

pioneers in  
**behavioral**  
*targeting*

**A brief summary of the next  
major opportunity in marketing**



*find · act · succeed · refine*

*handshake.*  
Integrated  
**MARKETING & BUSINESS DEVELOPMENT**  
Solutions

# There's No Place Like *Digital Out-Of-Home* (DOOH)



Supermarkets



Taxis/Mass Transit



Restaurants &amp; Bars



Malls



Medical Offices

...and more...

**What is DOOH?** Digital Out-Of-Home (a.k.a. place-based media, digital signage, narrowcasting, alternative out-of-home, mobile, and others), simply put, delivers **digital and video advertising just about everywhere a consumer goes outside of home.**

With consumers spending more time out of home than ever—twice more today than 30 years ago—DOOH is **one of the fastest growing ad segments** (poised for a 13.2% compound annual growth to 2013, compared to a 3.3% *decline* in traditional advertising<sup>1</sup>).

Yet it is still considered a new and emerging media, and therefore represents **an amazing opportunity for marketers today to gain a competitive edge while increasing ROI.**

## Why you should add DOOH to your media mix:

- ▶ Connect with consumers near point of purchase
- ▶ Get more and better quality impressions across all aspects of consumers' daily lives
- ▶ Present geo-targeted, dynamic messages to audiences when they are most receptive and have an immediate opportunity to respond (thousands of interactive data capture points)
- ▶ Take advantage of Incredible flexibility (short creative turnaround, use existing assets, make real-time edits)
- ▶ Capitalize on DOOH's currently underpriced, superior value
- ▶ As compared to campaigns that did not include DOOH – DOOH has been case proven to deliver significantly higher levels of awareness, intent, engagement and purchase response.

**How can you get started in DOOH?**

<sup>1</sup> Sources: Medialife, ClickZ



# There's No DOOH Campaign Option Like *handshake's*

Geo / Behaviorally

**TARGETED**  
Media Solutions™

*handshake* is a strategic marketing and business development agency with more than 15 years' successful solutions background.

As such, we approach DOOH not just as a media option, but also as a valuable marketing and merchandising support vehicle. Our DOOH planning/buying service enables clients to **connect with their *brand-prone targets* in mass:**

with *unparalleled* scale, frequency, efficiency, *and* precision.

## What we offer:

1. The nation's largest digital out of home resource by more than 17X = **better plans & better rates**
2. **A complete (and "anywhere") customer engagement solution (B2C or B2B)**
  - Screen to mobile/social media - now you can connect to consumers where/whenever they are out of home
3. **Targets defined by behaviors** predictive to message response/brand purchase = greater ad relevance & placement fit
4. **True marketing solutions (complimenting entire media mix):** expertly designed to achieve reach, frequency & ROI objectives
  - We utilize the same industry-standard data resources advertisers use to base ad spending decisions today
5. **Transparent, all in fee structure**, with no hidden costs or incentives to charge higher rates
6. **Standardized terms and conditions** that protect the client and make it easier to buy
7. **Relationships with almost all industry networks**, and our industry advocacy role results in more value add and lower rates for our clients

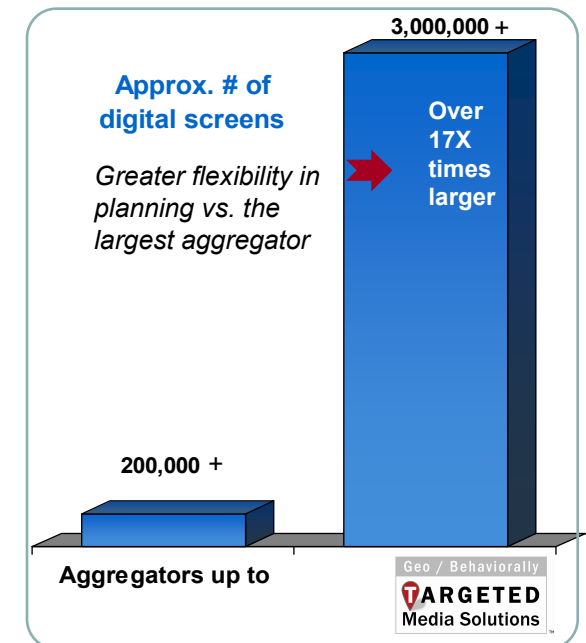
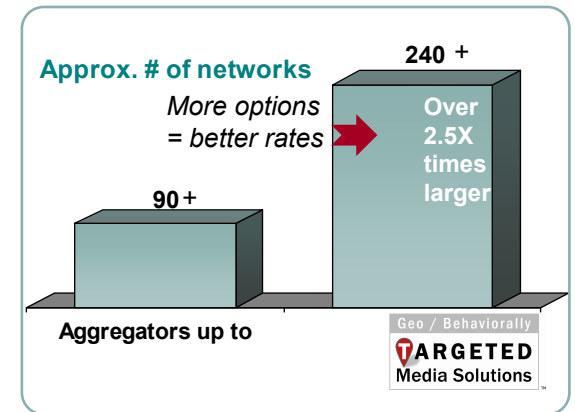


# Options Comparison

## Pros & Cons of DOOH buying options:

	Aggregators	DOOH Ad Portals	Ad/Media Buying Agencies	Individual Networks	handshake DOOH marketing campaign platform
<b>Desc.</b>	Provide a single point of access to a group of DOOH networks	Website directories or ad exchanges where visitors and networks can connect	Place ads; may also produce them. Typically service all types of media, not just DOOH	DOOH media properties themselves	Marketing agency with a DOOH marketing planning & buying service specializing in DOOH
<b>Pros</b>	<ul style="list-style-type: none"> <li>• One contact = easier to plan &amp; buy</li> <li>• Industry specialization</li> <li>• Provide multi-network planning</li> </ul>	<ul style="list-style-type: none"> <li>• Great for people who want to DIY and just want information rather than a plan/service</li> <li>• Industry specialization</li> </ul>	<ul style="list-style-type: none"> <li>• Can use existing agency relationships</li> <li>• Creative can be developed by the ad agency</li> <li>• Can provide multi-media planning</li> </ul>	<ul style="list-style-type: none"> <li>• Buy straight from the source</li> <li>• Can negotiate favorable pricing</li> <li>• Know their product better than anyone, so can be more flexible in their solutions</li> </ul>	<ul style="list-style-type: none"> <li>• One contact = easier to plan &amp; buy</li> <li>• Industry specialization</li> <li>• Extensive marketing strategy &amp; campaign background</li> <li>• Plans overlaid with brand behavioral targeting</li> <li>• <b>Largest inventory &amp; most network relationships results in better options &amp; rates and coverage</b></li> </ul>
<b>Cons</b>	<ul style="list-style-type: none"> <li>• Base prices could be significantly marked up (more companies in the selling chain)</li> <li>• <b>Limited network universe</b></li> </ul>	<ul style="list-style-type: none"> <li>• Time consuming: In most cases, you still have to do all the legwork of planning, negotiating, placing with each network</li> <li>• <b>Limited network universe</b></li> <li>• You're on your own</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Limited network universe</b> (own network contacts or outsource to aggregators or use portals)</li> <li>• Evaluate DOOH from a media rather than marketing perspective</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Limited footprints &amp; screen inventory</b> (majority have &lt;1000 screens)</li> <li>• Time consuming to research/ find, negotiate, &amp; plan</li> </ul>	<ul style="list-style-type: none"> <li>• Platform resource relatively new and therefore has lower levels of awareness</li> </ul>

## Quantitative Comparison



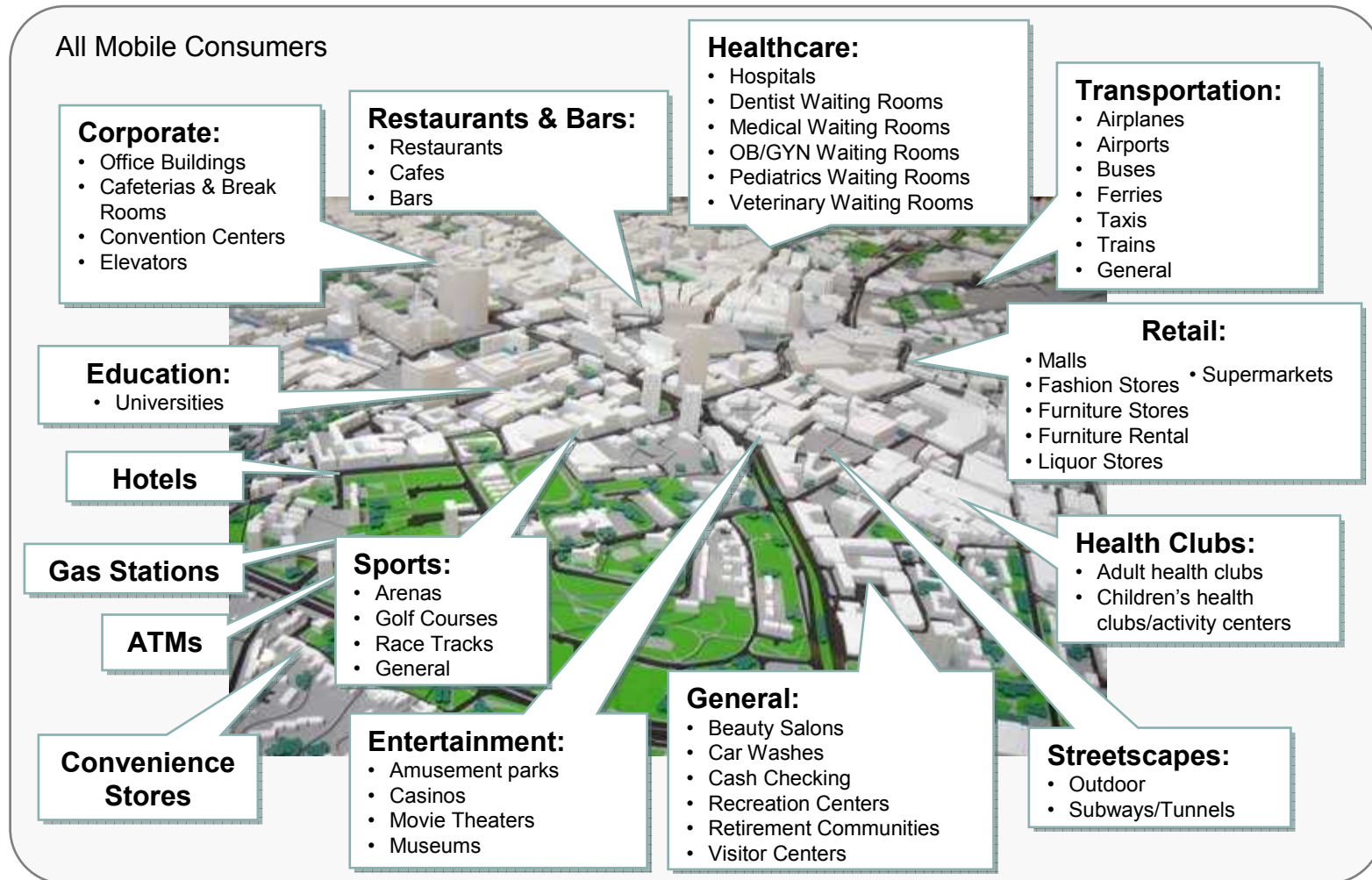
Sources: DOOH networks, company websites as of 1/11/10

# Solution for fragmentation of media/volume of “push”

*Frequency is key to moving consumers through the point of purchase...*

Connect to your brand targets through all aspects of their active out-of-home lives.

**Multiple touch points & high revisit rates = outstanding, cost efficient frequency**





# handshake's DOOH Marketing Campaign Platform - Recap

## DOOH resource solution:

- ▶ More coverage, reach and frequency possible than any other DOOH option
- ▶ Can be finely geo-targeted, over 3 million options to plan from
- ▶ Plans directly overlay with national databases of all people, places and businesses
- ▶ All types of digital screens, cutting edge technologies and wireless interactive points
- ▶ Connectivity with any cell phone, anywhere, ability to send text offers/links and downloads
- ▶ Not just B2C – targeted reach where business travelers and workers spend their time
- ▶ Increase of frequency level improves performance & bring lift to all types of tactics

## handshake service:

- ▶ Significantly lower rates because we charge less/buy direct from network owners
- ▶ Transparent fee structure
- ▶ 15 years - case validation of predictive consumer targets, multiple sectors
- ▶ Extensive marketing strategy, geo-targeting & campaign planning credentials
- ▶ Best practices integrated with best of practice resources
  - ▶ We build our DOOH campaign plans utilizing the same exact industry sources used to make spend decisions today
- ▶ We've built in operational/legal/financial and other critical client protections into our planning/buying resource