

Measuring “Eyes On”:

*A Special Report from the Traffic Audit Bureau**

Come this fall, media buyers, planners and agencies will see a distinctive change in out of home audience measurement. The NY-based Traffic Audit Bureau for Media Measurement (TAB), backed by the Outdoor Advertising Association of America (OAAA), will be rolling out their new “Eyes On” measurement system to markets across the country. A pilot program has already been tested in Chicago and results are expected to be released at the same time.



“This new system represents the most significant change in OOH audience measurement the industry has ever seen, and TAB remains on schedule to deliver this data in all markets by the end of this year,” wrote Joe Philport, President and CEO of the Traffic Audit Bureau in an article for the OAAA.

The new Eyes On program focuses in on the average number of persons who are likely to notice an ad on an out of home display; the current DEC format measures the average number of persons 18+ potentially exposed to an advertising display. Eyes On Impressions (EOI) are measures of commercial audience, not just circulation of people passing (as in the current DEC format). The Eyes On data (audience, reach, frequency) can also be used as part of a multimedia schedule, allowing media buyers better evaluations of out of home campaigns.

In an April ‘08 article for Mediaweek, Greg Castronuovo, senior VP for Initiative remarks: “As we see all of these new technologies emerging, it’s just going to make the medium that much more compelling. You’re going to be able to measure things like engagement when people are texting ... I think that’s really going to take out-of-home to the next level.”

Norton SPOTLIGHT

On Sunday, October 5th, make plans to visit Norton Outdoor’s own Ron Keith at the Hyde Park Square Art Show!

Ron will be showcasing his artwork from 10am - 5pm, setting up shop at booth 176. He will feature western pieces, vintage trucks and numerous oils, acrylics and watercolors.

If you can’t wait until Sunday, Ron has artwork available for purchase at local art gallery Closson’s.



Paintings clockwise, from top left: “If I Can Just” (oil), “Knock Knock” (acrylic), “Villar’s Barn” (acrylic)

Breaking New Ground

If you’ve visited or driven by Norton Outdoor within the last few months, chances are you’ve seen dumpsters, cranes and hard hats. We are currently undergoing a complete renovation -- inside and out -- that will roughly double the amount of office space.

“The rehab of and the expansion to the office space was done to give us the space and place to enjoy our time at work, ultimately being more efficient and enabling us to better serve our clients,” said Dan Norton, President of Norton Outdoor.

The most visible change (to date) is the exterior of the building:



“We chose to remove the 25+ year old graphic of our logo being hand-painted because it was no longer relevant to the way we do business; we haven’t hand-painted a sign in a number of years, so while we are upgrading the look of the interior we’ll upgrade the look of the exterior as well,” added Norton.

*Sources: “Out of Home Experience,” Mediaweek, April 14, 2008; “Change of Season Brings With It Transition to ‘Eyes On,’” OAAA, September 29, 2008.