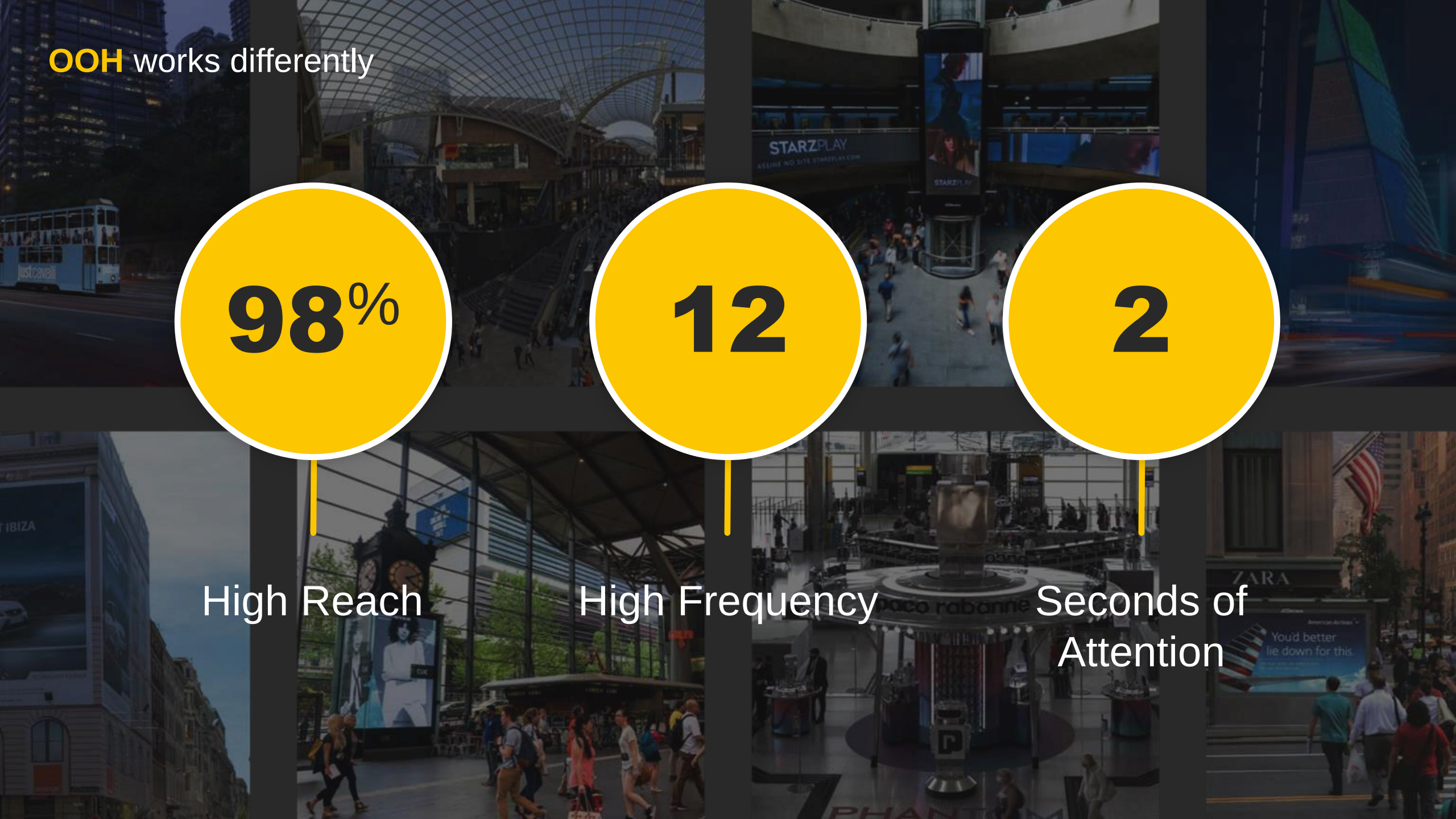
How to Create

The Perfect Digital Poster

System1 JCDecaux LUMEN



OOH works differently

98%

High Reach

12

High Frequency

2

Seconds of Attention

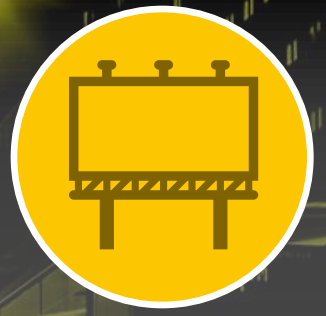
Using 3 Measures

AI + Attention + Effectiveness

AI
Vim Test

How does creative composition impact focus of attention?

JCDecaux



Attention
Lumen Test

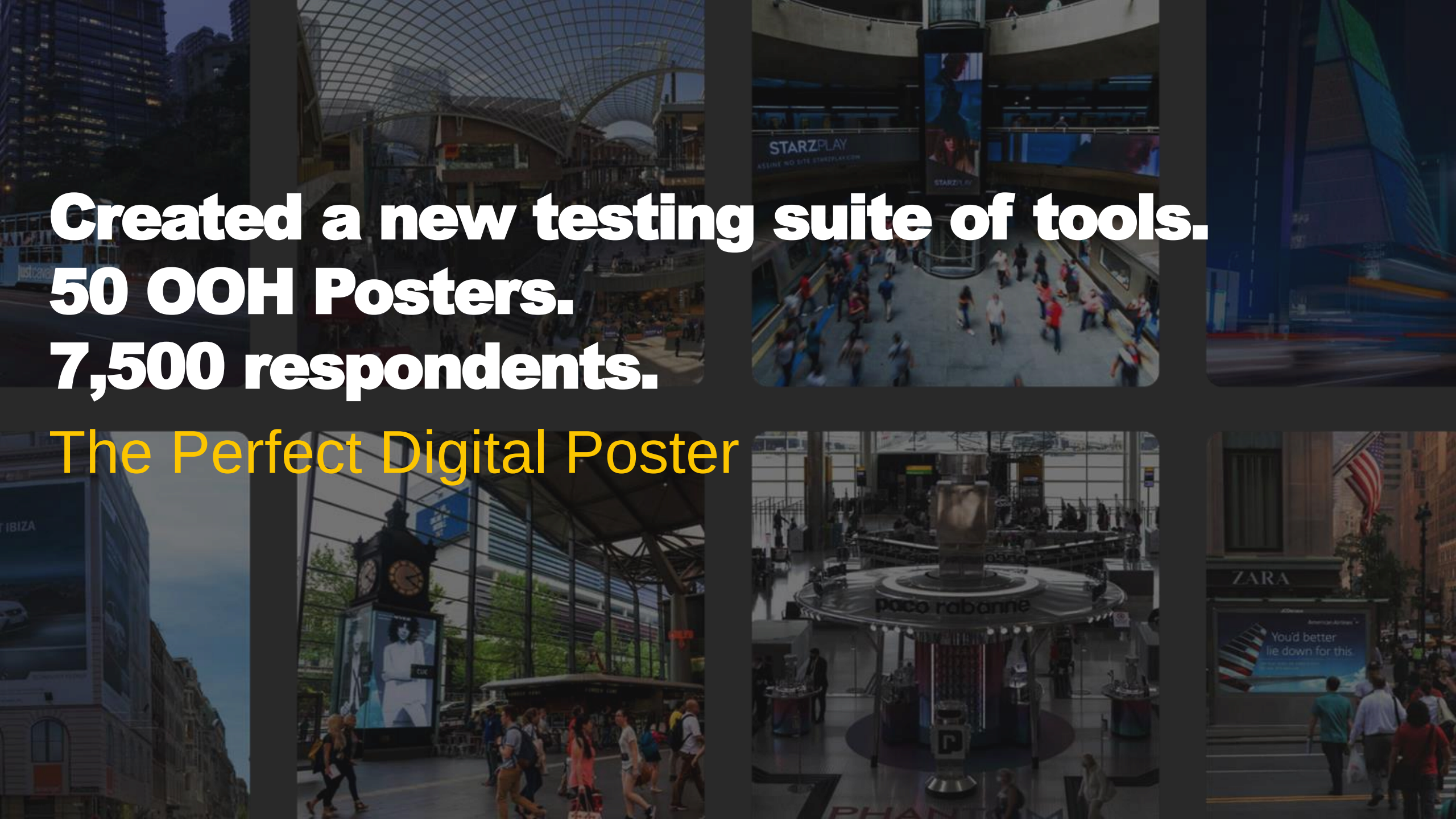
What do people see when they view the creative in real world environments?

LUMEN

Effective
System1 Test

How does the creative make people feel?

System1

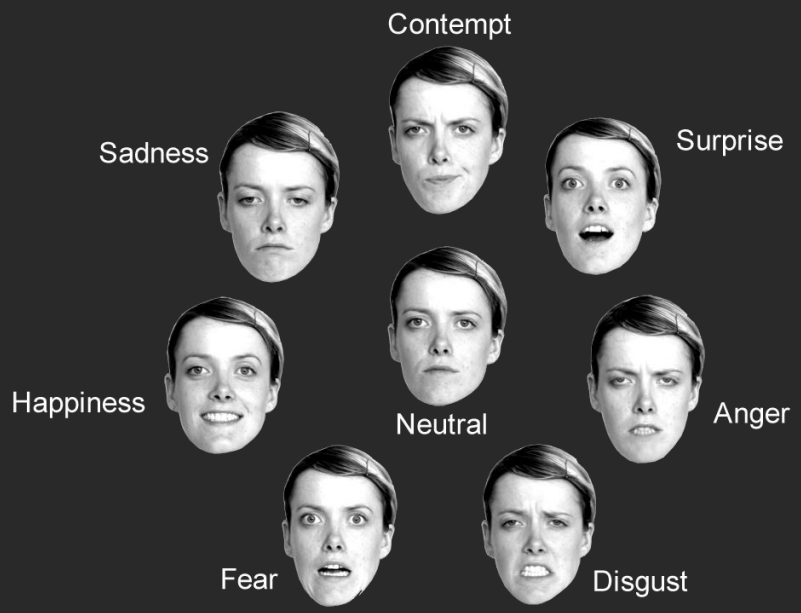


Created a new testing suite of tools.
50 OOH Posters.
7,500 respondents.

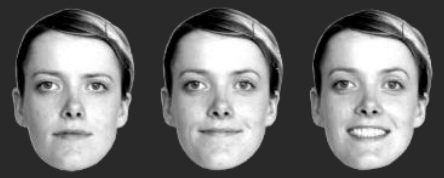
The Perfect Digital Poster

15+ Years of Advertising Effectiveness | **Capturing Emotions**

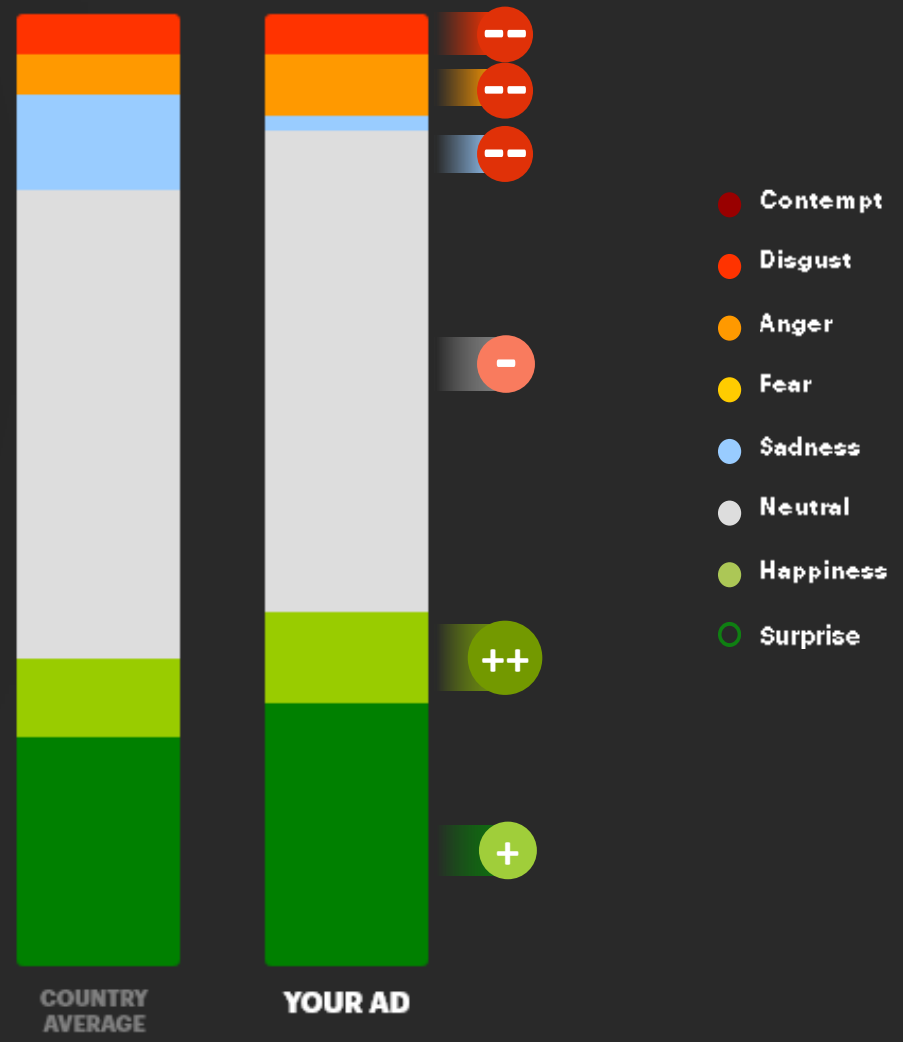
Quantity & Intensity Emotions



System1 Research © 2006



Reasons for **Emotion**



JCDecaux System1

Second-by-second **Response**

Trace

00:00 00:01 00:02 00:03 00:04 00:05 00:06 00:07 00:08 00:09 00:10 00:11 00:12

Attention

00:00 00:01 00:02 00:03 00:04 00:05 00:06 00:07 00:08 00:09 00:10 00:11 00:12

76% Average % of the Ad Viewed

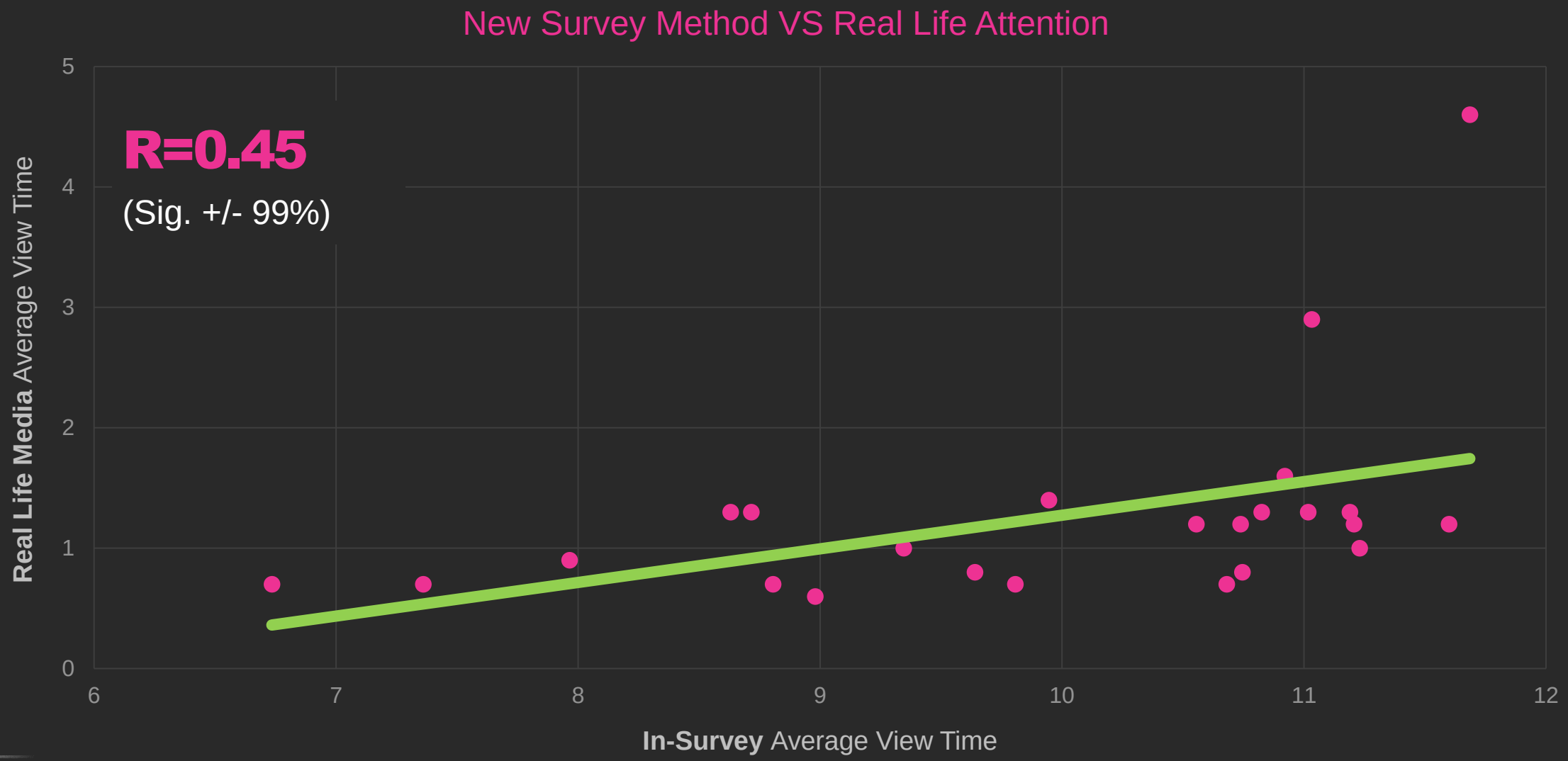
DIGITAL VIDEO FINISHED FILM

Andrex Puppy - JCD OOH Context 3.0

Andrex

12sec. 21st June 2023

Mimics Media Environment | **Creative Consumed Like Real Life**



JCDecaux System1 LUMEN

Predicting creative success

Star Rating

Spike Rating

Fluency

JCDecaux System1

OOH **performs** similarly to TV on long-term & short-term impact but has **low fluency**

Averages

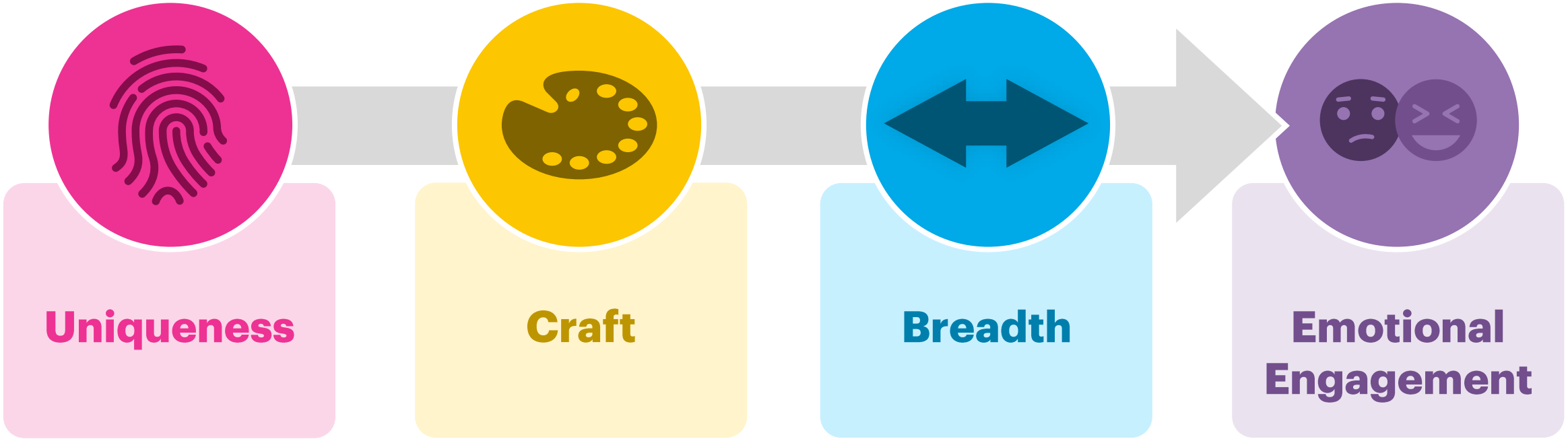
Star Rating

Spike Rating

Fluency

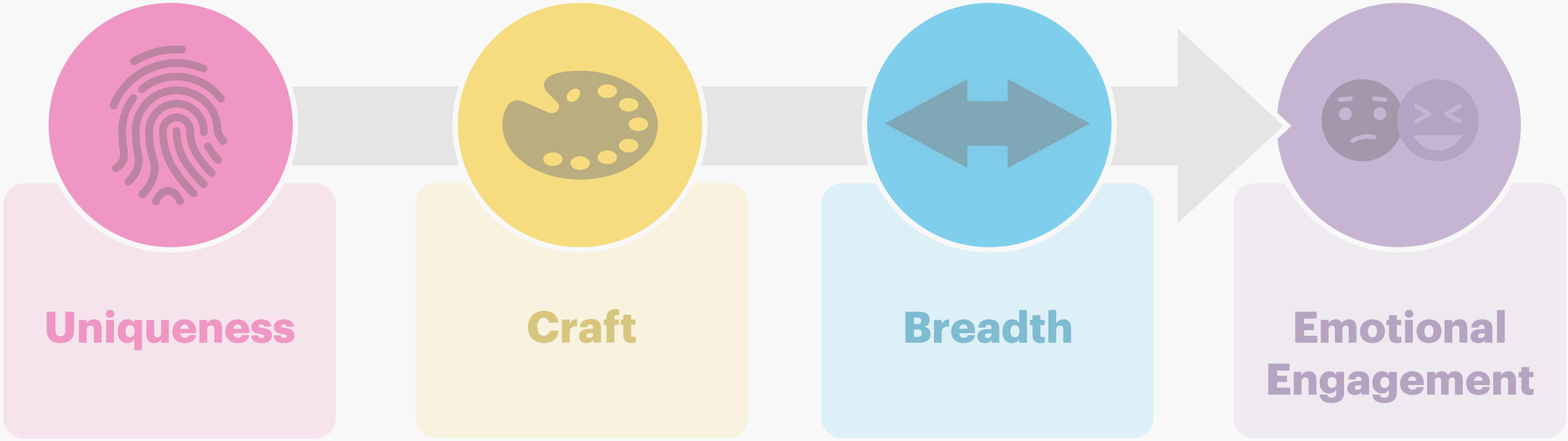
JCDecaux System1

Holistic Advertising Effectiveness



Creative Reality
Media POV: Attention, Format & Reach

Holistic Advertising Effectiveness



Creative Reality
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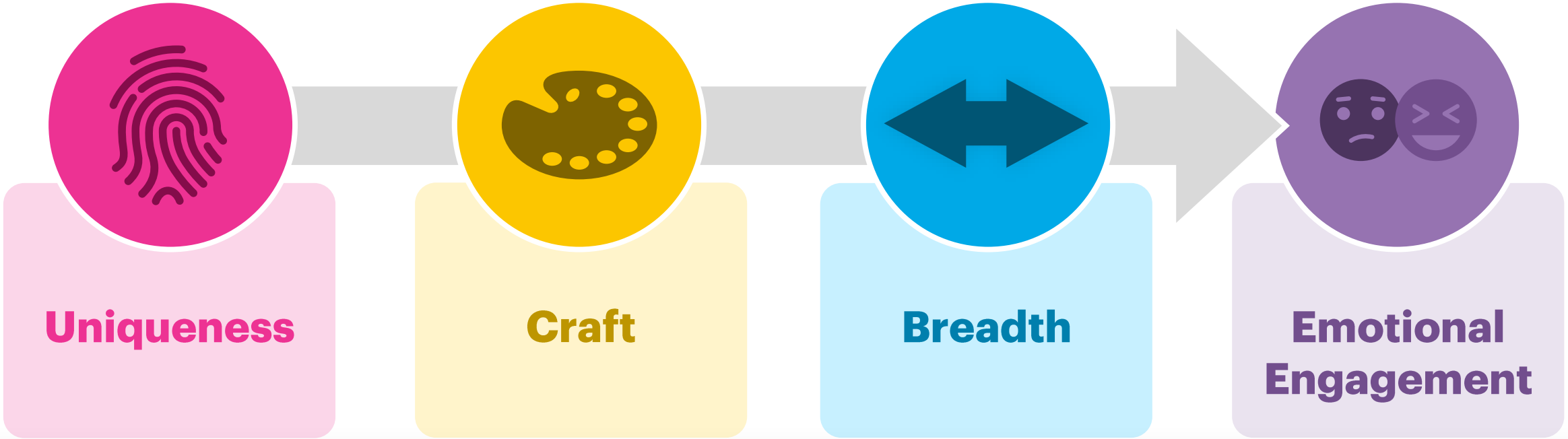
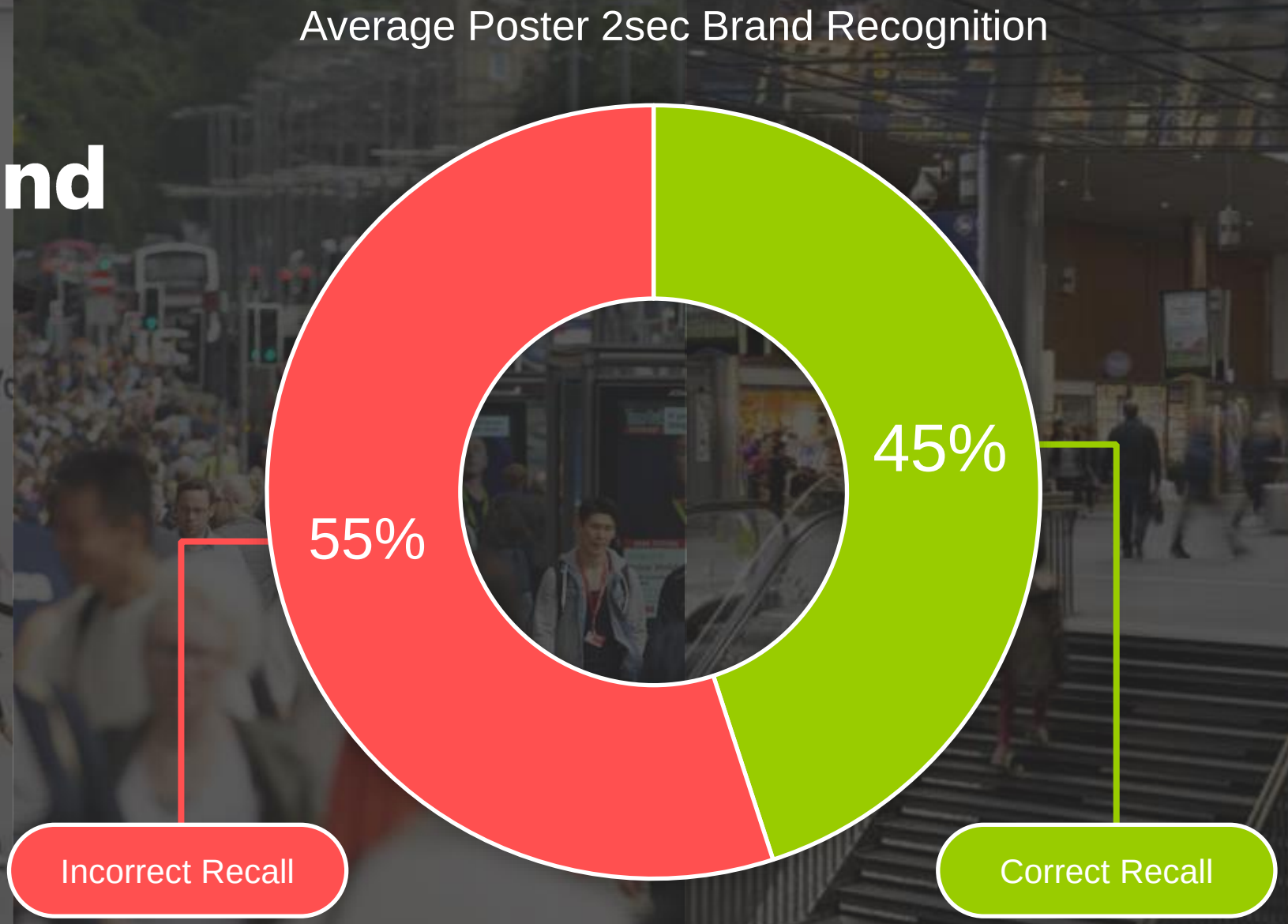


Creative Reality
Media POV: Attention, Format & Reach

Implement distinctive brand assets.



7,500 respondents

Focus on three.

Oasis

78

Fast Fluency

Exceptional

System1 | JCDecaux | LUMEN | 7,500 respondents

© System1 Group PLC

Distinctive colours work VERY well.

Cadbury

4.2 Star Rating **Strong**

1.34 Spike Rating **Exceptional**

94 Fluency Rating **Strong**

System1 | JCDecaux | LUMEN 7,500 respondents

© System1 Group PLC

Brand on top.
Brand big.

FINAL FLUENCY

Correlation
Final Fluency
Logo Size

+0.35

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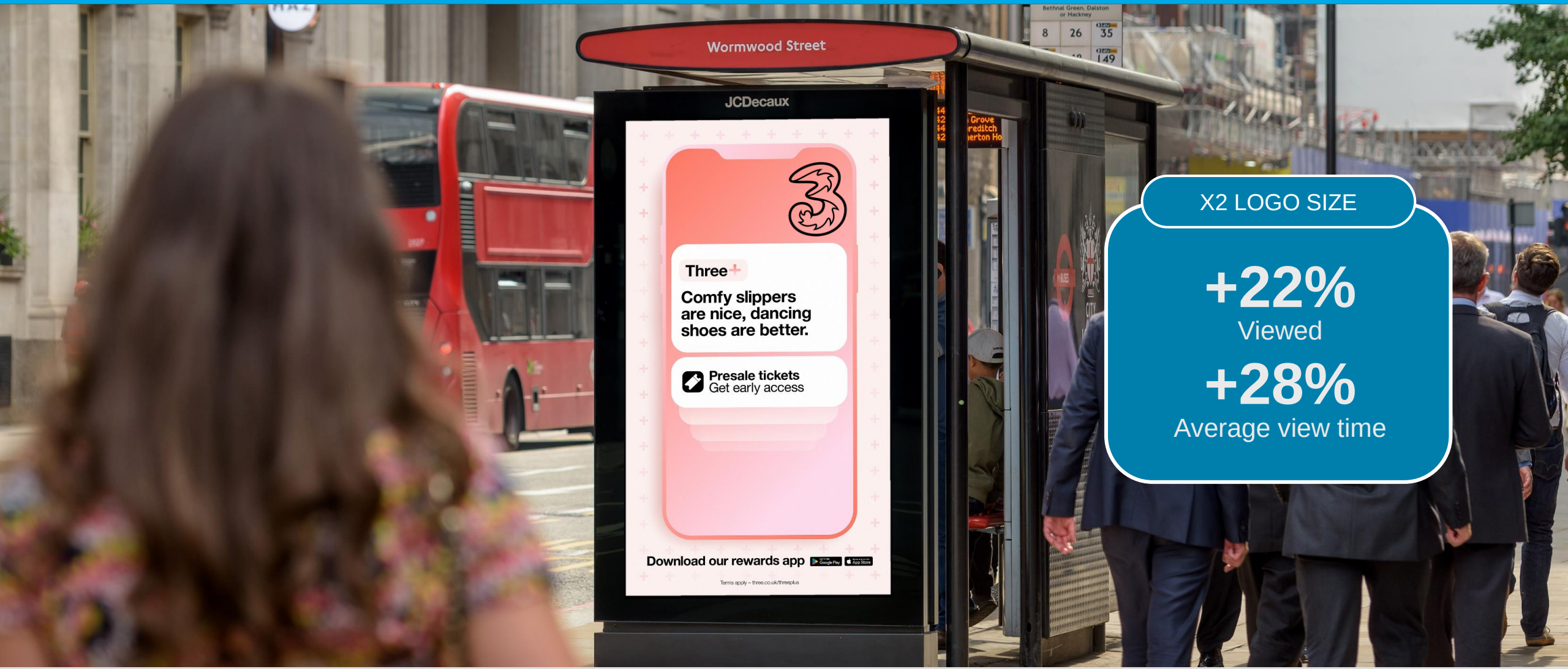
Think Big.

ORIGINAL
Wormwood Street
JCDecaux
Three+
Comfy slippers are nice, dancing shoes are better.
Presale tickets
Get early access
Download our rewards app
Terms apply – three.co.uk/threeplus

Think Big.

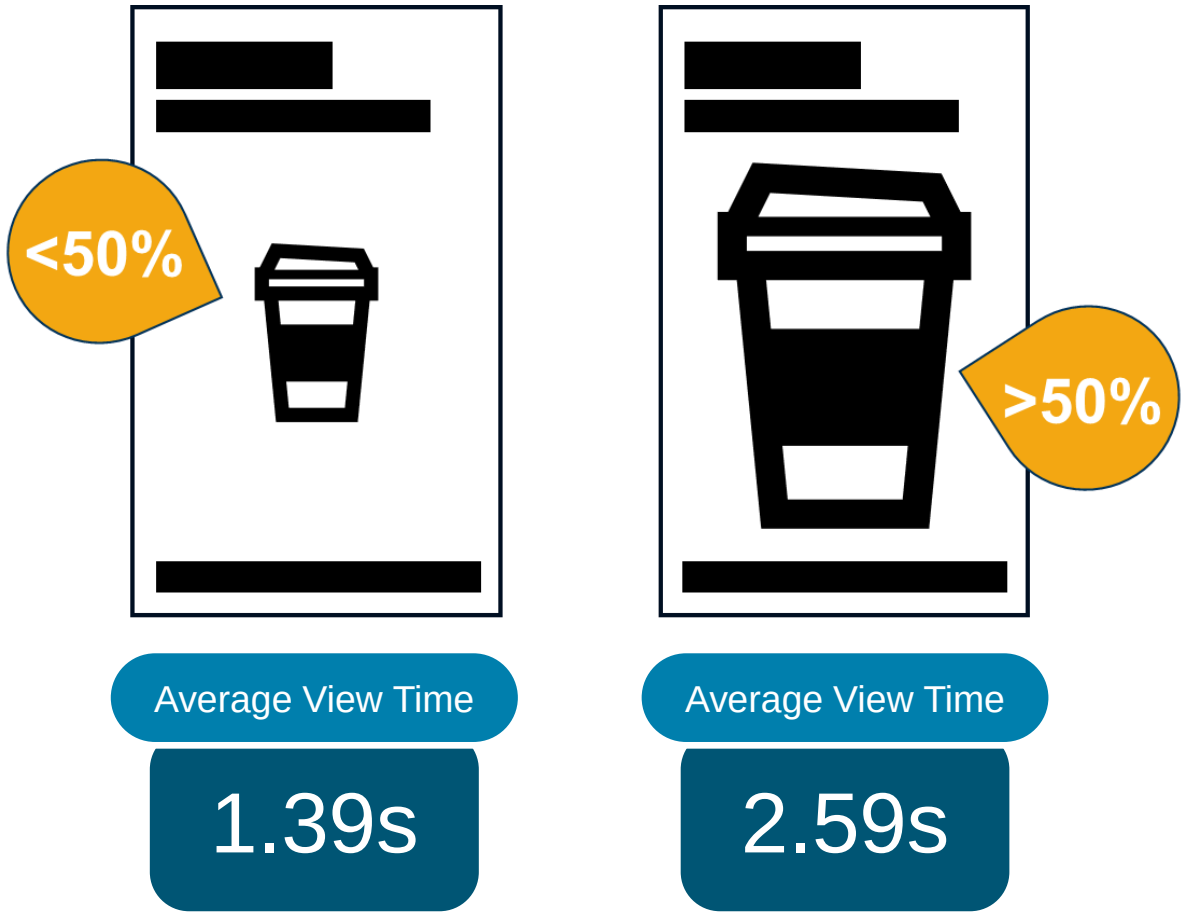


X2 LOGO SIZE

+22%
Viewed

+28%
Average view time

Again, big gets attention.



Average View Time **+86%** Bigger Product

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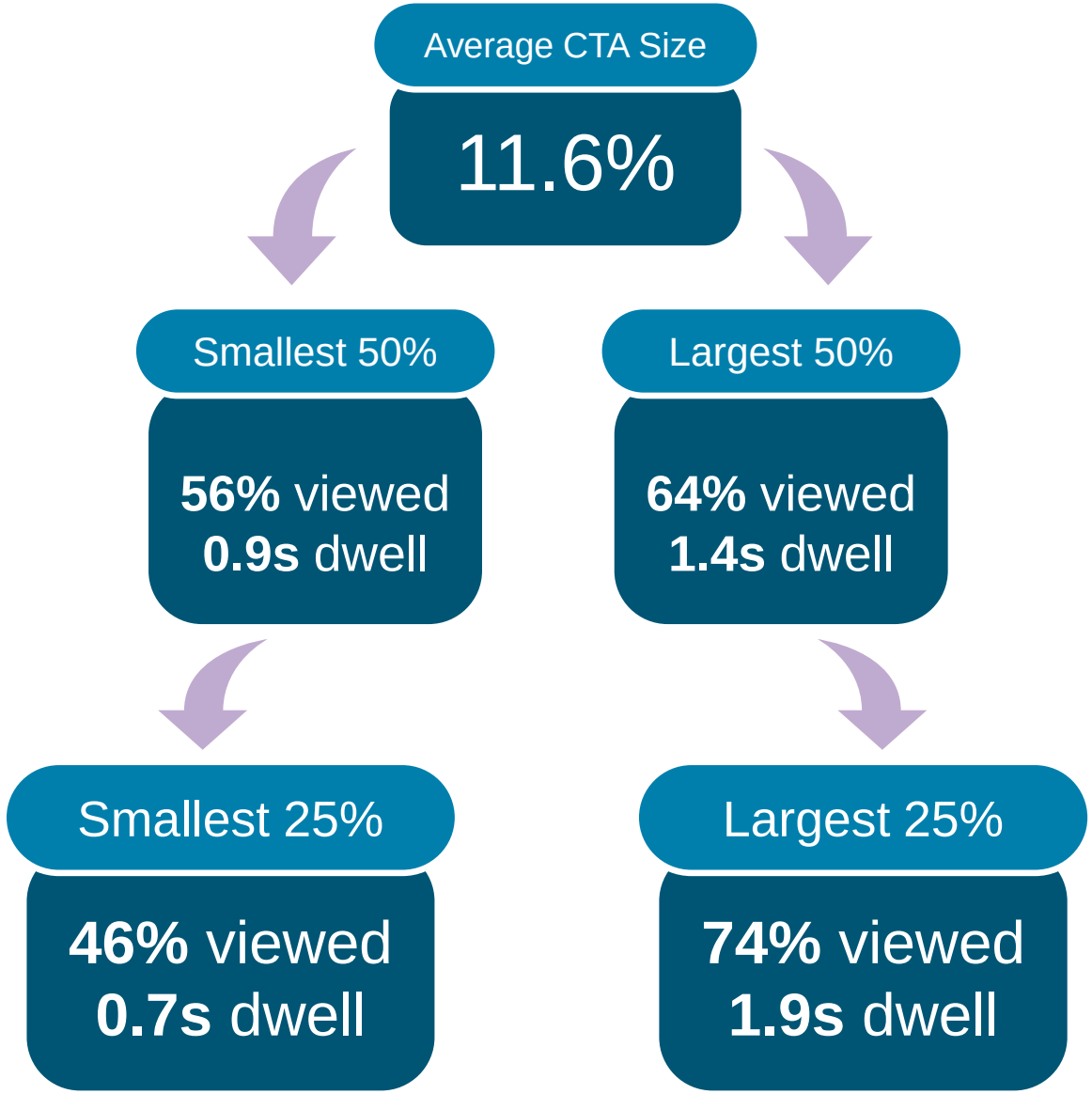
Again, big gets attention.



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Be realistic.
Max 10 words.

Fast Fluency

53

Fast Fluency

67

+0.5 Uplift in Star

Long-term gains

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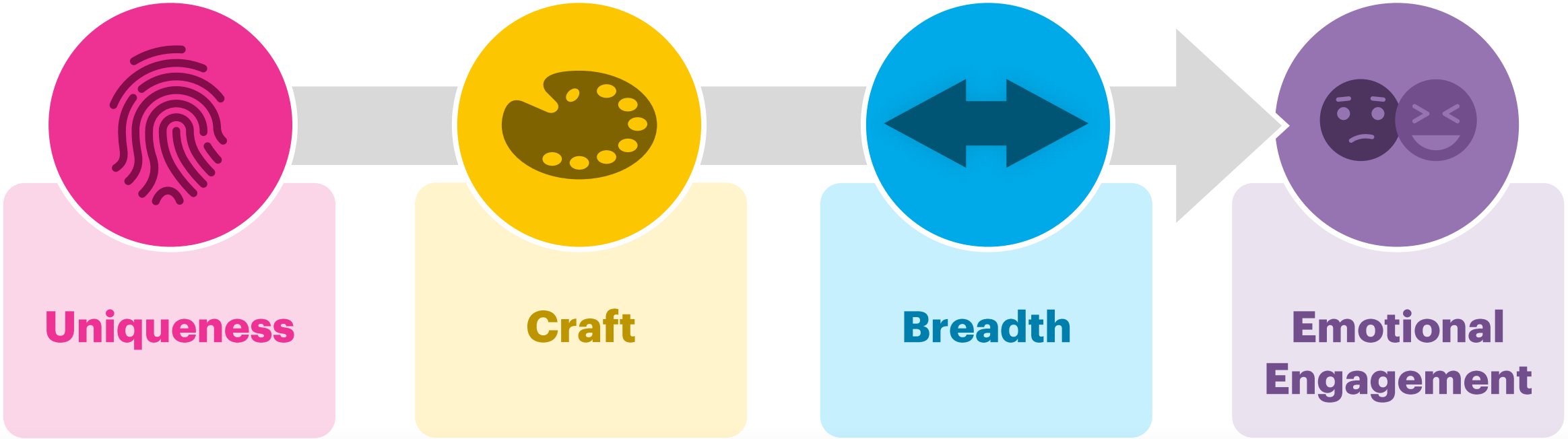
Holistic Advertising Effectiveness



Creative Reality
Media POV: Attention, Format & Reach

Use Fluent Devices.

NO FLUENT DEVICE

2.4 Star Rating **Modest**

57.2

FLUENT DEVICE

3.0 Star Rating **Good**

79.4

Andrex

5.9 Star Rating **Exceptional**

1.44 Spike Rating **Exceptional**

98 Fluency Rating **Exceptional**

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Play with your product.

© System1 Group PLC

Then give your creative idea the right attention.

© System1 Group PLC

Then give your creative idea the right attention.

© System1 Group PLC

OAC #1121 PERMIT #120341077-01-SG

PERMIT #120341077-01-SG

PERMIT #120341086-01-SG
OAC #1121

OAC #1121 PERMIT #120341095-01-SG

PERMIT #120341095-01-SG

4.1

Star Rating

Strong

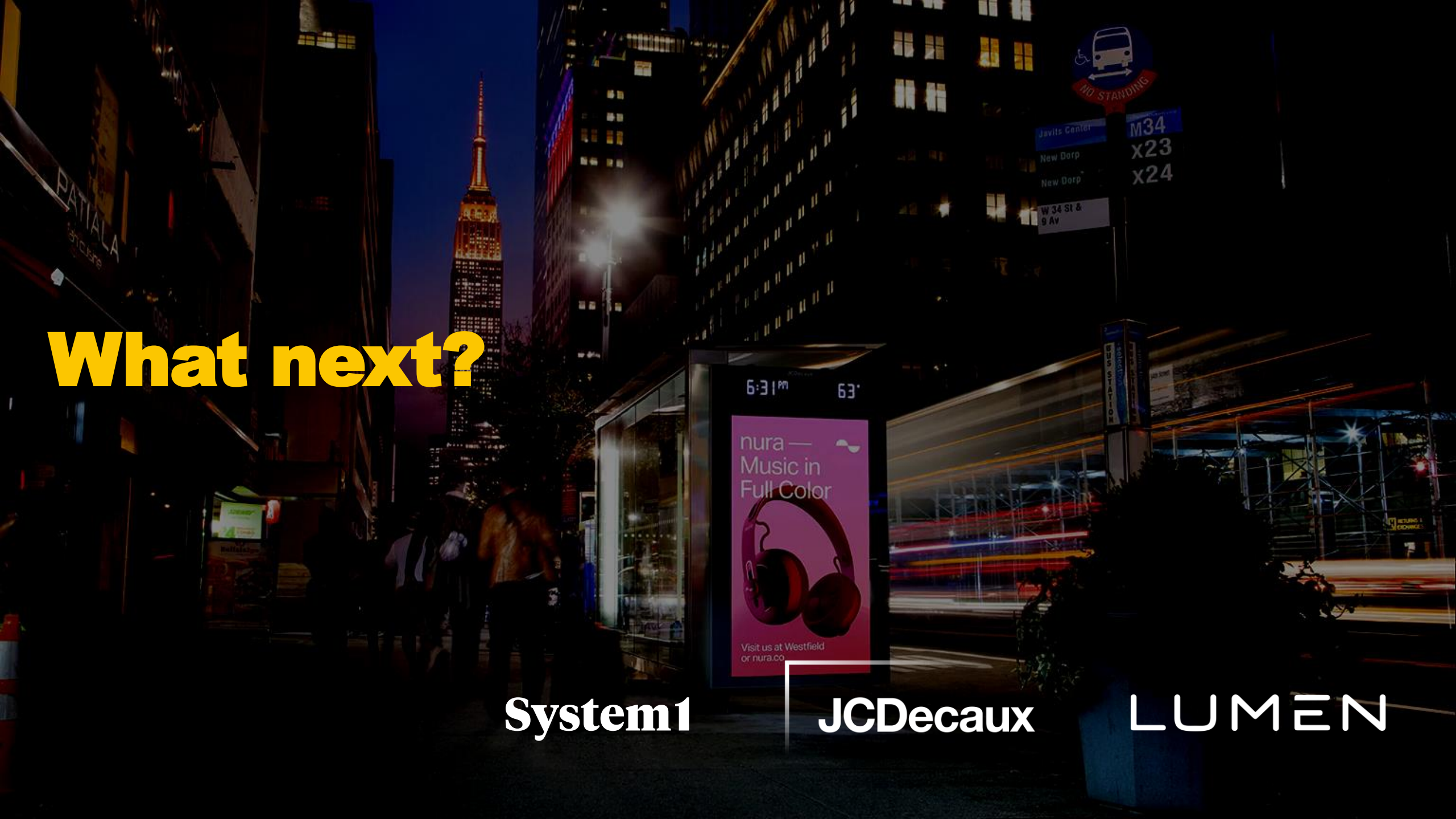
Emotional Intensity

1.41

Moto e azione

The stirring of the passions betrayed visibly to the outside world

Bodily actions, poses or expressions marking crucial moments of the story



What next?

System1 JCDecaux LUMEN