

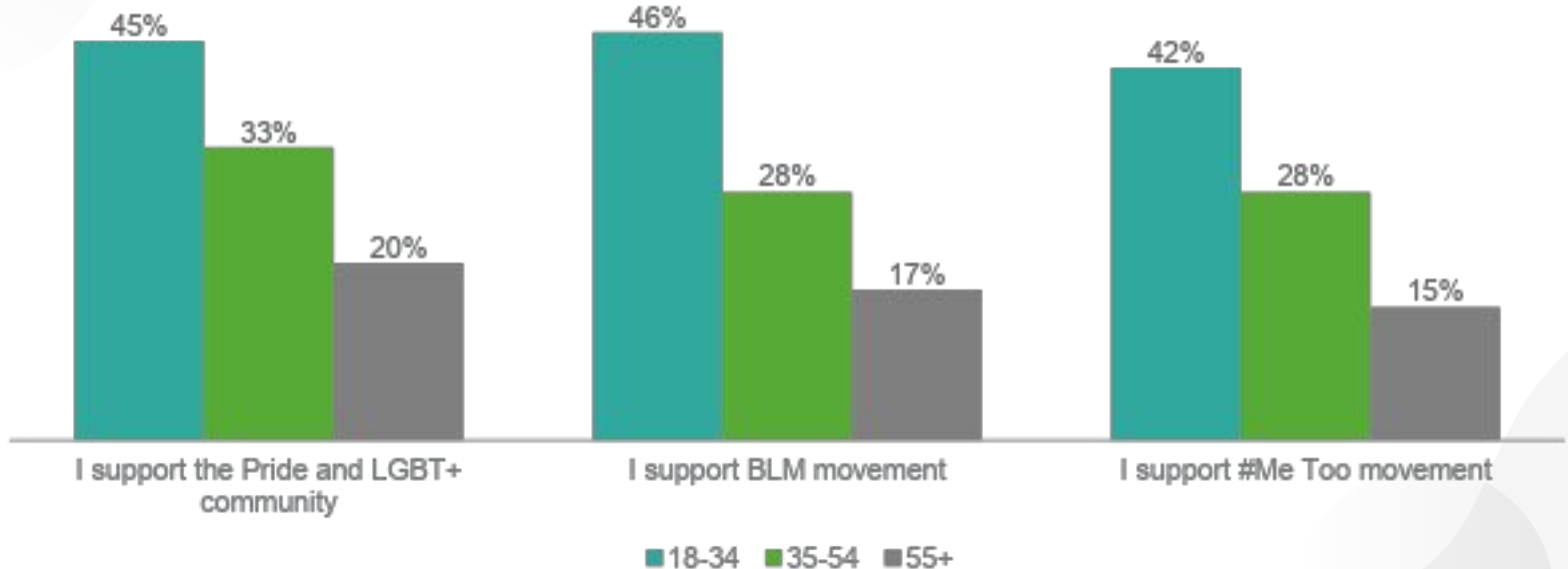
Real World Planning Research Findings



Society is becoming more empathetic towards inclusive issues



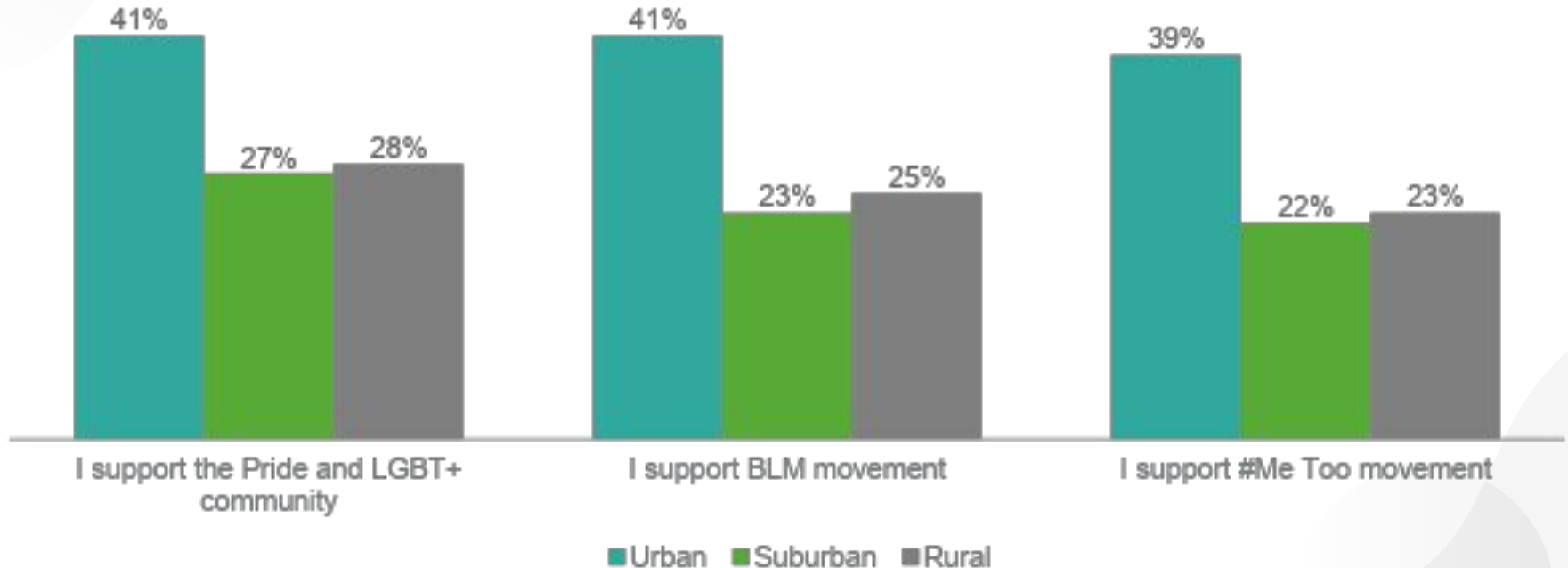
All who scored 10 (strongly agree) or 9 on 10 point scale
How much do you agree with...



Urban dwellers are more empathetic



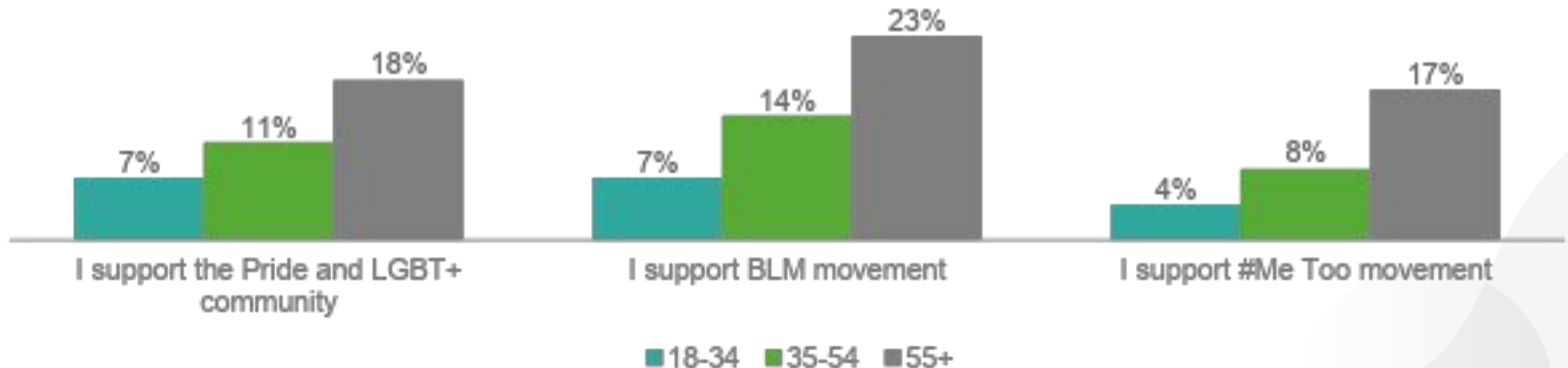
All who scored 10 (strongly agree) or 9 on 10 point scale
How much do you agree with...



Older audiences are apathetic, not anti, inclusive issues



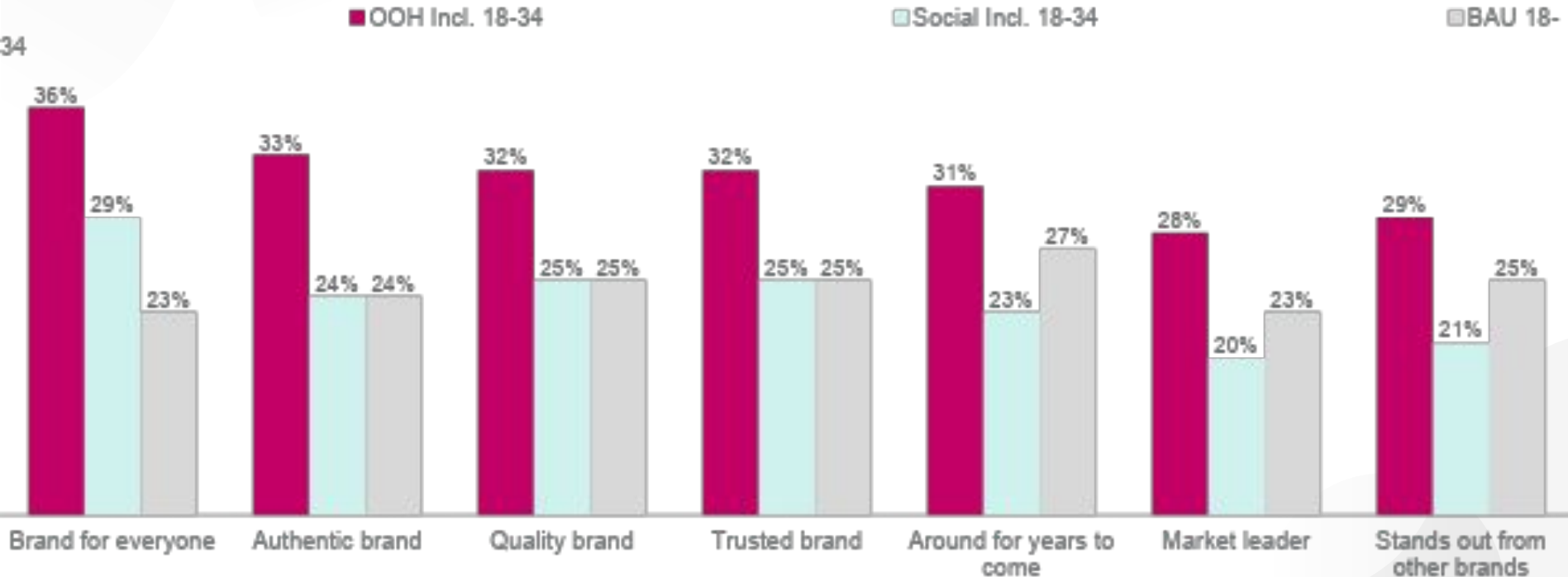
All who scored 1 (strongly disagree) or 2 on 10 point scale
How much do you agree with.



Where you say something matters for 18-34 year olds



All those who strongly agree that the brand advertised is...



What you say matters more for a 35+ audience

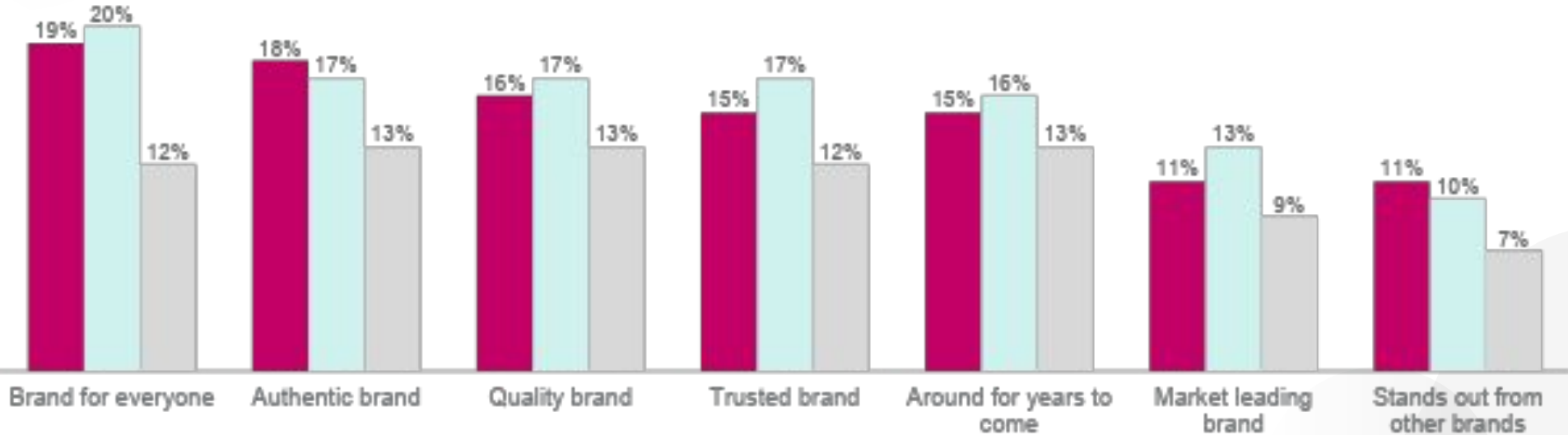


All those who strongly agree that the brand advertised is...

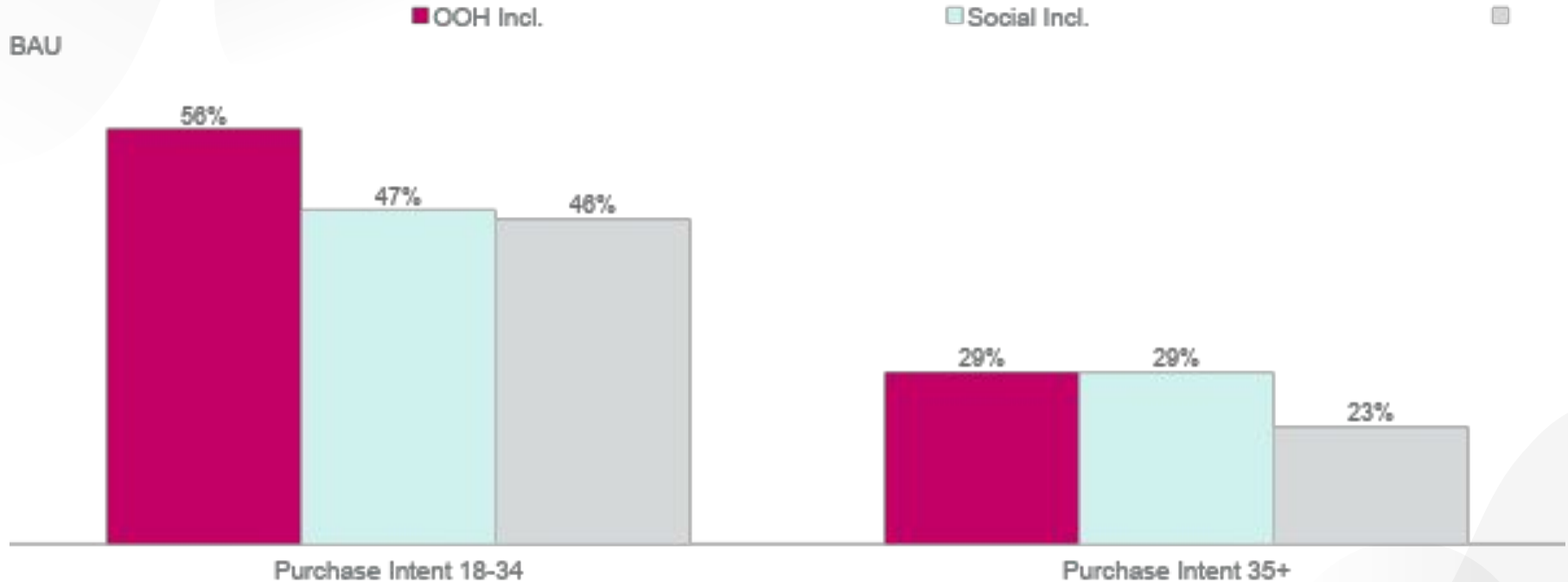
■ OOH Incl. 35+

■ Social Incl. 35+

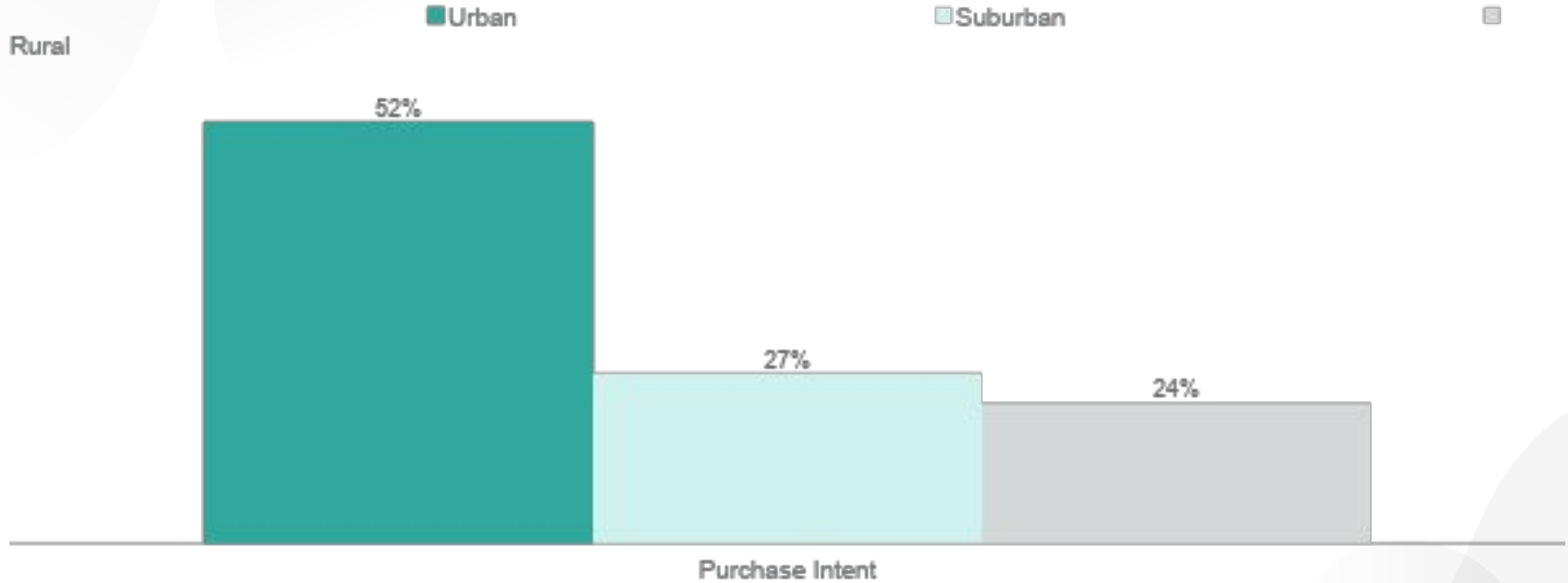
■ BAU 35+



For 18-34's the medium of OOH drives purchase intent. For 35+ an inclusive message drives purchase intent



Urban dwellers have higher purchase intent



OOH builds shared values



Younger and urban audiences are very supporting of a diverse and inclusive society.

Older and more rural audiences are apathetic.

OOH plays a key role in uniting people.

OOH plays a key role in normalising the real world.

What this means for Real World Planning



Audience planning should look at attitudes as well as demographics.

There are no downsides with purpose driven marketing.

There are huge upsides to purpose driven marketing.

Real World Planning Research Findings

