



'Accountability, Evaluation, Measurement, Monitoring , Research and new formats are the need of the hour' Anita Nayyar CEO, Havas Media India and South Asia has over two and a half decades of diverse and rich experience in agencies like, Saatchi & Saatchi, Ogilvy & Mather, Initiative Media, MediaCom, Starcom Worldwide etc. She has been witness to major transitions in media over the last twenty five years. In an exclusive interview with **network2media**

, Nayyar talks about the OOH industry, its problems and prospects. Excerpts:

How significant is OOH as a medium when it comes to your clients? Broadly, what is the percentage of your clients' budgets that you allocate for OOH?

OOH is a significant reminder medium and it does play a role in that spirit, depending on what stage the brand is in. Established brands tend to gain more from the medium as in their case the brand name itself is the message.

From your perspective as media planning agency what are the issues that is hampering the growth of OOH industry in India?

OOH has been a very disorganised industry from the very beginning. Lack of an organised structure, far too many players, no controls and code make it slow on growth.

Why are agencies not so serious about having research based decision making when it comes to the out-of-home medium. How do you justify accountability of this medium to your clients? What benchmarks do you consider while planning?

The biggest problem that mars the OOH medium is the lack of research. Given the nature of the medium, being wide spread and large scale, research is not an easy task. It requires time, effort, resources and money. Hence, inspite of many trials, no single agency has been successful in organising the research. There are various models agencies have developed logically to justify and evaluate the medium. Various benchmarks like location, size, height, elevation, visibility, traffic etc are taken into account.

Do you think industry bodies like DOAA/IOAA etc are doing enough/succeeding in bringing structure and best practices to the highly fragmented/disorganised OOH industry?

They are at least trying. It is extremely difficult unless majority of the OOH companies list themselves as members and a really strong association is formed which takes care and does due diligence on the medium. Credibility is of utmost importance.

There's a belief that OOH advertising delivers higher value and therefore becomes more important for tier II, tier III and rural markets. What's your take on this?

True to a large extent. Essentially OOH has been playing a big role in smaller markets. A visit to any of these markets will confirm the belief. Small towns, small areas, fewer sites can play a big role in living upto brand recalls and top of mind for brands. Literacy levels also have a role to play, wherein regional media in combination with OOH works well.

With privatisation, airports are becoming 'hotspots' for OOH advertising? Do you think that the premium charged for airport advertising is justified? If so, why?

Cost of the medium is derived from its acquisition cost. There is some bit of organised approach in the case of Airport OOH options. They are more credible and well maintained.

Retail branding and mall advertising is becoming increasingly important. What is your

take on this form of advertising?

Consumer contact is of utmost importance. Given the fragmented media landscape, these are opportune touch points to manage contact with the consumers.

Digital OOH is driving industry growth in the developed markets. Do you believe that the same would apply for India as well? How do you foresee the DOOH sector developing in the next 2/3 years?

DOOH is gaining ground in India as well. In the next few years it should grow considerably. Again, it has a more organised approach and its own advantages given the medium.

What are the changes that you would like to see happening in the Indian OOH space that will make clients/planners invest more in this medium?

Accountability, Evaluation, Measurement, Monitoring, Research and new formats. For a long time now, the OOH industry has been struggling with a common metrics to evaluate the medium. However, given the vastness of the medium and different formats and with no single body to control, it has always been difficult to evolve a universally acceptable evaluation criteria. With no evaluation, measurement becomes an issue. Also, given the nature of the medium, monitoring has been a big concern. [You can contact Anita Nayyar here](#)