

OOH, DOOH, pDOOH

An ecosystem overview

March 2023

Match
&Wood

OUR VISION:

AUTOMATION POWERED EFFECTIVENESS



OUR NORTH STAR:

DYNAMIC ECOSYSTEMS



The advertisement for Snooze features a child with curly hair, wearing a striped sweater and blue pants, sitting up in bed. The child is holding a small, glowing nightlight. The background is a soft, greenish-blue with a subtle pattern of stars and clouds. The word "Snooze" is written in a large, elegant script at the top. At the bottom, the text "Go to your Room and ignite your imagination" is displayed, with "Room" in a large, stylized script.

OUR NORTH STAR: DYNAMIC ECOSYSTEMS



Social media

theTradeDesk

Programmatic



Programmatic

VISTAR MEDIA Hivestack

JCDecaux QMS ooh!

Outdoor

and ignite your imagination

THE QUICK FUNDAMENTALS (BUT WE ALL KNOW THIS HERE)

TRADITIONAL

Standard bookings placed by lunar or half lunar period on fixed assets

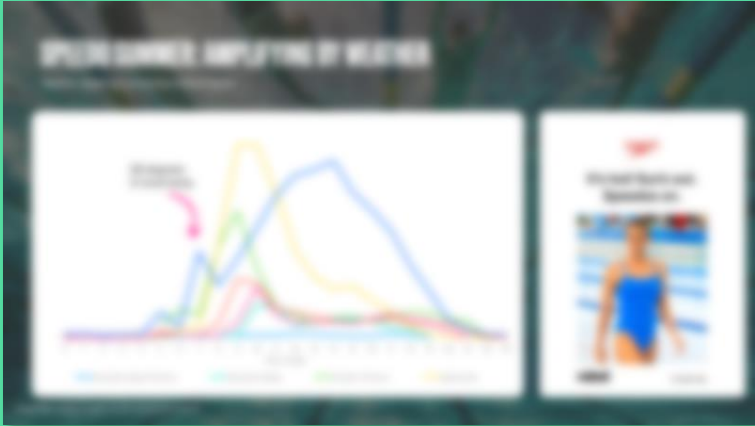
DIGITAL

Standard bookings placed by panel week on fixed assets

PROGRAMMATIC

Dynamic bookings placed by rotation through reserved or open exchanges

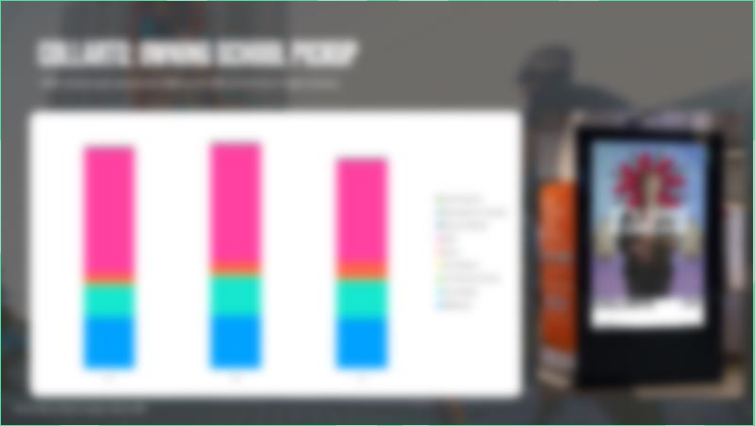
DEVELOPING A BLENDED APPROACH



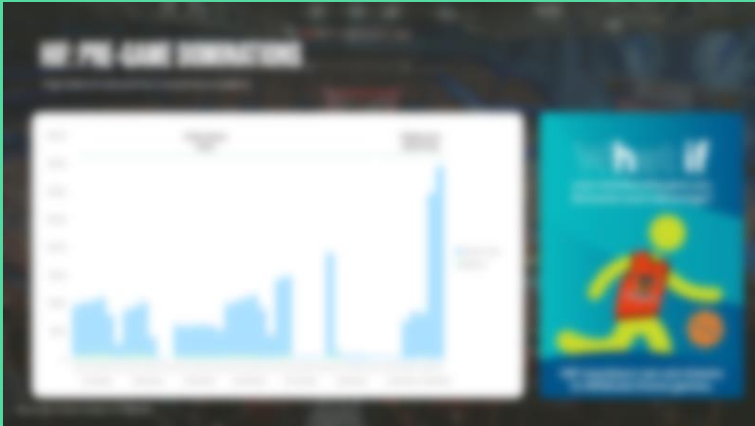
CREATIVE TRIGGERING (WEATHER)



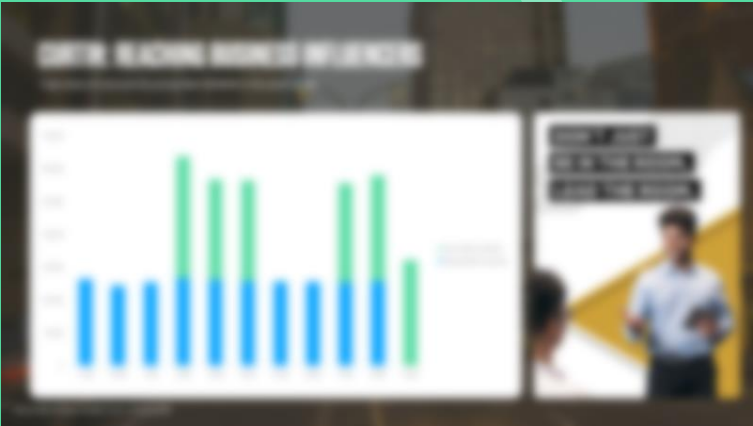
REACH MAXIMISATION



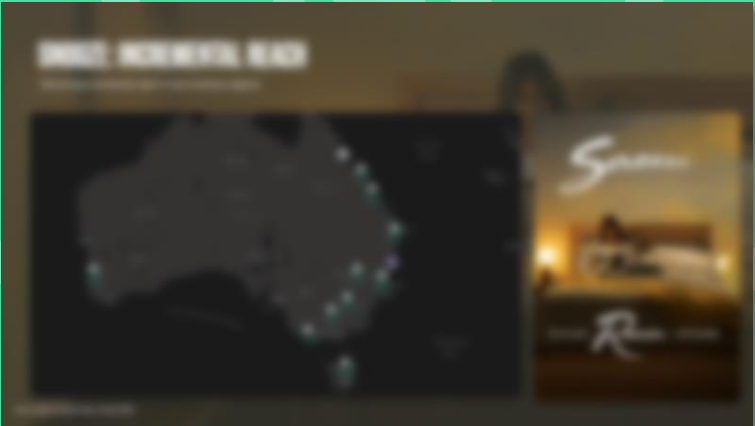
TIME & AUDIENCE TARGETING



GAME DAY DOMINATIONS



OWNING THE WORK DAY



MAXIMISING NATIONAL COVERAGE

WHAT WE'VE LEARNT

SUITABILITY

It's not right for every plan,
consider it's role &
requirement

BLENDED IS BEST

It's best used as part
of an overall strategy

COST vs BENEFIT

There are cost
premiums attached to
channel benefits



Match&Wood

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