2017, nearly 25 percent of agency-driven U.S. out-of-home advertising spend was committed to be managed via the DOmedia Demand-Side Platform. At the time they were worried it would be hard to adopt a big tech platform, but after some time with it, they were impressed with its benefits and features.

“It definitely was a bit overwhelming at first. However, with just one on-site training, I was able to create an RFP easily the first time. With any technology, you’re going to have initial hiccups until you get comfortable with the system. The training quickly gave me the tools to perform the day-to-day tasks I needed to accomplish.” - Katie Delich, Media Buyer, The Johnson Group



THE RESULTS: The Power to DO More (cont.)

It saved them time, so now they are able to do all of the work they used to outsource without putting in a large number of costly additional hours.

“The reason we wanted to automate is to avoid multiple vendors submitting multiple proposals in different formats and spending unnecessary time sorting through all the data to then compile it into a presentation with our branding on it. DOmedia compiles the data to allows us to focus on the strategic and creative work we’re great at. It’s definitely a time saver for us.” - Katie Delich, Media Buyer, The Johnson Group

Ultimately it is all about helping The Johnson Group’s media strategies align perfectly with the clients they know better than anyone else!

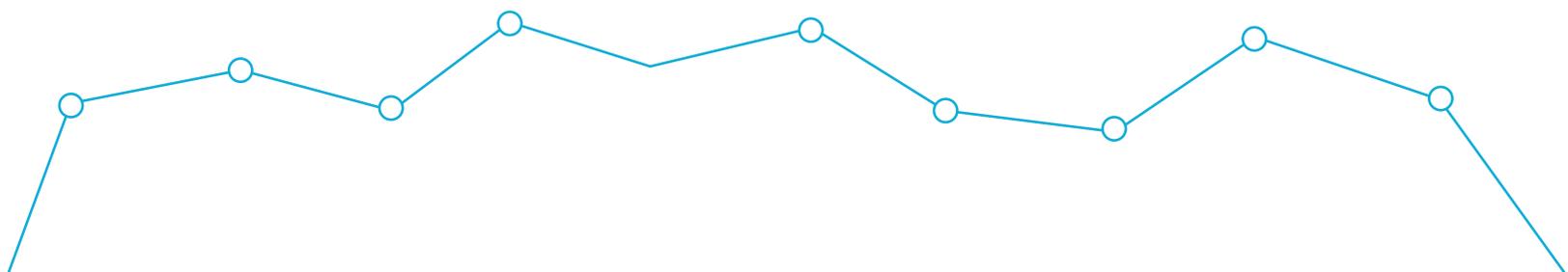
EMBRACING AUTOMATION

Agencies using the DOmedia Platform increased RFPs sent per buyer by an average of 134%

DRIVING COMPETITION

They also increased the number of proposals returned per RFP by an average of 128%

Automation gives media experts the freedom to do their best work.



THE OPPORTUNITY: Take Control to Maximize Results

“DOmedia really opened up the potential to buy our own OOH. It opened our eyes to see all the available inventory in the markets. Now we can really pinpoint the media that will work best for the client.”

- Katie Delich, Media Buyer, The Johnson Group



THE QUESTION: Should You Be Using DOmedia?

The DOmedia platform empowers out-of-home experts to meet the demands of modern advertisers. Performance-driven agencies use DOmedia to automate low-value work, provide actionable data and focus on strategy.

Unleash The Power Of Time

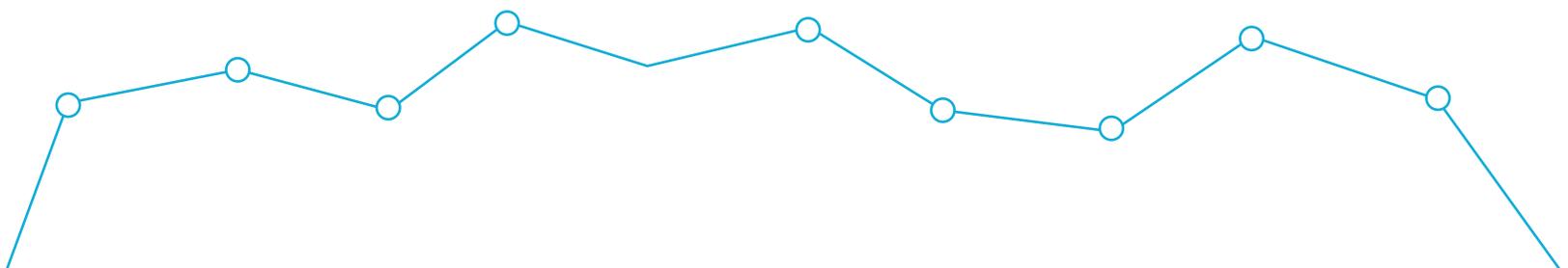
Media buyers use DOmedia to do more of what makes them great - researching locations, evaluating vendors and targeting audiences - in less time. Automation helps advertising experts reclaim valuable hours once lost to emails and spreadsheets.

Do What You Do Best

Media teams use DOmedia to shift from low-value work, like data transcription and emailing vendors, to high-value work that generates business, awards and long-term success. Focus on strategy and creativity, let DOmedia handle the rest.

Outdoor Media Meets A.I.

Visionaries use DOmedia because it delivers game-changing results from day one and gets smarter with each use. Data-management and comprehensive analytic tools build organizational intelligence. Efficiency and insights fuel growth.





In 2017, nearly **25% of agency-driven out-of-home ad spend** in the U.S. is committed to be managed via the **D0media Platform.**

Together, we're transforming outdoor ads.



D0media.com