

# Talon

THE POWER OF  
MOTION

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FOR A LANDSCAPE OF POSSIBILITIES



## ATTENTION AND DIGITAL OOH?

2x

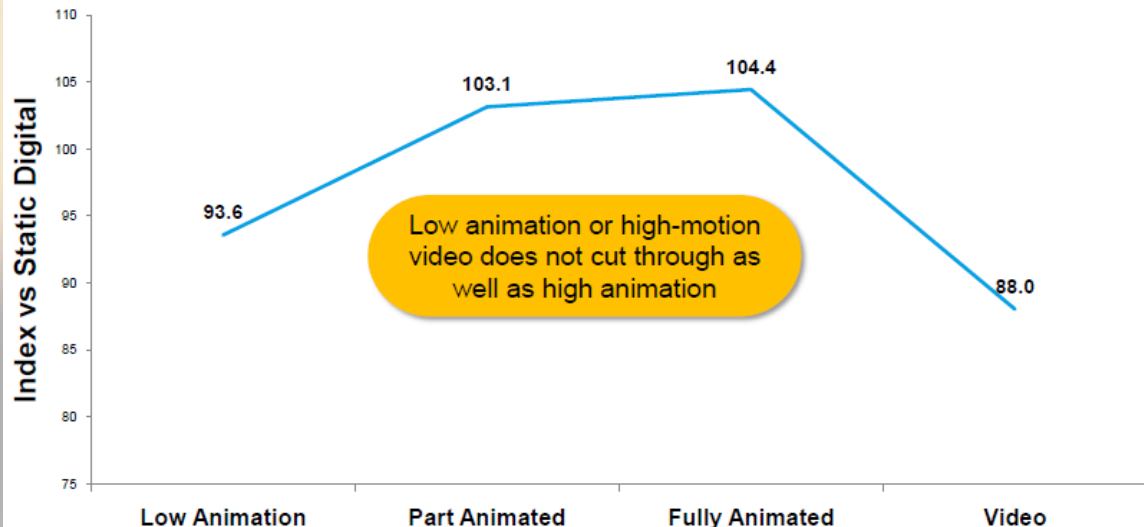
as likely to be seen vs. static

60%

longer viewing time than static

More attention for **animated** creative over static and film

Best example generated **+24%** impact for part-animated copy; but full video can lose attention and impact



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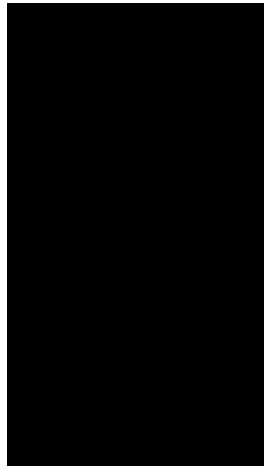
# THE ROLE OF MOTION IN DRIVING ATTENTION, IMPACT AND EFFECT

**ECN** DYNAMIC ADS **DIRECT**  
**INCREASE** **RESPONSE**

CASE STUDY  
**NIGHTCRAWLER**



Direct impact of motion on sales **+5%**.



76%



EYE CATCHING

61%

66%



EXCITING

17%

69%



WOULD WATCH PREVIEW

26%

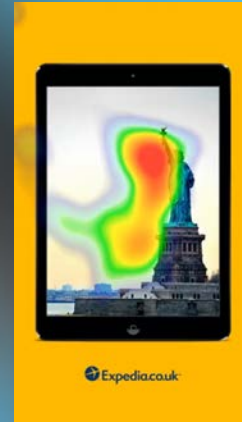
45%



WOULD GO AND SEE THE MOVIE

15%

STATIC BILLBOARD

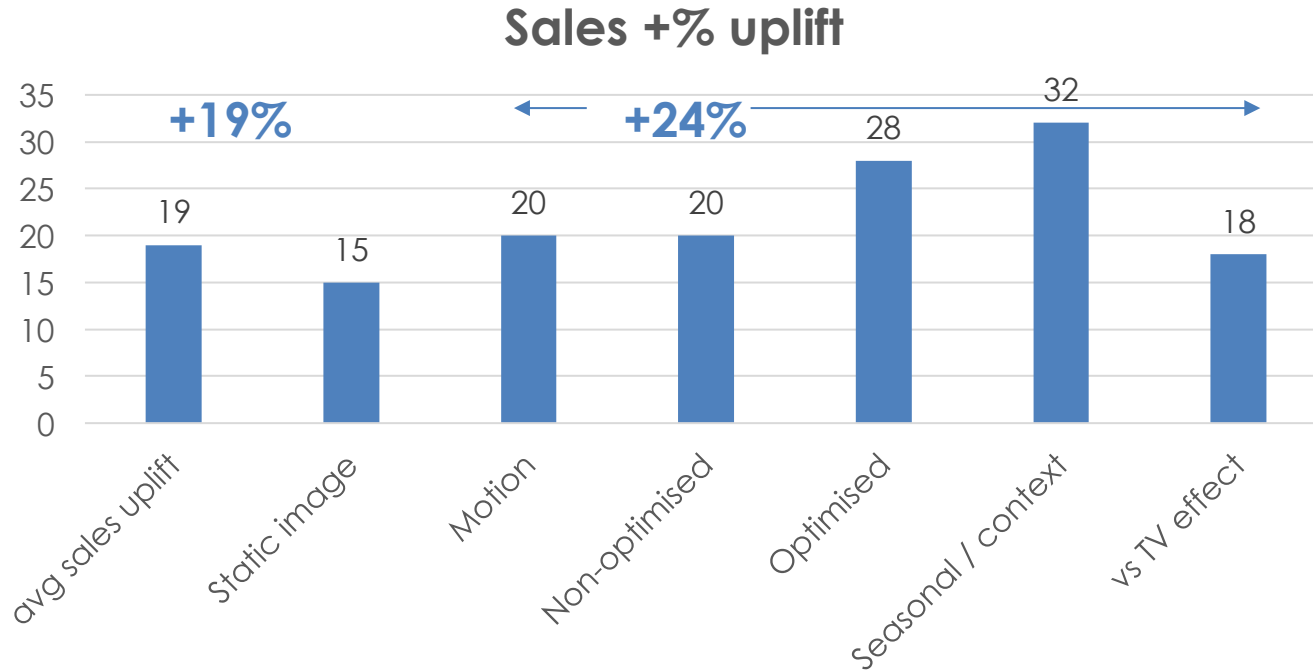


Added impact on **LOGO** and **MESSAGE**. A longer and better quality engagement and gains in **volume of audience** across most metrics.

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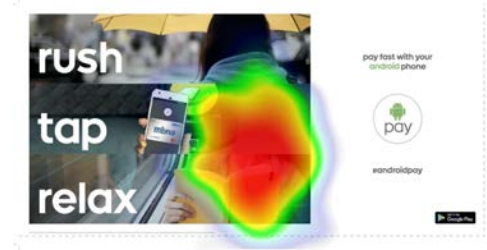
FOR A LANDSCAPE OF POSSIBILITIES

# INCREMENTAL SALES UPLIFT FROM OOH, DIGITAL OOH AND STORE PROXIMITY



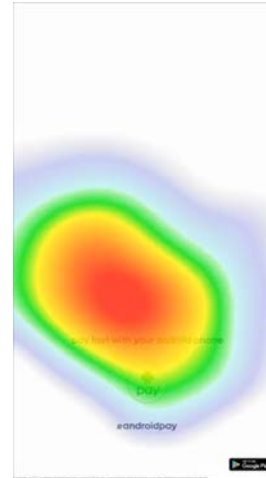
Source: JCDecaux; DunnHumby 2014/5

# ANIMATION ATTRACTS MORE ATTENTION – TALON CANVAS EXAMPLES



+27%  
attention

+88%  
longer  
viewing  
time



+30% attention

+180%  
longer  
viewing  
time

+76%  
engagement

*Talon*

FOR A LANDSCAPE OF POSSIBILITIES

# TALON CANVAS – ENGAGEMENT THROUGH ANIMATION



Branding **25%**  
 Message **82%**

**23%**  
**75%**

**52%**  
**100%**

**52%**  
**95%**





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