

Digital Media Technologies pioneers intelligent marketing with Axis cameras.

Outdoor media specialists utilise cameras to develop award-winning advertising projects that capture public interest and deliver uplift in sales.



Organization:

Ocean Outdoor and
Signature Outdoor

Location:

London, Manchester and
Birmingham, UK

Industry segment:

Commercial

Application:

Customer/traffic flow
measurement, interactive
advertising campaigns

Axis partner:

Digital Media

Mission

Digital Media Technologies, providers of strategic technology consultancy, execution services and ongoing support related to digital media, utilised Axis cameras to support premium media companies Ocean Outdoor and Signature Outdoor to pioneer the use of intelligent advertising in two discrete campaigns. The first focused on raising awareness of Women's Aid Day 2015; the second, a game of "What's the time Mr Wolf?", promoted the latest J20 drink flavour. These initiatives both deployed network camera technology and were designed to capture the public's interest and curiosity in order to drive brand awareness and ultimately boost sales conversion rates.

Solution

Digital Media Technologies selected the AXIS Q1765-LE Network Camera to undertake the Women's Aid campaign. This is a bullet-style outdoor-ready network camera offering wide overviews and detailed images over great distances.

This would prove crucial in determining when people were looking at the Women's Aid digital display. The J20 campaign utilised four AXIS F1025 Sensor Unit and an AXIS F44 Main Unit, perfect for discreet surveillance as it can be installed in small spaces with only a pinhole visible for the lens.

Result

The Women's Aid Day campaign had an estimated global reach of 326 million, with an increase in charitable donations of 24.6 per cent in locations where the advertisements were displayed. The J20 campaign experienced a sales increase of 11.5 per cent in Birmingham while the campaign was live. These figures highlight not only the increased sales during each campaign, but also increased brand awareness.

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Robin Arnold, Sales Director, Digital Media Technologies.

Women's Aid Day campaign utilises audience detection technology

The Women's Aid Day project, which encouraged members of the public to help confront the signs of domestic violence by not turning a blind eye, showed a woman's face that appeared to have been abused on a large digital screen. As members of the public walked past and looked at the screen, the face began to heal. The more people who glanced at the screen, the quicker her injuries healed. Once the woman was completely clear of bruises, she would mouth the words “thank you” to passers-by.

The campaign made unique use of facial recognition technology, allowing the interactive billboards to recognise when people were actively paying attention to the image of the bruised woman.

Those who looked at the billboards, displayed in various locations across London and Manchester, received instant feedback from a live video feed displayed at the bottom of the digital advertisement as a visual ticker-tape, registering an increasing number of viewers.

Digital Media Technologies' Sales Director, Robin Arnold, said, “This project was extremely effective in creating recognition for the Women's Aid campaign and boosting donations as a result. Historically, digital advertising on these large screens was a hard sell as it was an expensive form of publicity. However, as the industry begins to recognise that short, high-impact campaigns

are an efficient and cost-effective form of digital advertising, we expect a shift towards this type of intelligent marketing. The campaign, one of the winners of Ocean Outdoor's 2014 Art of Outdoor competition, was also awarded two coveted Cannes Lions awards.”

Discreet surveillance for marketing prank

The “What's the time Mr Wolf?” J20 campaign, which took place in Birmingham's regenerated city centre, deployed high-end infrastructure encased within 23 full motion screens, referred to as The Loop. This involved concealed Axis cameras capturing the movement of passers-by in a pantomime style prank. When their backs were turned, an animated wolf slowly crept towards them on screen, stopping only when the passenger turned to face the wolf once more. Finally, when all appeared safe, the wolf would emerge from the screen to attack, leading to a surprise reaction.

Robin Arnold continues, “Our close relationship with Axis and its range of intelligent technologies make it the perfect partner to provide cameras for all of our campaign work in the UK. The main camera we use is the resilient AXIS Q1765-LE, which is not only aesthetically pleasing, it is also waterproof, essential when placing cameras outside and in public areas. The success of these campaigns highlight that the utilisation of network cameras is enabling more interactive and engaging digital advertising campaigns than ever before, as well as driving brand awareness and increasing ROI.”



Digital Media Technologies is a technology focused consultancy business providing strategic C-level advice, execution services and ongoing support related to Digital Media Technologies. Working in some of Europe's major cities, the company offers a wide range of best in class technologies, including people and vehicle counting and thermal tracking technologies from Axis Communications. Robin Arnold, Sales Director at Digital Media Technologies, advised how each of the company's advertising screens utilise Axis cameras.

