

the point of Search

Understanding the why, where and the how

A ground breaking 3 stage research study into mobile search behaviour, which reveals that mobile searches conducted in out of home locations are 38% more likely to lead to a purchase compared to at home mobile searches

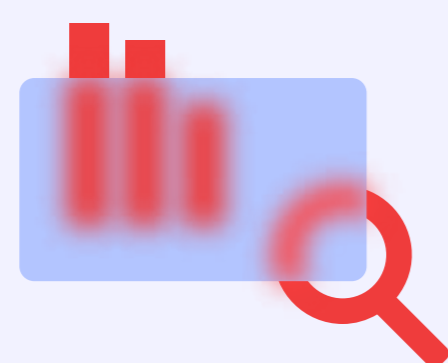
Stage 1

Why People Search

Consumer Search behaviour parallels **Need States** across different categories

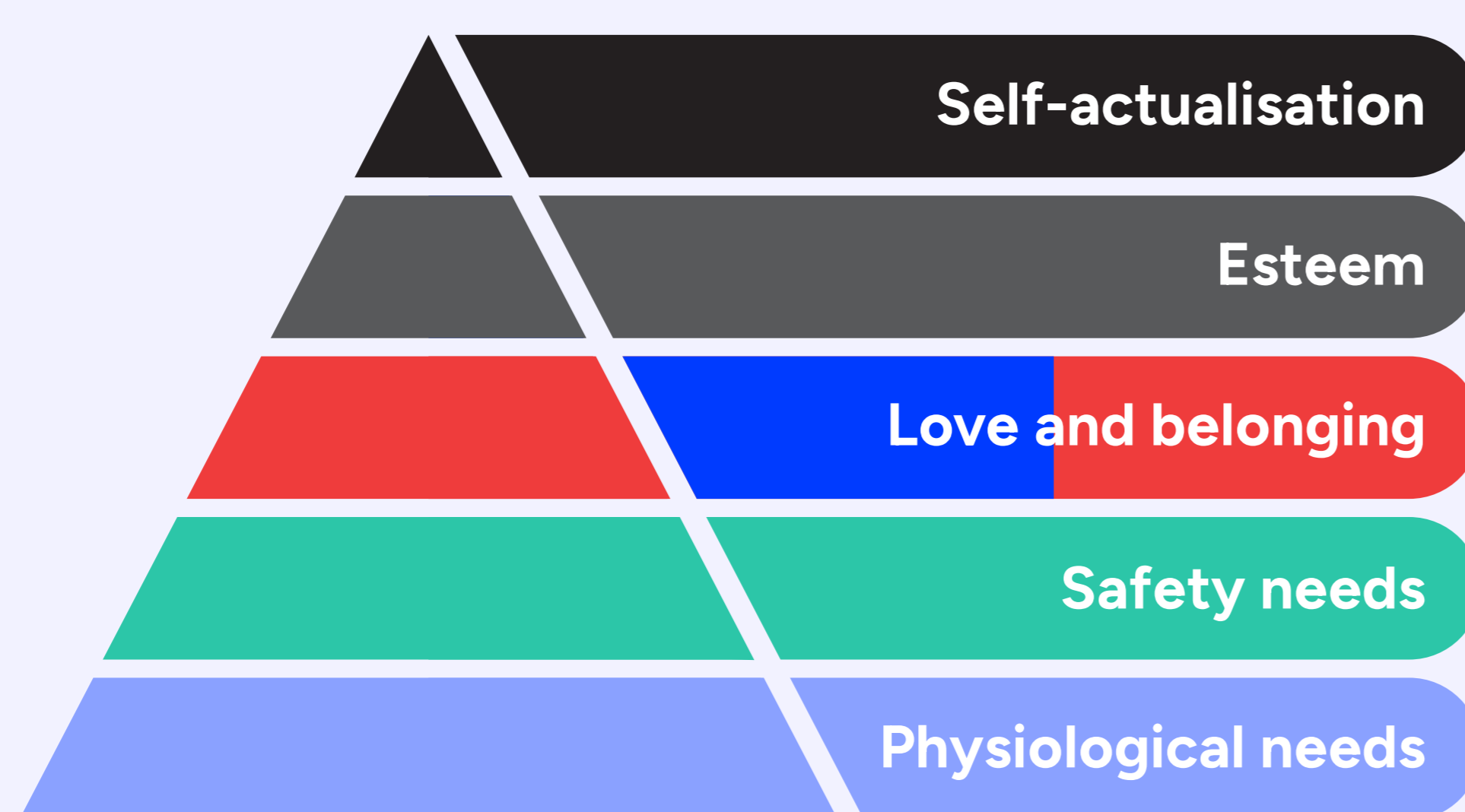
+ 58%

Consumers who spend more time OOH conduct **more searches** across **more categories**

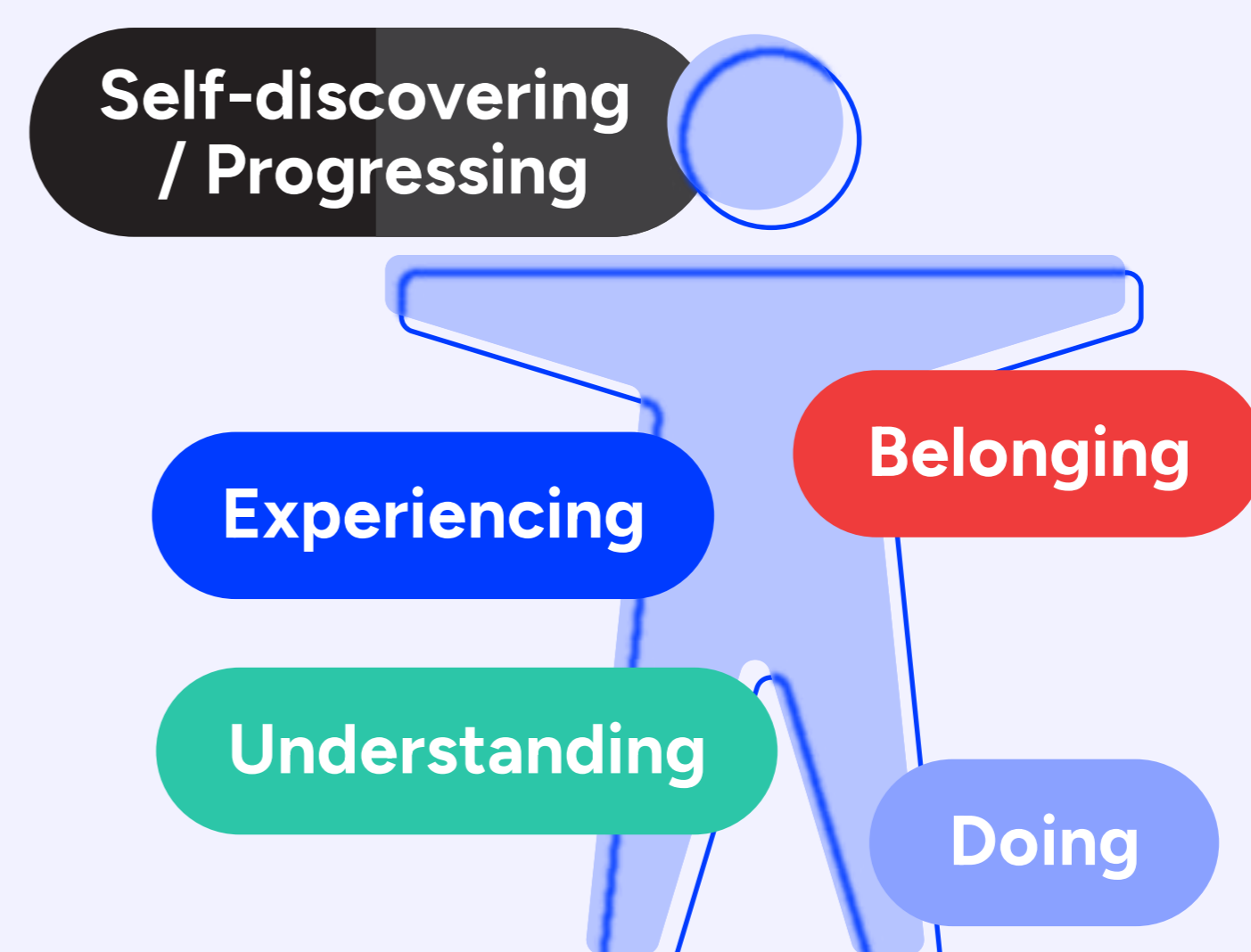


Conducted through desk research and an online research study amongst **1,100 GB consumers** aged 18-55 to understand why people search

We found that search typologies mirror Need States



Maslow's Hierarchy of Needs



6 Search Typologies (Google)

Which are reflected across categories

62%

of Food / Drink / Grocery Shopping searches are **"Doing searches"** (Index 141)

57%

Finance searches are **"Understanding Searches"** (Index 130)

34%

Career searches are **"Self-discovering / Progressing"** (Index 309)

Stage 2

Where People Search

Mobile searches conducted **OOH** are more diverse than **At Home** mobile searches and lead to more actions

+ 38%

Searches conducted in **OOH Locations** lead to a purchase than **At Home** mobile search



A bespoke online mobile search diary completed by **1,100 people** and capturing almost **10,000 individual searches** which recorded their mobile search behaviour in the last 7 days to determine how mobile search differs when conducted in **"OOH Locations"** versus **"At Home"**



Need states - OOH mobile searches cover more need states than at home mobile searches significantly over indexing for **"Experiencing"** (+37%), **"Belonging"** (+70%) and **"Self-Discovering / Progressing"** (+40%)



Time - Mobile searches **conducted OOH** are more spread out across time periods. Over 8 in 10 taking place before 7pm, while 4 in 10 **At Home** mobile searches are conducted in the evening post 7pm



Triggers - Mobile searches **conducted OOH** have a wider variety of triggers, particularly based on location needs (39%), the senses e.g. conversations (20%) and linked to activities people are doing (18%)

Stage 3

How OOH Advertising Drives Search

OOH environment priming attributes **encouraging search include:** Inspiration, The Senses, Experiences & Location Needs

62%

Consumers state OOH Advertising **creative with a location call out** would encourage them to search



Conducted through an online research study amongst **1,100 GB consumers** aged 18-55 using visual stimuli

Creative drivers of search



58%

Bold, short copy



55%

Humour



55%

Featuring website



54%

Prominent product shot



47%

Prominent logo

Dynamic triggers drive search even more



Location

62%



Time of Day

57%



Weather

57%