



The Sutton Study

Investigating the advertising effect of introducing movement into outdoor communication



Movement increases contact

The research, known as the Sutton Study, found that the introduction of panel movement increases eye-contact with a roadside site by 37%. This means that over 90% of the available audience will make eye-contact with a roadside site at some point during their passage.

This increase in eye-contact initiated by use of movement translates into an increase in the cognitive awareness of a poster site. With the opportunity of just one exposure, levels of site recall

Movement sustains contact

increase by 67% compared to the recall levels generated by a static site. Where there is panel movement, over two thirds more people will actually remember having seen the medium.

Further investigation into the behaviour of those passing a roadside site with movement and those passing a roadside site where there was no movement, revealed that where there was movement people looked at a site earlier in their passage, looked at it more often and for a longer time.



It was found that the movement itself attracted attention, with two thirds of people looking at the site at the moment the movement took place and almost all of these

New research offers some valuable insights:

The advertising effect of introducing movement into outdoor advertising sites.

Using a combination of traditional research methodology and innovative video film and eye-tracking technology, Sutton Study has shed some light on the relationship between panel movement, eye-contact and advertising recall.

Effective use of key locations

then going on to look at the panel following the movement.



The Sutton Study also explored the effect for individual advertisers where advertisers have the opportunity to share the same location by sharing the available display time on a roadside site.

In this situation it was found that each of the three advertisers would achieve 93% of the eye-contact achieved by an advertiser using a site where there was no movement involved.

Study findings indicated that for each of the three advertisers, this level of eye-contact converted to a recall level of around 72% of the static site.

The Sutton Study clearly indicates that the 'location-share' concept in roadside advertising offers advertisers an excellent vehicle to create campaign presence, allowing them to benefit from key locations that may not have been otherwise available.