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TALON GENERATOR PROPERTY INSIGHTS AND OPPORTUNITIES IN OOH

AUGUST 2017

FOR A LANDSCAPE OF POSSIBILITIES



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PROPERTY TRENDS

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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.**

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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



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

Source: HM Revenue and Customs

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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%

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Source: Nielsen Jan – Dec 2016

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AN OPPORTUNITY FOR OOH



TV
52%



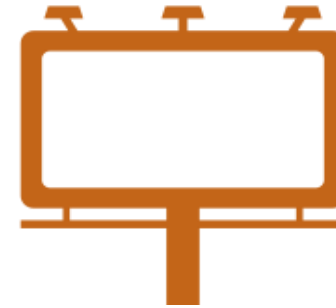
Radio
16%



Press
14%



Digital
13%



OOH
3%



Cinema
1%



Source: Nielsen Jan-Dec 2016

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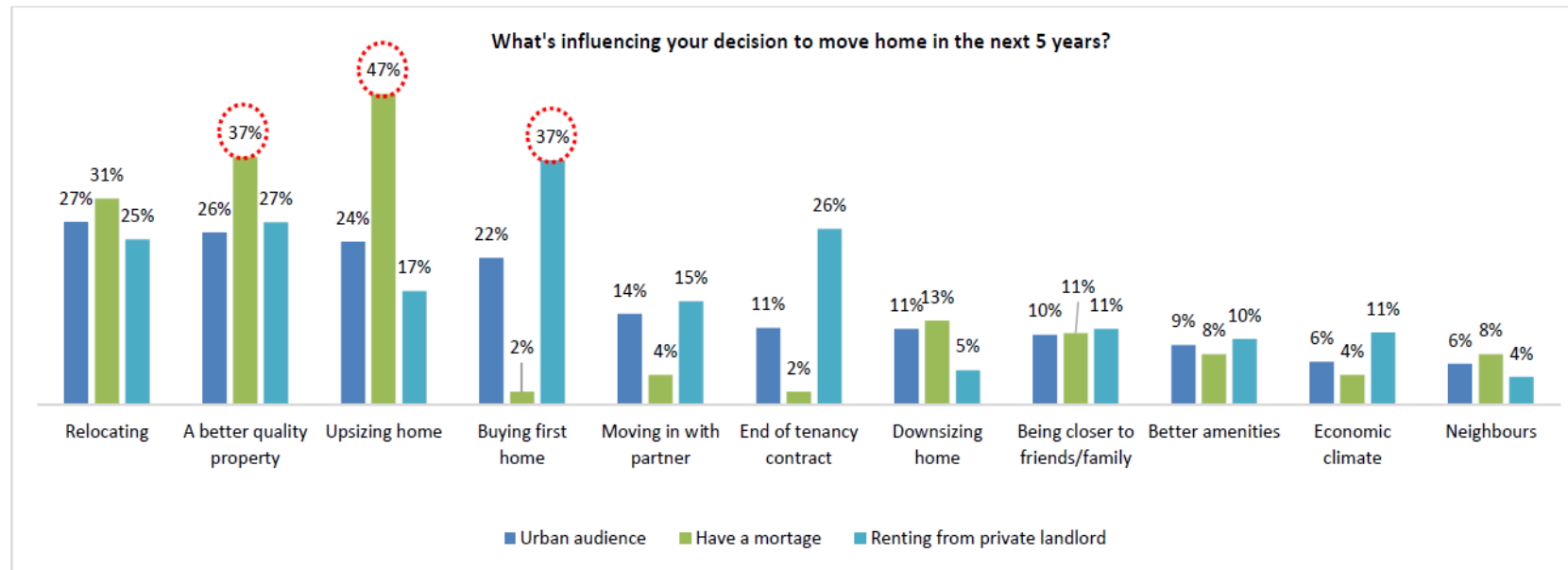
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OOH INSIGHTS

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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+.
- 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

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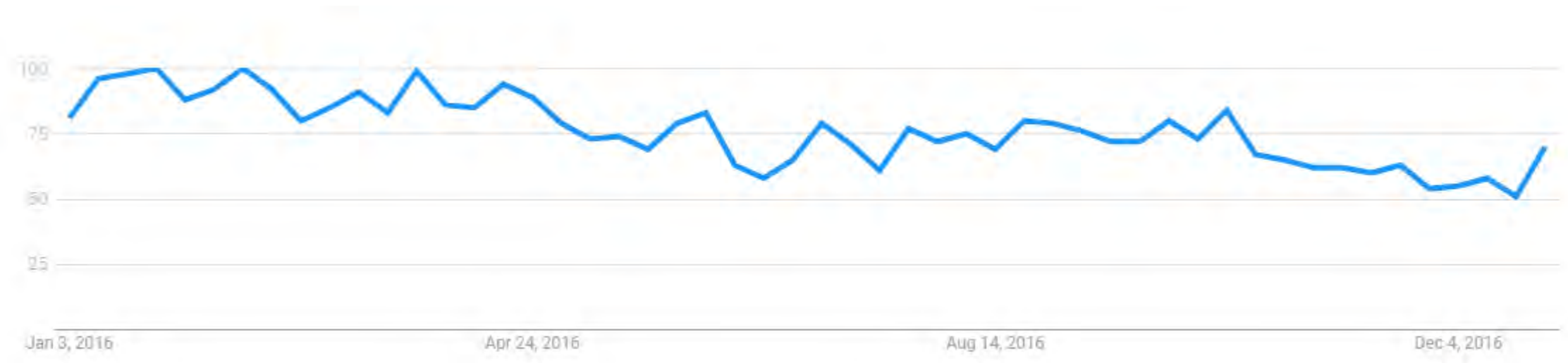
PROPERTY SEARCH WEBSITES AND APPS ARE KEY WHEN IT COMES TO HOUSE-HUNTING

- 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.



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

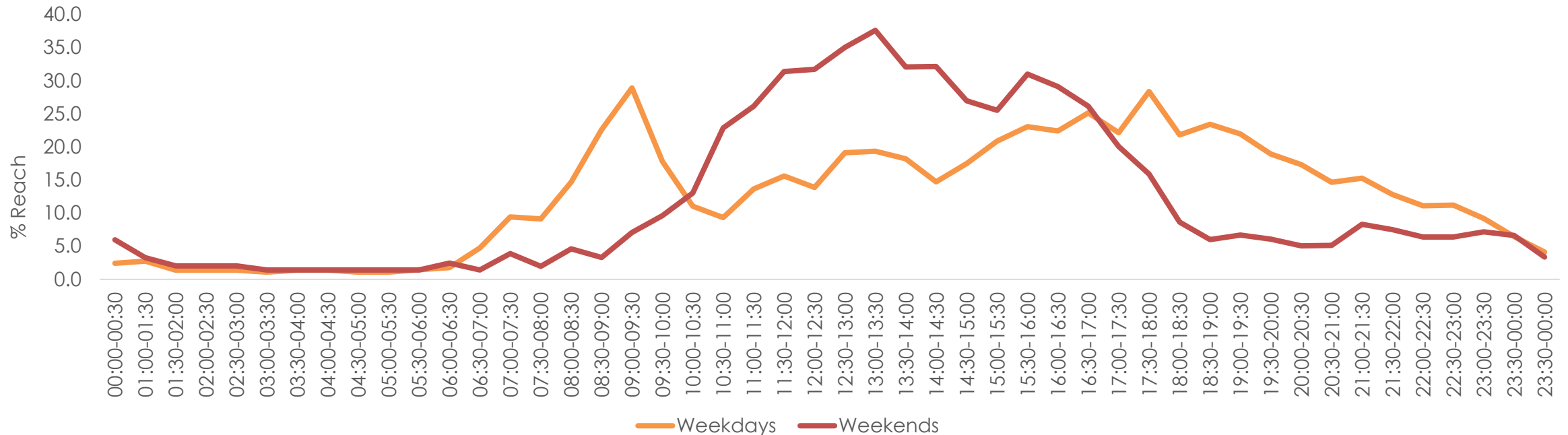
Google search data show that there are no major seasonal trends in when people are looking to buy a property, aside from a small but gradual dip towards the end of the year.



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

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WHY OOH?

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OUT OF HOME IS THE PREFERRED MEDIUM FOR TRUST

**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

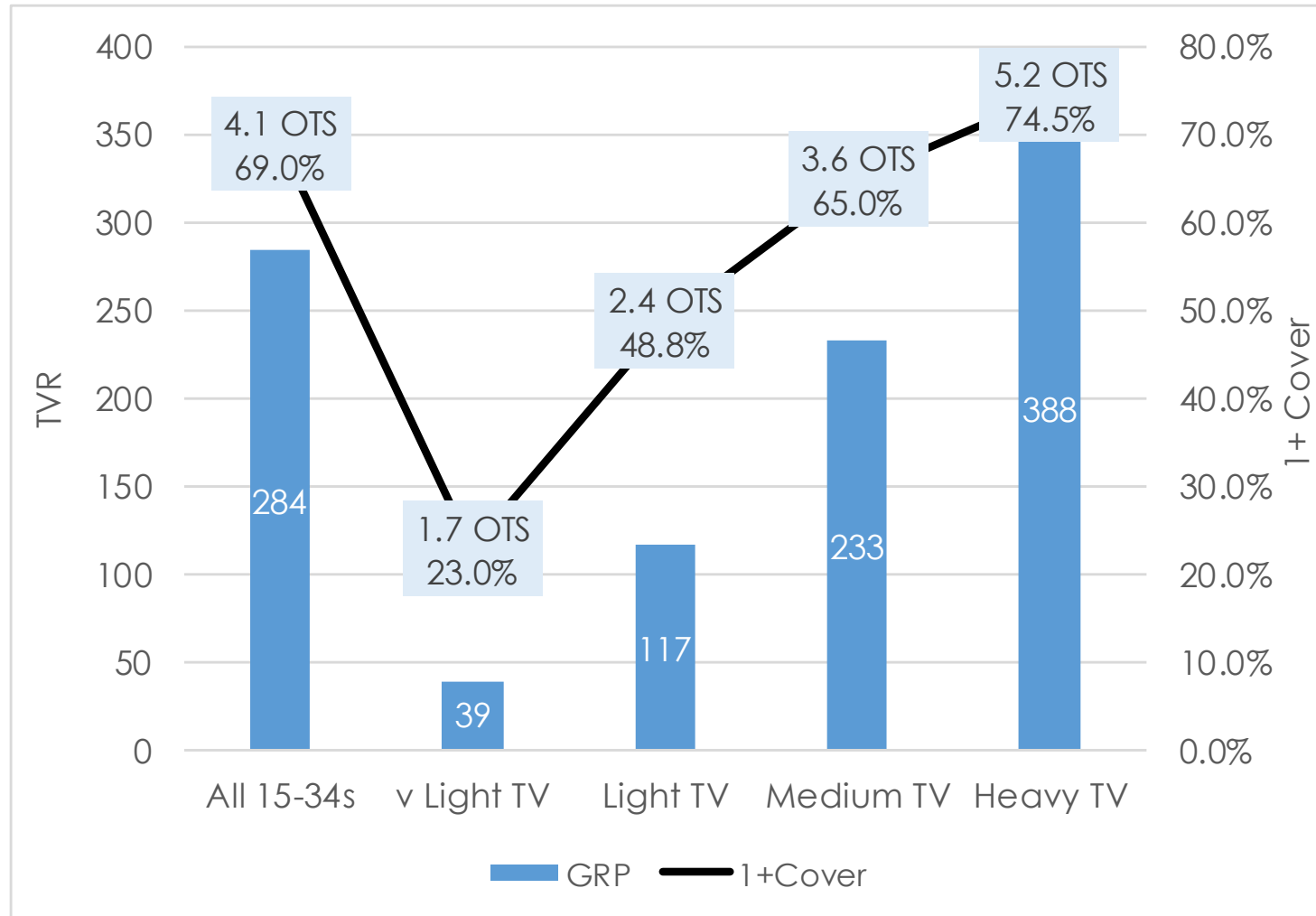
**+17%
confidence**



Source: JCDecaux, Work Research

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



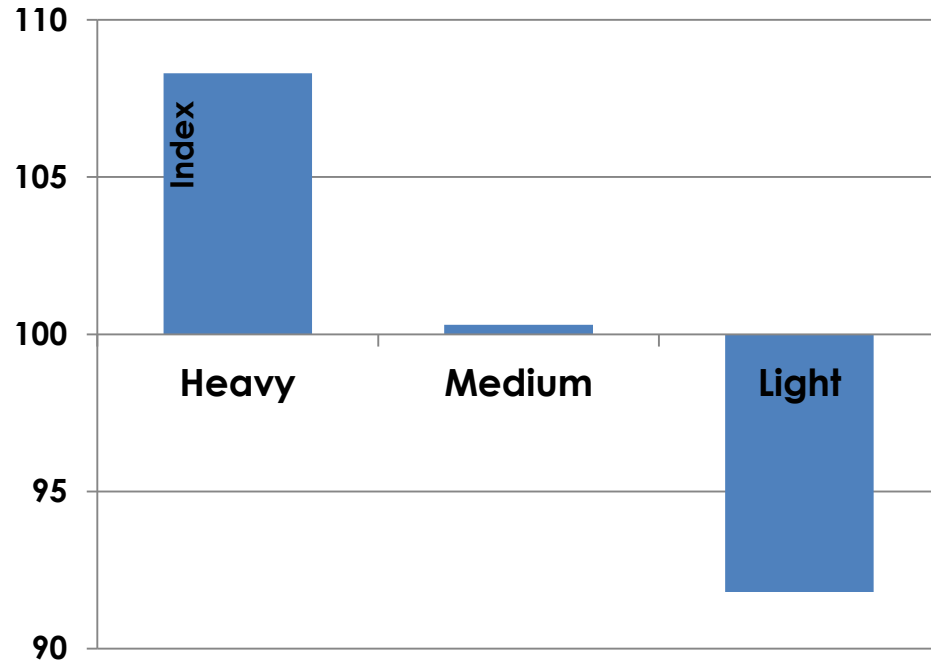
Standard TV campaign delivers significantly fewer light viewer TVRs, falling short of impacts and TVR targets

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

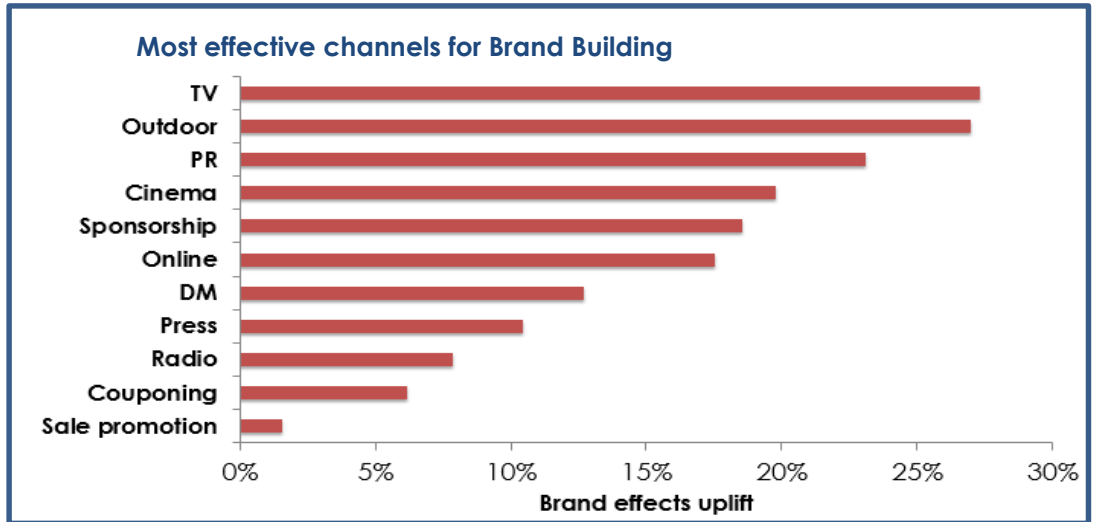


OOH AND TV COMPLEMENT EACH OTHER

OOH indexed against light TV viewers



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.

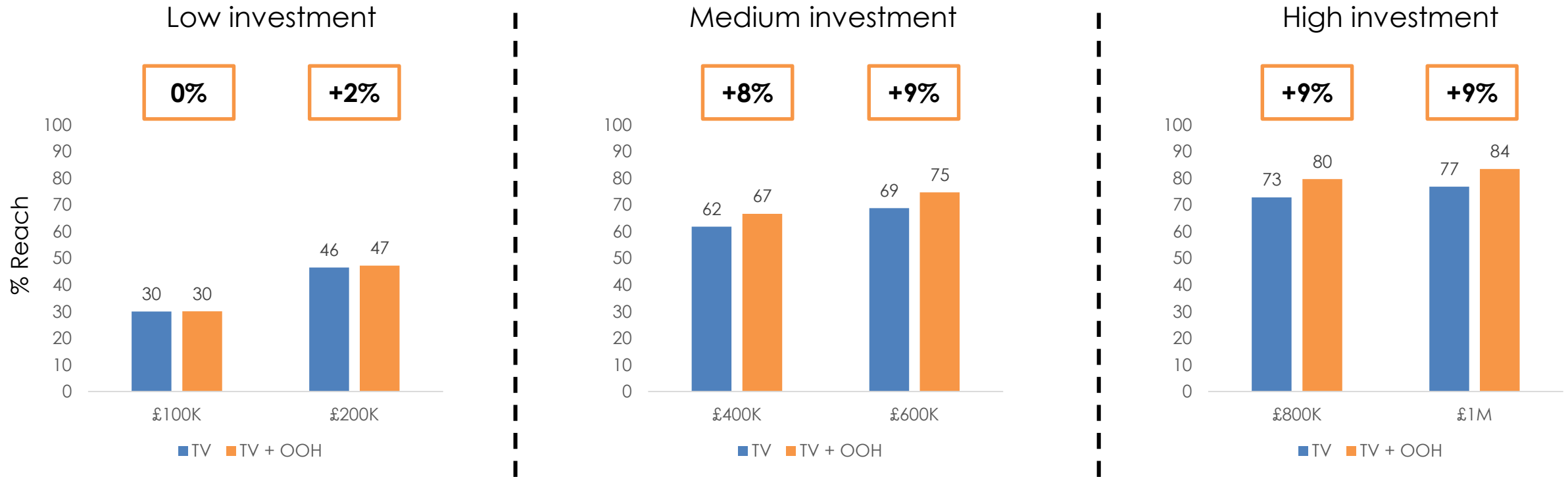


Source: TGI; Field and Binet 2013



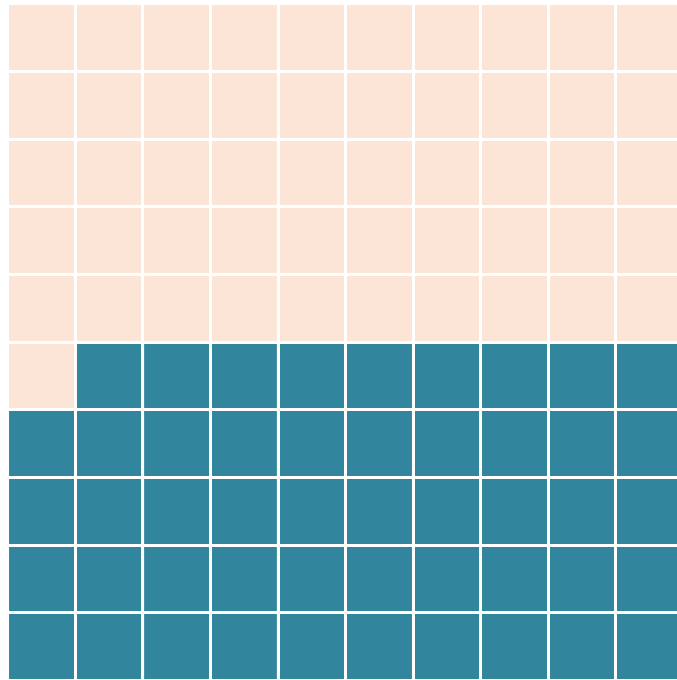
OOH IS MORE EFFECTIVE IN ADDING INCREMENTAL REACH AT HIGHER LEVELS OF INVESTMENT

- 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

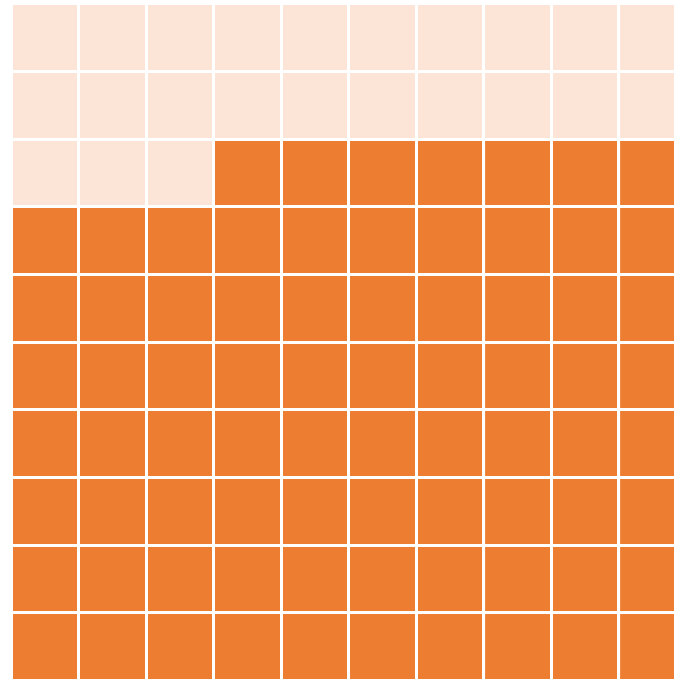


COMBINED DELIVERS GREATER AUDIENCES

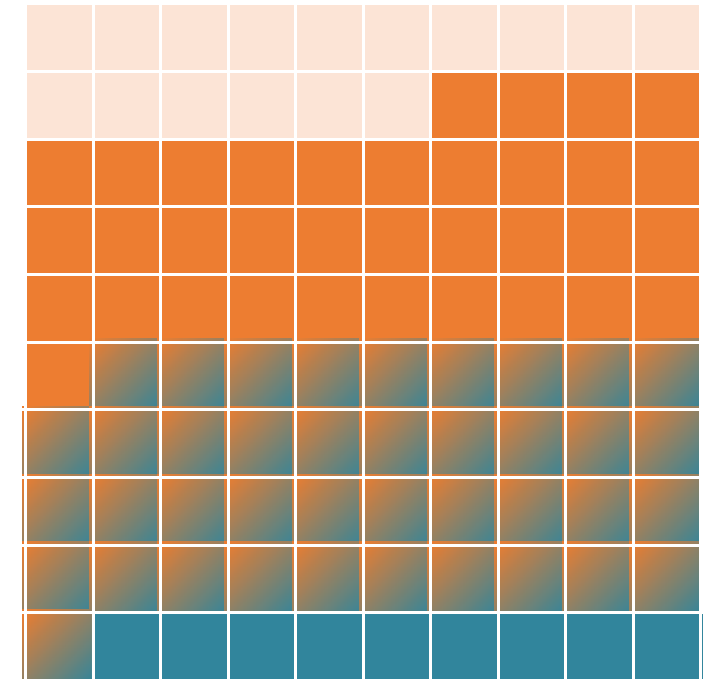
60% of Light Press Consumers are medium / heavy OOH Consumers



49.2%
Press reach



77.4%
OOH reach



84.2%
Combined reach

OOH Delivers 35% Incremental Reach



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

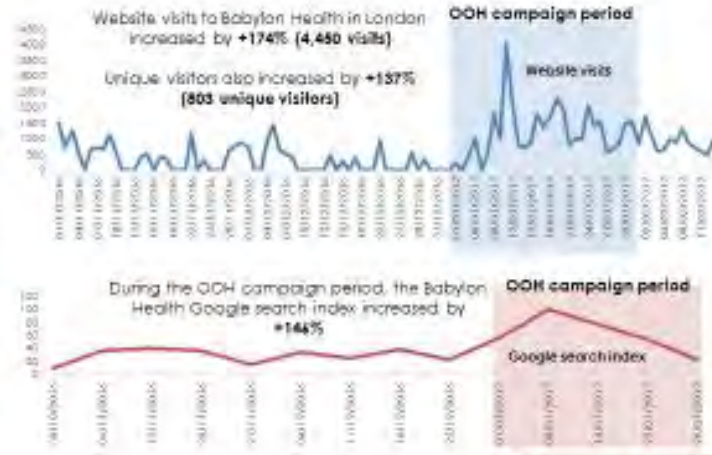
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OOH DRIVING PEOPLE ONLINE - CASE STUDIES

BABYLON HEALTH – OOH DRIVING ONLINE SEARCH & WEBSITE VISITS



Babylon Health used OOH to promote their healthcare app in London. The campaign ran for 4 weeks in Jan 2017 on banners, roadside and transport formats



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Source: iHive, Google Trends

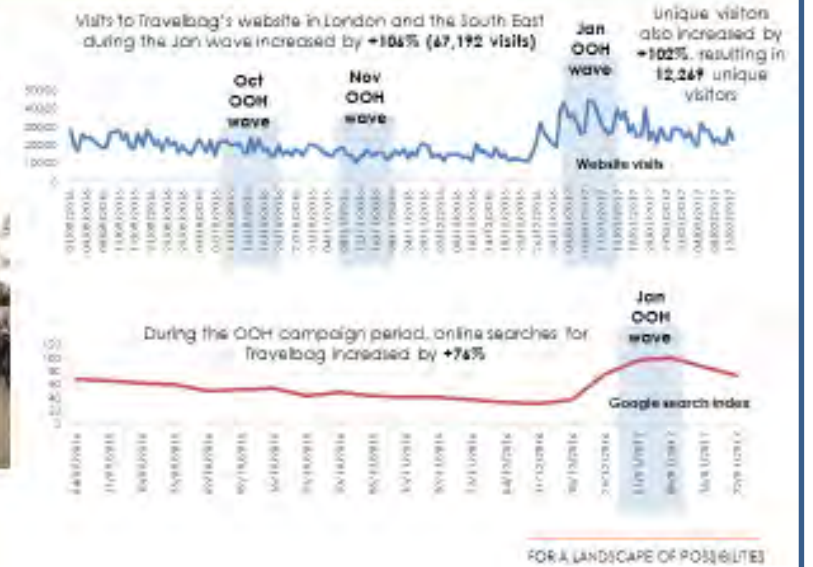
TRAVELBAG

In order to beat the post holiday blues, Travelbag used OOH to inspire commuters to book their next holiday. The campaign was active for the first 2 weeks of Jan 2017 and featured formats across rail and the underground



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Source: iHive, Google Trends



+44%
contextual
DOOH driving
behavioural
change

+24% sales
uplift from
optimised or
contextual
planning



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