

History Channel

PEARL MEDIA US: MEASURING VIEWERS IN DOWNTOWN NEW YORK



The Context

Pearl Media is a leading US agency which helps brands communicate in a high-impact manner right in the center of metropolitan areas. Pearl Media converts vacant retail spaces into temporary advertising installations via large format, cutting edge graphic design plus sound and video.

The Challenge

Pearl Media had been appointed by media planning agency Horizon, on behalf of cable TV Network “The History Channel”; the goal was to promote the new TV series “Expedition: Africa” in highly visible way. Pearl Media proposed using a vacant store at the corner of NY’s 5th Ave and E 12th St, one of New York’s busiest sections, for an extraordinary setup: seven large windows would be fully decked with lenticular vinyl prints, while four 3D display screens would play a video trailer. Given the investment, Pearl Media pledged to provide rich audience measurement statistics to its stakeholders right after the campaign (May 16 – June 22nd 2009).

Quividi’s Answer

Quividi provided Pearl Media with a complete software solution for measuring the 3D screens, which produced key audience metrics in real time, including OTS, actual viewers, their attention and dwell times as well as their gender. **The results were 1,571,835 total combined impressions, 13.6% or 214,821 stopped to watch with a average dwell time of 11 seconds.**

Quividi also supplied bespoke cameras, Logitech Pro 9000 webcams repackaged into small, rectangular custom casings; the casings were easily taped against the window across a small 5mm hole in the vinyl print. Quividi further assisted Pearl Media in the precise analysis of the data.

The Benefits

The audience metrics provided by Quividi specifically addressed the viewership of the five 3D screens embedded in the overall installation. The data described the activity within a 7-meter radius “bubble” around each screen and was therefore easily extrapolated as a measure of overall viewership for Pearl Media’s setup. The final figures amply demonstrated the strong impact of the campaign, and proved Quividi’s ability

Says Josh Cohen, Pearl Media’s CEO: “If our clients are going to invest in our medium, we feel it is our job to provide them with detailed and accurate measurements of performance. At any time during the campaign, we have the ability to share with our clients actual numbers and comparisons of on-site impressions and pedestrian interaction with the technology.”

More info

Pearl Media LLC: www.pearlmediaus.com A report on the campaign:

www.digitalsignageuniverse.com/news_pearl_052609.html

