

TALON
GENERATOR
PROPERTY
INSIGHTS AND
OPPORTUNITIES
IN OOH

AUGUST 2017

FOR A LANDSCAPE OF POSSIBILITIES





## PROPERTY TRENDS

#### A QUICK OVERVIEW OF THE PROPERTY MARKET

- Despite the Election, Brexit and changes to Stamp Duty UK, property transactions were up 0.25% in 2016 an increase of over 30% since 2012.
- Average house prices were up 6.5% from Jan 16- Jan 17
- The average house price in England is £234K and in London £490K.
- The first time buyer market is growing steadily thanks in part to government support through schemes such as help to buy.
- 49% of all house purchases financed by mortgages in 2016 were first time buyers, the highest proportion since 1996.
- A weaker market performance is expected in 2017 due to economic uncertainty surrounding Brexit negotiations impacting on consumer confidence. However between 2017 and 2021 UK house prices are still forecast to rise by 14.2%.
- It is a key time for property advertisers to connect and build trust with their key audiences.





## UK housing market shrugs off concerns of Brexit slowdown

Rightmove survey shows 4.6% rise in house sales compared with the month of the EU referendum, while the sum of 2017 sales is on a par with the year before



(i) Rightmove says over 45% of estate agents' property stock is being sold. Photograph: Andrew Matthews/P

Source: HM Revenue and Customs

#### INTERNATIONAL INVESTMENT IN COMMERCIAL PROPERTY INCREASES

- £260 billion worth of residential and commercial UK property is owned offshore.
- Whilst the number of let properties in the UK has decreased in recent years due to economic uncertainty and increased taxation approx. 5% of all let properties are owned by overseas landlords and in prime areas of London this rises to 23%.
- Research from Savills shows that Middle and Far Eastern buyers have been particularly active in the last year, almost doubling the amount of money they have spent in the UK's regional markets in to around £1.9bn.
- In total, foreign investors accounted for nearly one third of all investment that took place in the UK regional commercial property market last year. In Edinburgh, they made up 80% of all of 2016's spending on commercial property.



Asian Investors Heavily Target US, UK and German Commercial Markets in 2017





Source: Countrywide, Sunday Telegraph, Savills

#### THE PROPERTY ADVERTISING MARKET IS WORTH £73M



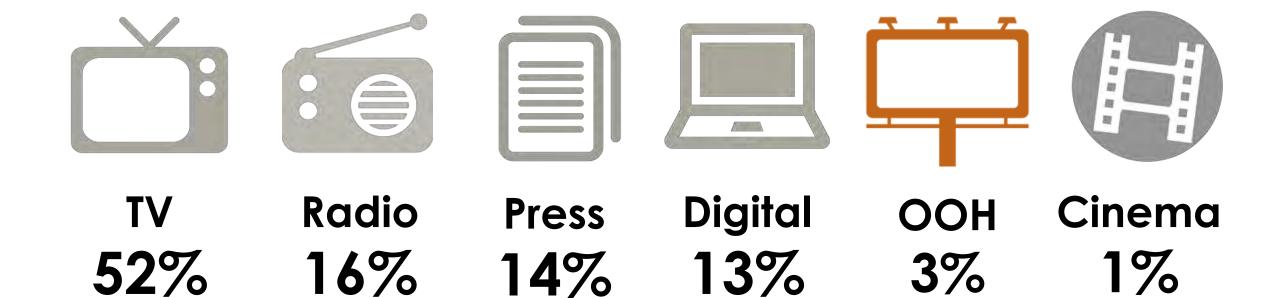
**HIGH STREET STATE AGENTS 39%** 



**ONLINE SEARCH ENGINES 61%** 



Source: Nielsen Jan – Dec 2016





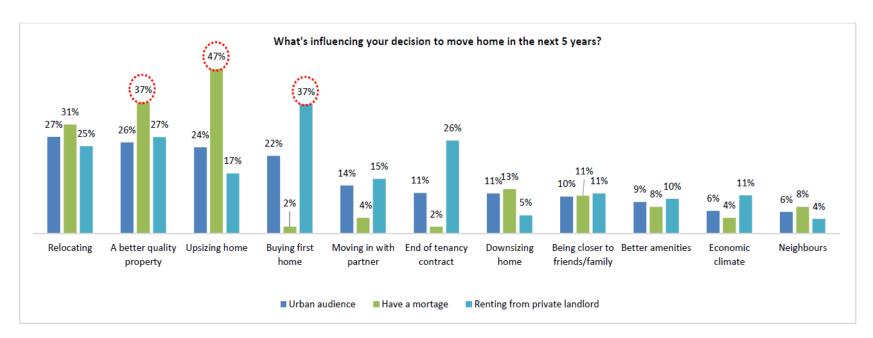
Source: Nielsen Jan-Dec 2016



### OOH INSIGHTS

#### KEY STATS FROM EXTERIONS WORK.SHOP.PLAY PANEL

- 33% of the audience currently own a home with a mortgage increasing to 55% among 35-44s.
- 29% own their homes outright increasing to 58% among 55+s.
- 19% are renting from a private landlord increasing dramatically to 42% among 25-34s.
- 10% currently rent from the local council/ housing association.
- 9% currently live with their parents increasing to 48% among 16-24s.
- 27% of the urban audience expect to be moving house in the next 2 years. This increases to 40% among Londoners, 51% of 25-34s and 61% among those currently renting from a private landlord.



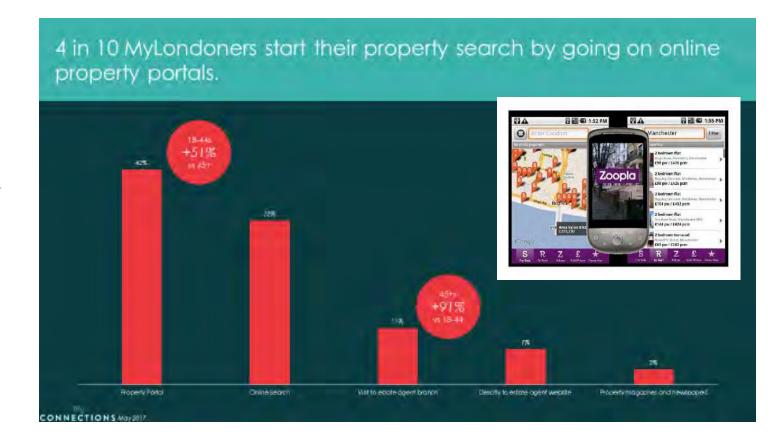




Source: Exterion

#### PROPERTY SEARCH WEBSITES AND APPS ARE KEY WHEN IT COMES TO HOUSE-HUNTING

- Over 70% find out about property website/ apps by browsing online. However, recommendations from friends/ family (38%), social media (29%), advertising (28%) and online reviews (24%) are also important.
- 27% went to a high street estate agent to help them in their search.
- Social media is a channel that 16-34s tend to use when house hunting as well, with 37% having used this the last time they moved house.
- Overall, 81% of urbanites agree that property search websites/ apps have made it a lot easier for people to find new properties, showing positivity towards these kinds of services.

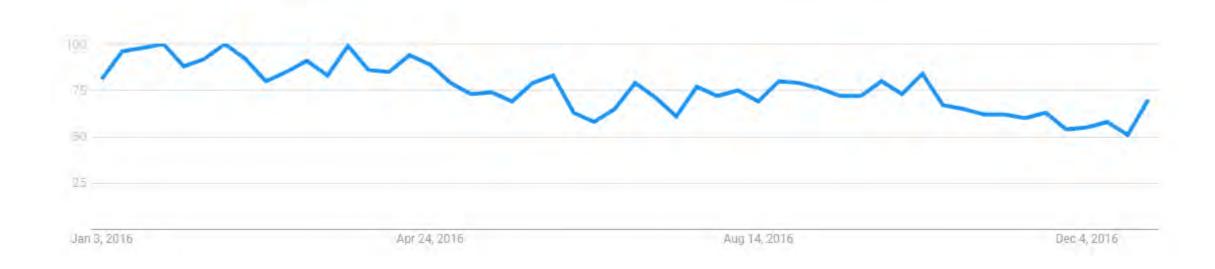




Source: Exterion and JCDecaux

#### INTEREST IN PROPERTY IS HIGHER AT THE START OF THE YEAR BUT WITH NO MAJOR FLUCTUATIONS.

Google search data show that there are no major seasonal trends in when people are looking to buy a property, aside from a small but gradual dip towards the end of the year.

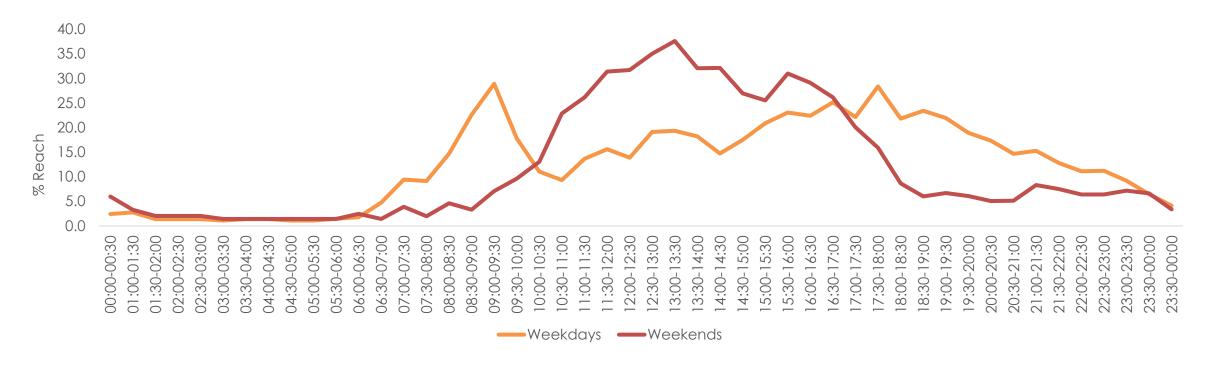




Source: Google Trends using "buy property" as a search term

#### EXPOSURE TO OOH DIFFERS BETWEEN WEEKDAYS AND WEEKENDS

- Looking at the property audience, i.e. people that have been looking for a property in the past 6
  months, we can see that their OOH exposure focuses around commute times during the week.
- Weekends however show a more sustained exposure across a longer time period.
- Monday, Tuesday and Wednesday are peak days of week for property search.





Source: IPA TouchPoints 2016 and Google



WHY OOH?

#### OOH REACHING LOCALISED AUDIENCES

Retail Locations Through our Retail Locations tool, Talon can identify Estate Agents, by region, proximity or nationally. This is ideal if we want to do specific targeting, including competitor targeting.

Description	-	GroupCompany	▼ FasciaName		▼ StreetN ▼	Street		▼ Town			,	¥
Estate Agents	(Residential)	ARUN ESTATES GROUP	DOUGLAS ALLEN		2	LADYGATE CENTRE; HIGH STREET		WICKE	ORD			SS12
Estate Agents	(Residential)	COUNTRYWIDE PLC	ABBOTTS		154	THE BROADWAY		SOUTH	ND-0	N-SEA	4	SS1
		COUNTRYWIDE PLC	ABBOTTS		128	HIGH STREET		RAYLEIC	SH			SS6
		COUNTRYWIDE PLC	ABBOTTS		53	SOUTHERNHAY; TOWN CENTRE		BASILD	ON			SS14
		CONNELLS LIMITED	CONNELLS		113/115	HIGH STREET		RAYLEIG				SS6
-		COUNTRYWIDE PLC	BAIRSTOW EVES		44	SOUTHERNHAY; TOWN CENTRE		BASILD				SSI
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_		COUNTRYWIDE PLC	BAIRSTOW EVES		87 197	FURTHERWICK ROAD		CANVE		ND		SS8
Estate Agents (Residential) COUNTRYWIDE PLC		BAIRSTOW EVES	BAIRSTOW EVES		HIGH ROAD			BENFLEET			SS7	
Estate Agents	(Residential)	COUNTRYWIDE PLC	BAIRSTOW EVES		12	HIGH STREET		WICKFO	ORD			SS1
Estate Agents	(Residential)	COUNTRYWIDE PLC	RAIRSTOW EVES	Donard Hrreu	777	SOUTHCHURCH ROAD	HETORD	SOUTH	ND-O		21,282(428	\$\$1
Estate Agents	(Residential)	COUNTRYWIDE PLC	LILL ADUM ETTATES CHOUP	DOUGLAS ALLEM		CHICK DOOD	DOMPODD LONDON	DHE 401	537334	487888	51.6157134	1.478
Estate Agents	(Residential)	COUNTRYWIDE PLC	-III ANUH ESTATES GROUP	DOUGLAS ALLEN	723	HIGH STREET HORTH	LONDON EPPING	CHIE IPL	141431 545385	483383	24.232724	4 8.8553
Estate Agents	(Residential)	COUNTRYWIDE PLC	-II.I ARUH ESTATES GROUP	DOUGLAS ALLEH	F114	CRAMBROOK ROAD HIGH ROAD	WOODFORD GREEN	IGHATA IGHAXO	548878	131341	54.0004040	1.1171
Estate Agents	(Residential)	HAART LIMITED	-II.I ARUN ESTATES GROUP	DOUGLAS ALLEN	7 52	CENTRAL PARADE; HOE STREET HIGH STREETWAHSTEAD	FOHDOH	E1F4KT E112RJ	337364 548584	188521	51.5762841	1 8.8272
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#### **Estate Agent Proximity using Talon Mapping: AIM**

The below example, shows how **AIM** can locate sites within close proximity of target Estate Agents. This map shows a selection of Estate Agents, with 6 sheets and digital 6 sheets that fall within a 500 metres proximity. The Heat Map identifies areas of a higher ABC1 audience.





# Owning public domain

Makes me feel I can trust this brand

+14% *trust* 

# No negative editorial

Makes me feel this is a successful brand

+15% success

# Simple concise messages

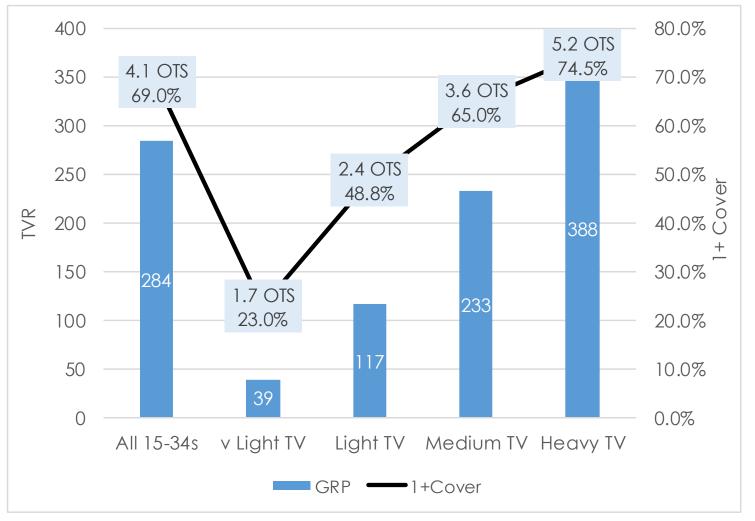
Makes me feel confident in this brand

+17% confidence



Source: JCDecaux, Work Research

#### LIGHT VIEWING MILLENNIALS DIFFICULT TO REACH WITH "STANDARD" TV CAMPAIGNS



Standard TV
campaign delivers
significantly fewer
light viewer TVRs,
falling short of
impacts and TVR
targets

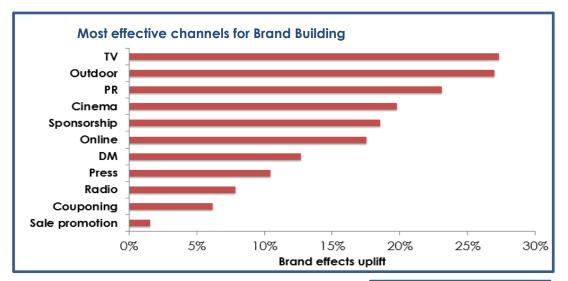


Source: Route 18.01 / Adults 15-34 / M-F TV viewing

# 

Heavy Medium Light

Light TV viewers are more likely to travel and therefore be more exposed to OOH



TV and OOH stand apart in delivering Brand Building, through actual profitability and ROI through brand-related advertising.



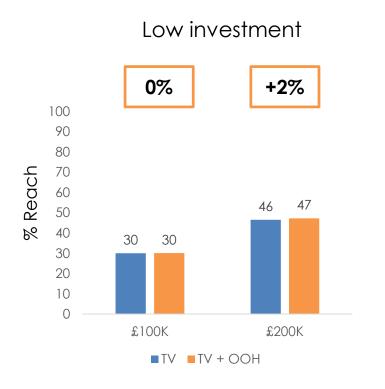


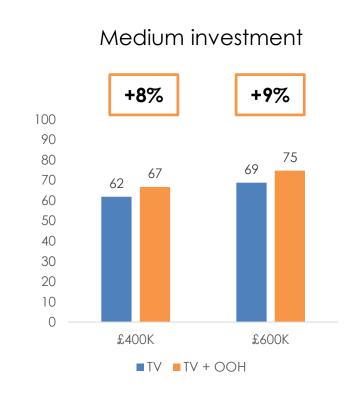
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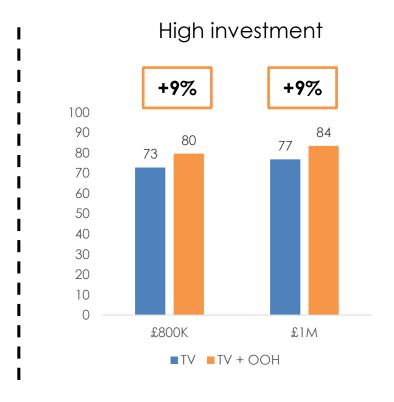
Source: TGI; Field and Binet 2013

#### OOH IS MORE EFFECTIVE IN ADDING INCREMENTAL REACH AT HIGHER LEVELS OF INVESTMENT

- All scenarios resulted in increased combined reach
- Highest gains in reach at medium to high levels of investment
- Threshold of £600k to achieve a +9% increase in reach

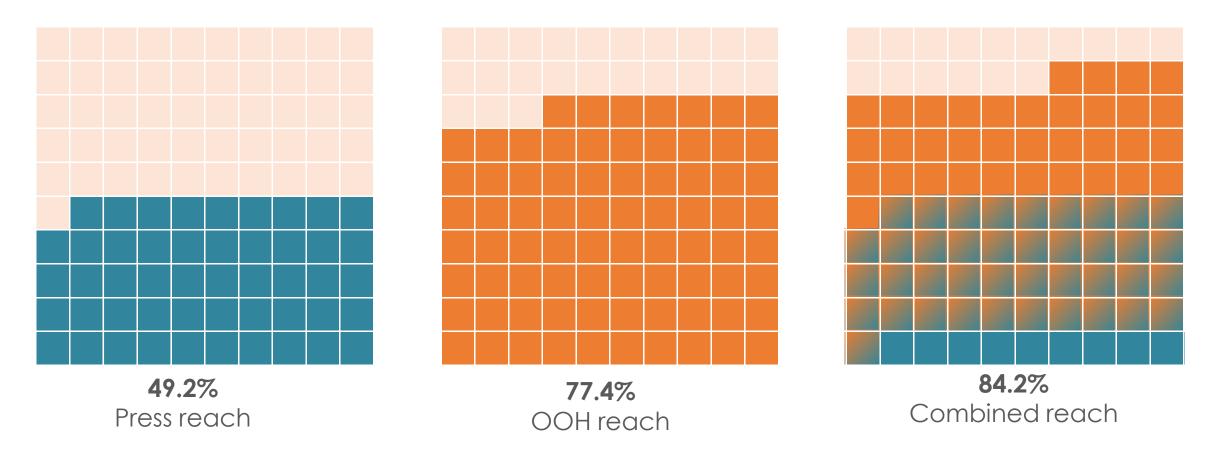








### 60% of Light Press Consumers are medium / heavy OOH Consumers



## **OOH Delivers 35% Incremental Reach**



Source: TGI - Any OOH / Any Newspapers - weekly reach.

#### OOH DRIVING PEOPLE ONLINE - CASE STUDIES





+44%
contextual
DOOH driving
behavioural
change

+24% sales uplift from optimised or contextual planning





