

A young woman with long, wavy blonde hair is smiling and looking to her left. She is wearing a light blue button-down shirt over a grey top. In the background, there are mannequins wearing colorful, shiny dresses, suggesting a retail or fashion environment.

The WallDecaux baseline study

Young. Urban. Mobile. Out-of-Home

WallDecaux
Premium Outdoor Sales



The world is changing.

Mobility⁺

people travel

11 million

more routes per day

Digitalisation⁺

40 %

prefer using
the mobile web

An aerial night photograph of a city, showing a dense urban area with numerous lights from buildings and streets. A prominent tall, illuminated building stands out in the upper center. The city is surrounded by dark, silhouetted trees and hills. The overall scene is a vibrant display of city lights against a dark night sky.

Income +
65% of net household income is earned in cities
of more than 100,000 inhabitants

People are changing

The effects of the trends mobility and digitalisation

Megatrend "mobility"

Society has become ever more oriented to individualism and leisure; a trend which leads to greater mobility. Today, people travel 11 million more routes per day than in 2002.


And most of the day, 90 % of all people are away from home, being more in touch with the medium "out of home".

Megatrend "digitalisation"

Our lives have become ever more digital. No longer can we imagine our everyday life without the mobile web. The number of people who prefer using the mobile web to do things away from home rather than at home is on the rise. Those who spend their time in town, respond quickly to stimuli from the environment.

90 %

of the German population is out of home and on the move every day.

A photograph of a busy outdoor cafe or terrace. In the foreground, a large, dense green bush sits in a wooden planter. To the left, a woman in a dark jacket sits on a metal chair, looking towards the right. A man in a light blue shirt stands behind her, holding a dark jacket. To the right of the bush, several people are seated at small round tables. Some are reading newspapers, while others are talking or looking at their phones. The background shows a modern building with large glass windows and a red awning. A sign on the building reads "GEB. 1807 1900". A yellow bag is on the ground near one of the tables. The scene is brightly lit, suggesting a sunny day.

The WallDecaux baseline study
"Young. Urban. Mobile. Out of Home"
takes a closer look at how to segment the
target groups into the two megatrends
"mobility" and "digitalisation", and shows
how advertisers can gain the maximum
benefit from these trends. WallDecaux
offers the right product to do just that.

The dimension "mobility"

On the move for different reasons

The reason defines the purpose

The dimension "mobility" ranges from intentional mobility to leisure mobility. Intentional mobility means travelling intentionally to pre-determined places. Leisure mobility refers to spontaneous trips for pleasure.

"I love being on the go. It's just fun to use the car or to go by train to travel into the countryside. I very much enjoy being 'on the road' and discovering many different places."



Intentional mobility

Mobility

Leisure mobility



"I like using my car, or bus and tram, for shopping, family gatherings or visiting the doctor. I usually don't go out, only when I have an appointment outside the home."

The dimension "media usage"

Touch points from conventional to digital

Media usage shows an affinity towards either conventional or digital media, ranging from digital touch points to conventional touch points. Conventional touch points are, for example, print media; digital touch points, on the other hand, include Smartphones, etc.

Digital touch points

"I can't imagine living without digital media any more. I always keep my Smartphone and tablet with me, in order to listen to music, to read the news or to get in touch with my friends."



Media usage

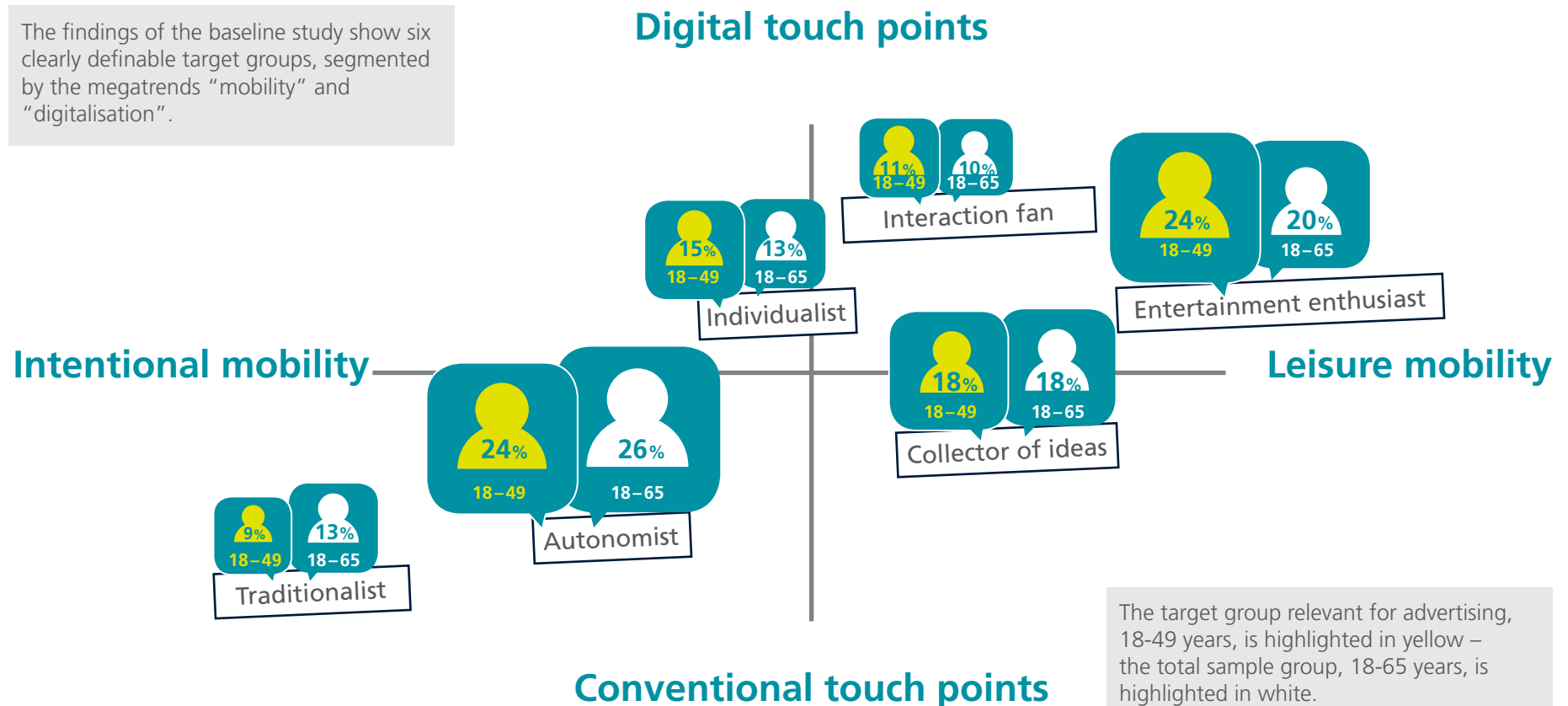


"In the morning, I like to take my time reading the newspaper to keep myself informed. I just love it when the radio is on and I can relax properly in front of the TV in the evenings."

Conventional touch points

Target group segmented into the trends mobility and digitalisation

The findings of the baseline study show six clearly definable target groups, segmented by the megatrends "mobility" and "digitalisation".



Percentage which makes up the target group relevant for advertising, 18-56 years



Percentage of the total group sample, 18-65 years

Segmentation by socio- and psychographic characteristics

Personality

How old is the target group? Where does it live? With the family? What is the level of education?

Leisure and value orientation

What is the basic attitude of the target group with respect recreational activities and lifestyle?

Shopping behaviour

How and for which reasons does the target group go shopping? How high is the purchasing power?

Points of interest

What are the main interests of the target group? How does the target group spend its leisure time?

Touch points

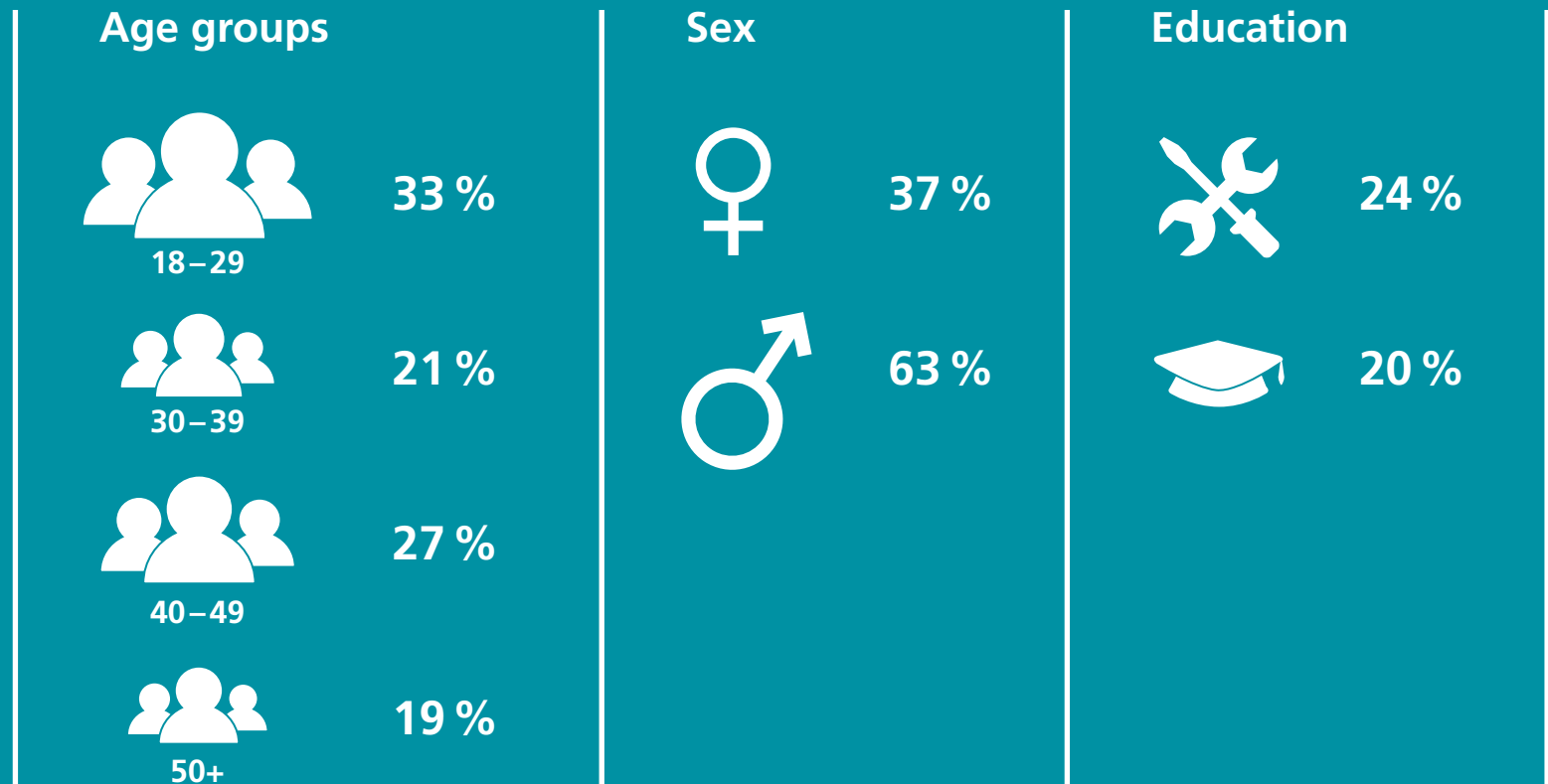
To which extent does the target group use the different media (online, mobile, word of mouth)?

Brand interaction

Through which channels and media does the target group come into contact with brands?

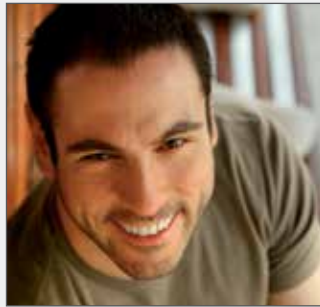


Entertainment enthusiast



Personality

Entertainment enthusiast



Mirko, 32, is a qualified carpenter and lives in Wiesbaden. He has been single for 2 years.



Jessica, 24, is a dental technician from Mecklenburg-West Pomerania and single.



Dennis, 27, is a mechatronic engineer and lives near Freiburg with his girlfriend Janine.

"I get bored very quickly. That's why I always need excitement and the thrill of adrenaline. Anything that is amazingly good fun is great!"

"I like hanging out. Most of all with my friends, of course. For me it's particularly important that we do cool things together!"

"I'm lost without my mobile. How else would I be able to meet friends or talk about problems with my best mate?"

"I love fast cars and motorbikes. Speeding around town or going to the pub or movies with my mates is just great!"

Leisure and value orientation

Entertainment enthusiast



Water skiing! Pure fun!



Sunday football



A dream come true – Lamborghini!



Life at the European Football Cup



Video gaming with my mates



Adrenaline kick from biking



Happy hour cocktails with the girls



Parties & concerts with my best friends



This is what I need when I go out:



Shopping behaviour

Entertainment enthusiast

Shopping behaviour

"I like to be inspired when I go shopping; I also often buy things in the spur of the moment. I know what I've got with my brands. But sometimes I do end up spending more money than I had originally intended."

Attitude towards advertising

"I don't bother to look at boring things, but if I see anything amusing, I pass it on to my friends. They do that as well. You often get to see things advertised that you weren't aware of before."

Brand affinity

"I think brands are very important. Brand-name products are definitely better than no-name products. I often read about my brands on the Internet and I am willing to spend more money on them."

Net household income*

 **53 %** up to 1,999.00 €

 **36 %** from 2,000.00 €

Order channels

 **97 %** e-commerce

 **34 %** telephone/ catalogue

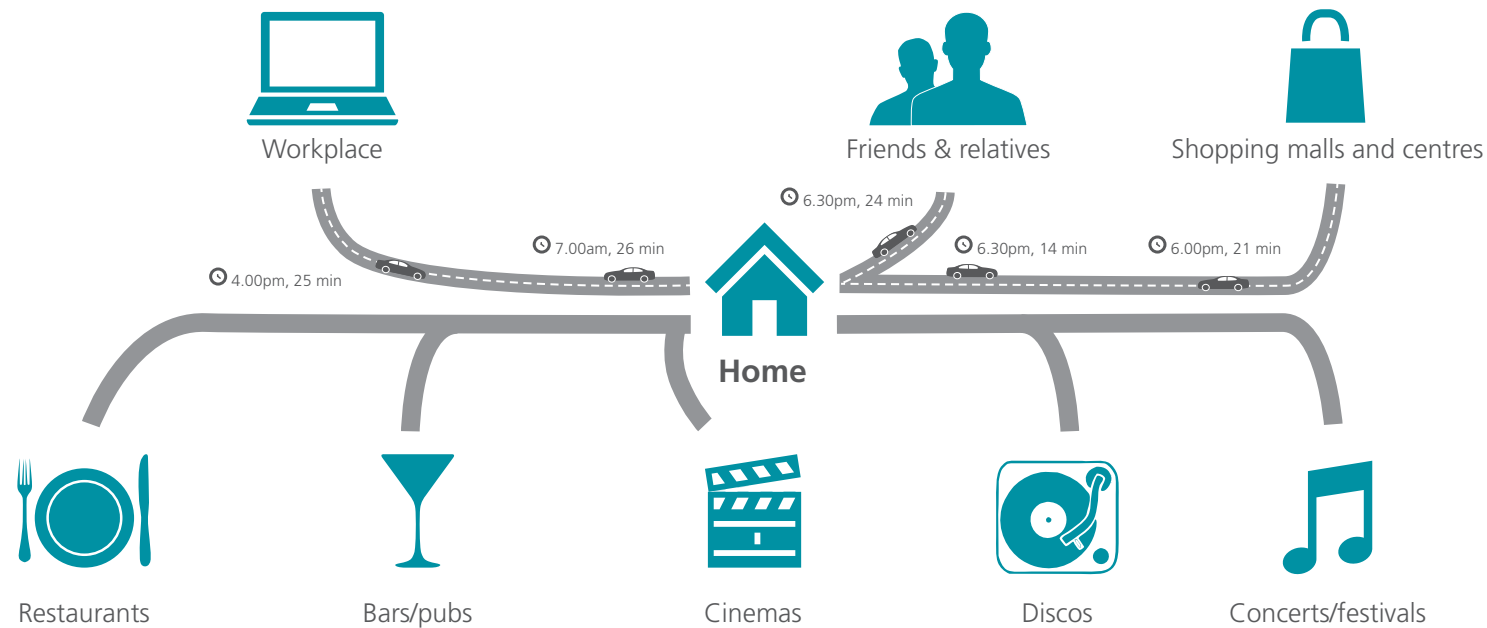
 **11 %** m-commerce

*11 % = no answer regards net household income.

Points of interest

Entertainment enthusiast

"I like to turn my life into an adventure and always want to have fun. That's why I like driving around with my car or meeting up with my friends. I want to be involved in everything and experience what's going on."



100 %

Out of home every day from
Mon. to Fri.

50 %

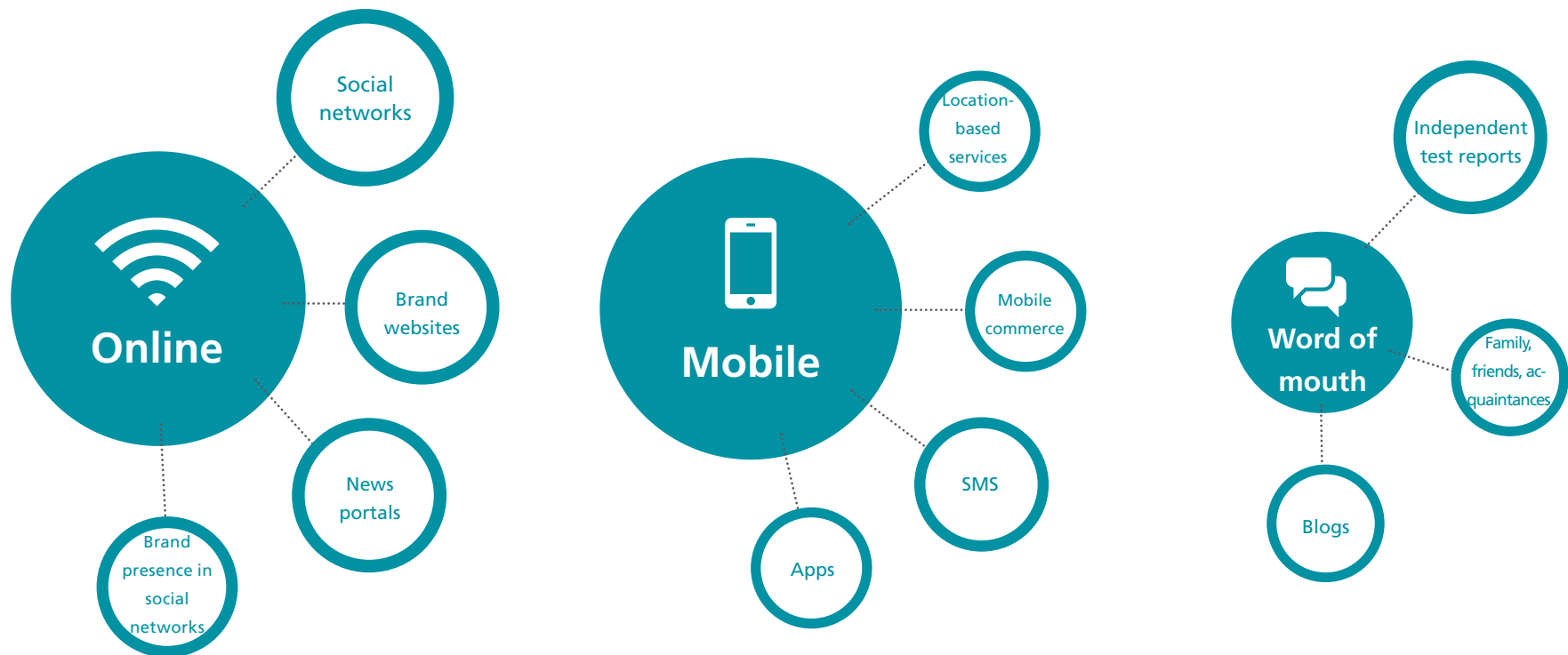
Out of home every day Sat. + Sun.

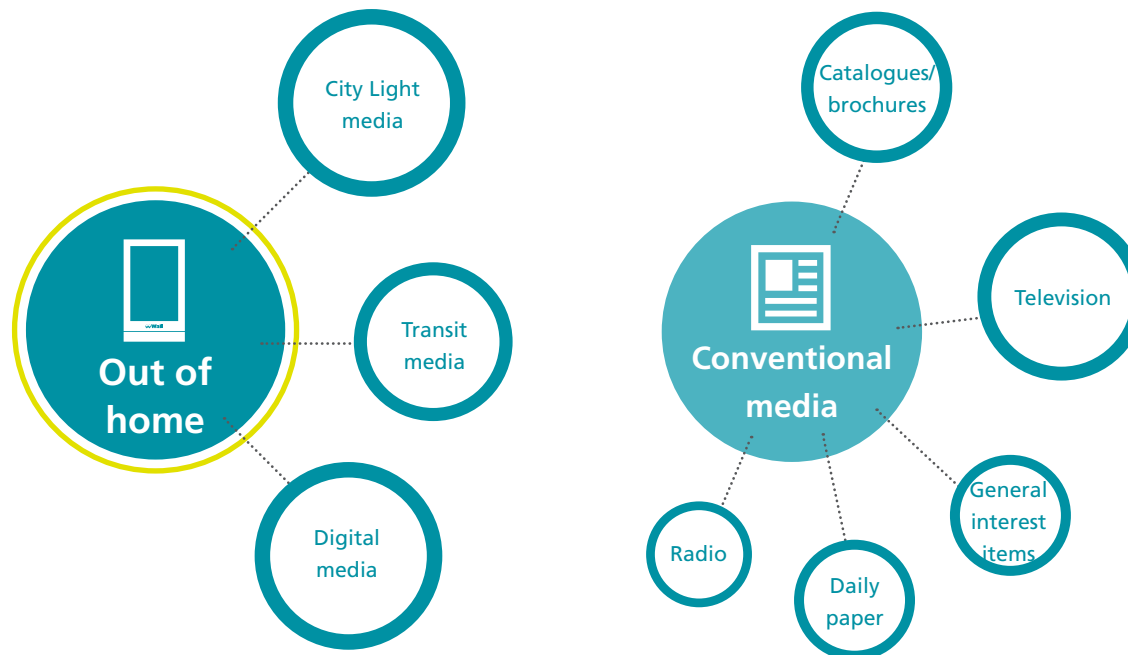
ø 90 min

Time needed for all routes taken
yesterday

Touch points

Entertainment enthusiast





Bottom line

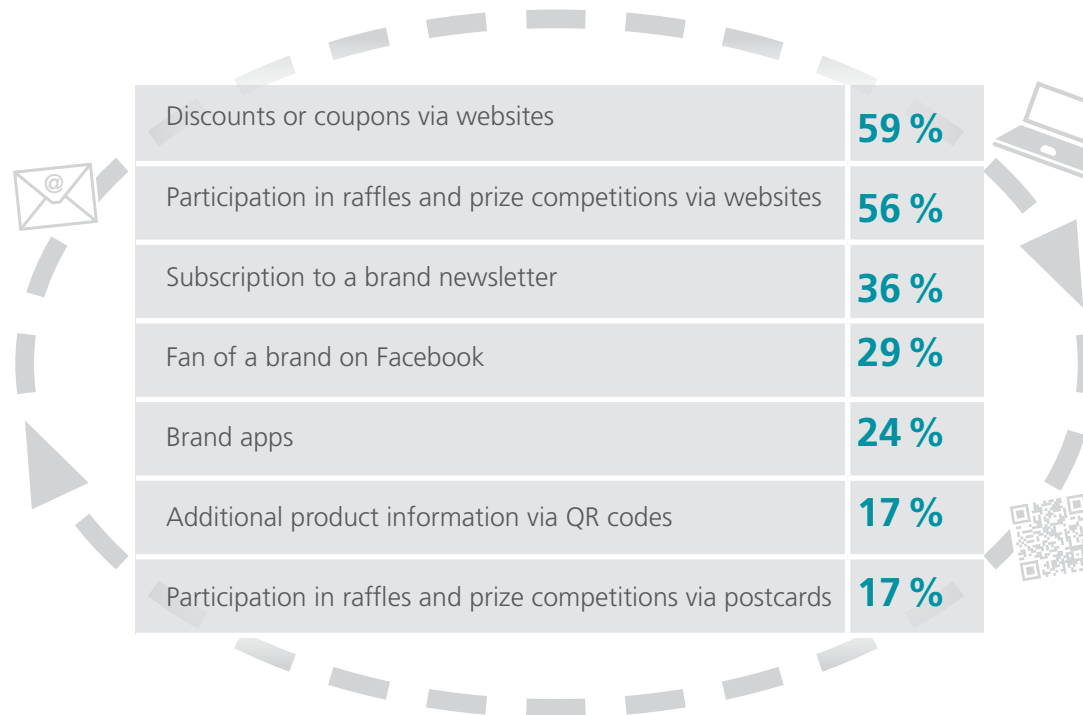
High exposure thanks to a large variety of media touch points

Out-of-home formats are important due to the increased mobility and travelling long distances by car.

Brand interaction

Entertainment enthusiast

Entertainment enthusiast



Brands

"With my Smartphone I'm always 'on'", using a lot of apps. Brand-name communities with games, wallpaper downloads and prize competitions, where you can also chat to other people are cool."

Summary

Entertainment enthusiast



1. Extend your reach

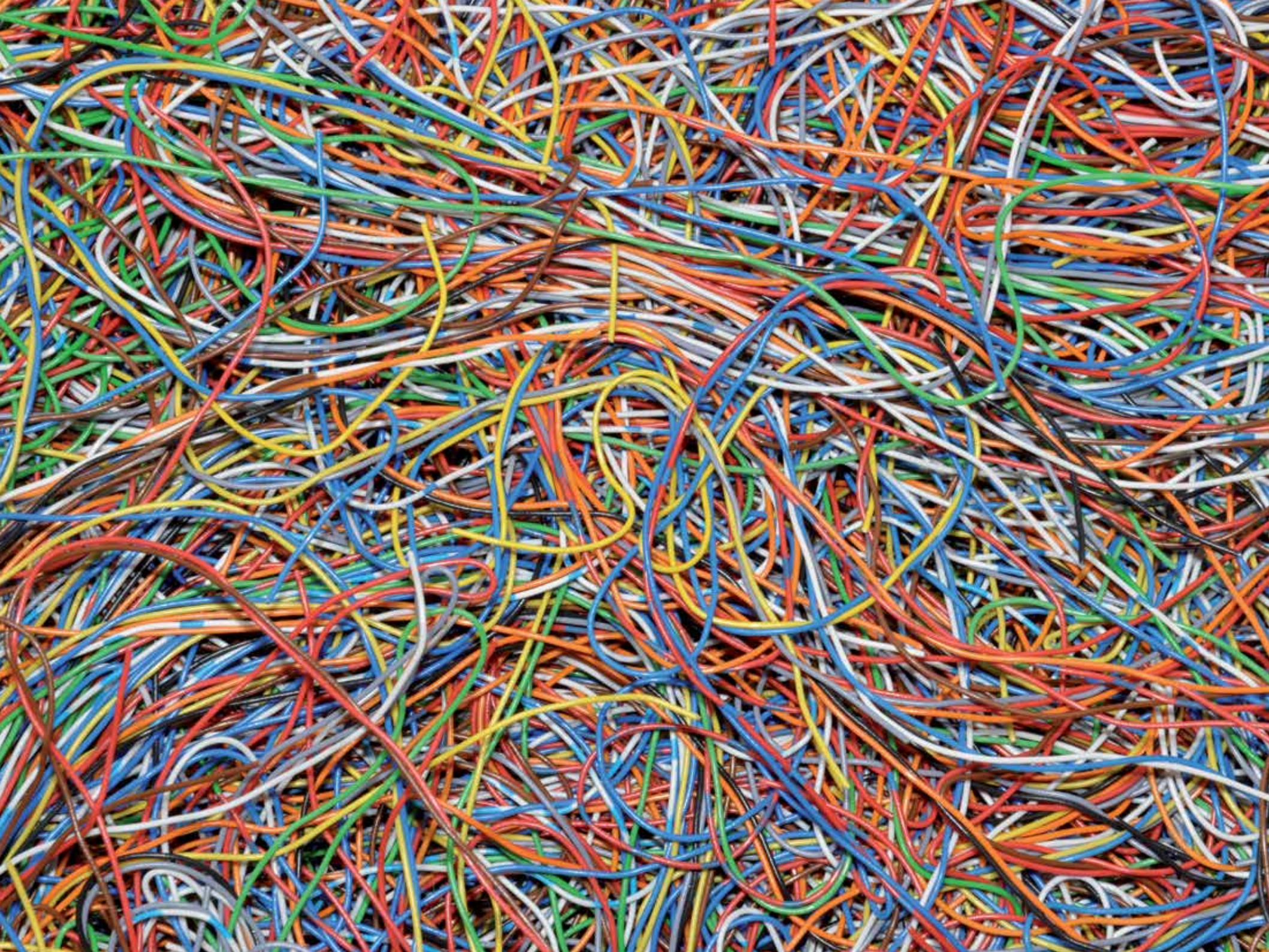
Entertainment enthusiasts are "on" at all times and in all places to keep themselves posted of the latest events. Out-of-home formats extend conventional touch points into the daily mobile routine of this target group.

2. Activate your media impact

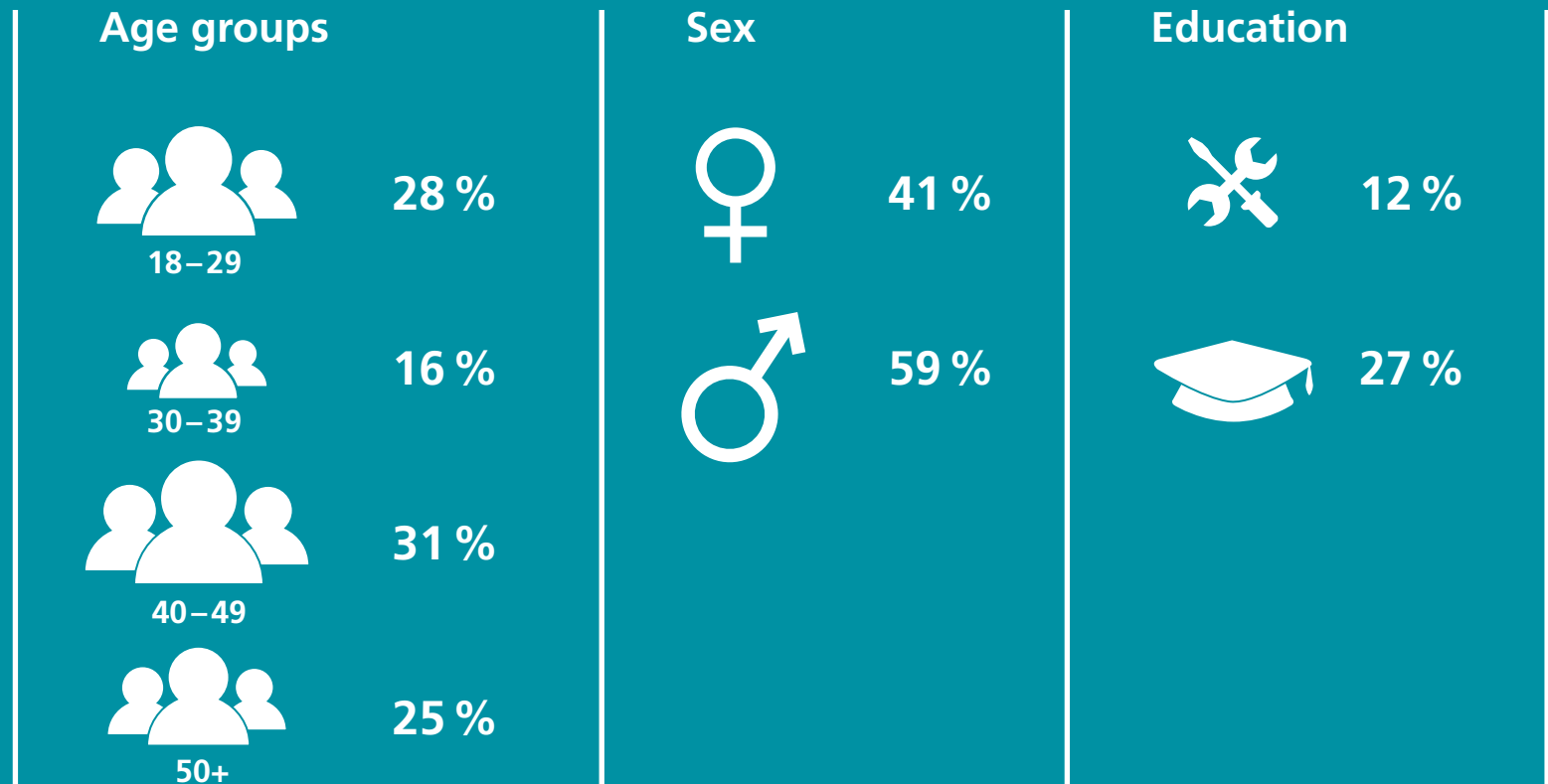
Entertainment is crucial to capture the attention of the entertainment enthusiasts. Delivering entertainment to bridge waiting times triggers interaction with the target group: "Entertainment - at the hit of a button."

3. Increase your brand experience

If storytelling of a traditional brand campaign extends to their daily mobile routine, entertainment enthusiasts feel directly approached and activated. Outdoor experiences of brands demonstrate the liveliness of this experience-oriented target group.



Interaction fan



Personality

Interaction fan



Jörg, 45, from Cologne and has a son, Max, with his wife Steffi.



Gabi, 29, is a veterinary doctor and lives with her boyfriend Nico and her two cats in Berlin.



Peter, 42, from Hamburg is single and works as an architect for office buildings.

"No day is like the other; I'm fascinated by progress and change. I'm always looking for inspiration and I am open to everything life has to offer."

"I'm extrovert and enjoy meeting new people. To experience something exciting with them is more important than buying an expensive watch or driving a new car."

"If I happen to see something interesting when I am on the move, I take a quick photo of it with my mobile. If it's something really exciting, I'll post it on Facebook."

"I like discovering new tastes. BE it sushi, bubble tea or cakepops - I enjoy trying out new things."

Leisure and value orientation

Interaction fan



City trip to Barcelona

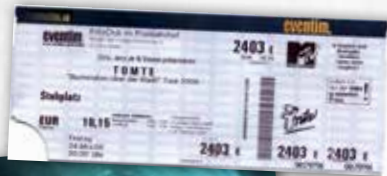
Holiday in Tunisia, 2011



Yoga classes



Spontaneous trip with the car to the countryside



Concerts of my favourite band



Precious moments on the go



A chair I made in a D.I.Y workshop



Picnic in the park



Let's check it out...



Sushi delivery service for Sundays

This is what I need when I go out:



Shopping behaviour

Interaction fan

Shopping behaviour

"Of course I do some research on the Web before making a major purchase. Also, I read about the experiences other people have made. Though for less important things, I also tend to rely on my intuition. This means that I sometimes spontaneously go for things and end up spending more money than I actually wanted to."

Attitude towards advertising

"I'm open for advertisements. I particularly like it when an ad for new products inspires me so that I go and buy something I was previously not aware of."

Brand affinity

"For some things, I do have my absolute favourite brands and I want to keep myself abreast of what's new. Other than that, I also buy no-name products."

Net household income*

 **47 %** up to 1,999.00 €

 **36 %** from 2,000.00 €

Order channels

 **98 %** e-commerce

 **51 %** telephone/catalogue

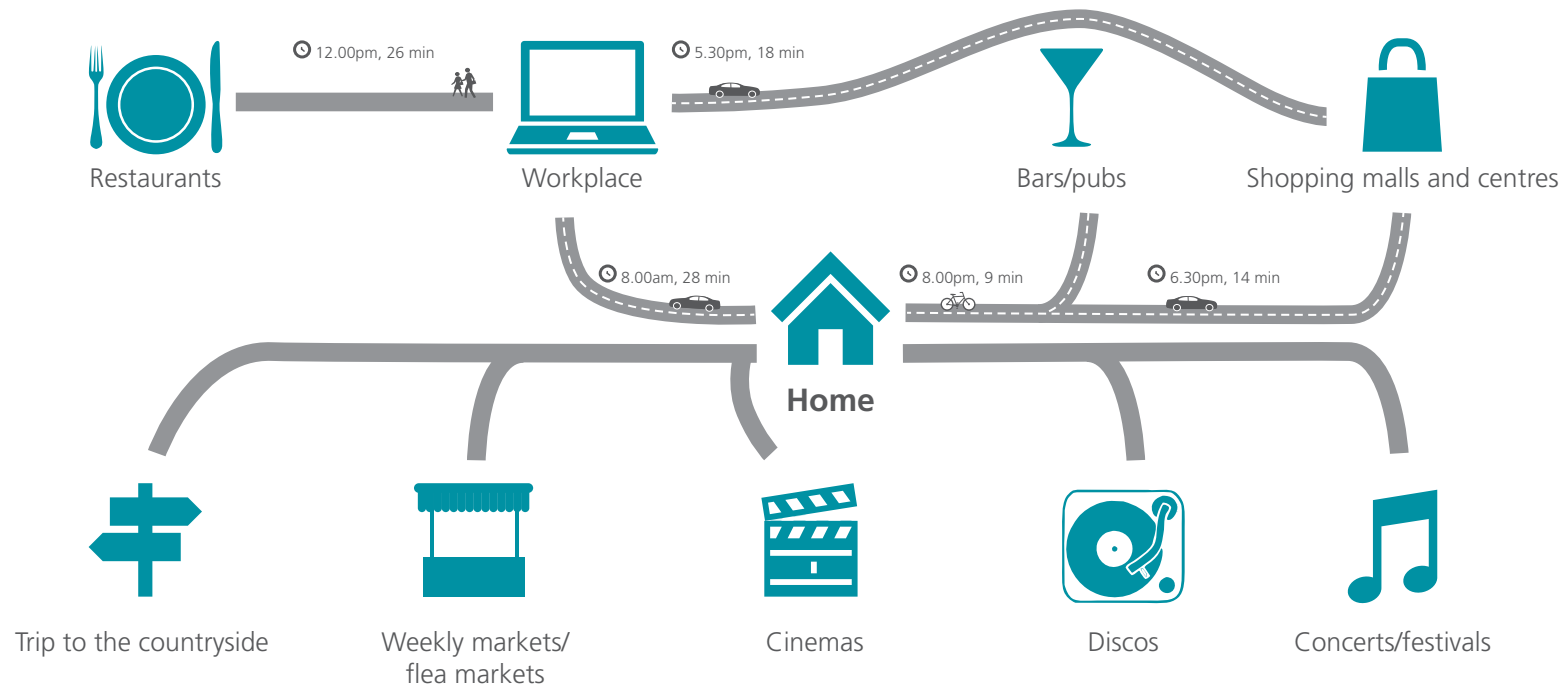
 **16 %** m-commerce

*17 % = no answer regards net household income.

Points of interest

Interaction fan

"Wherever possible, I take different routes and keep changing my daily routine. A spontaneous trip to the countryside, allowing myself to be carried away, just see what comes next - that's my thing!"



88 %

Out of home every day from Mon. – Fri.

40 %

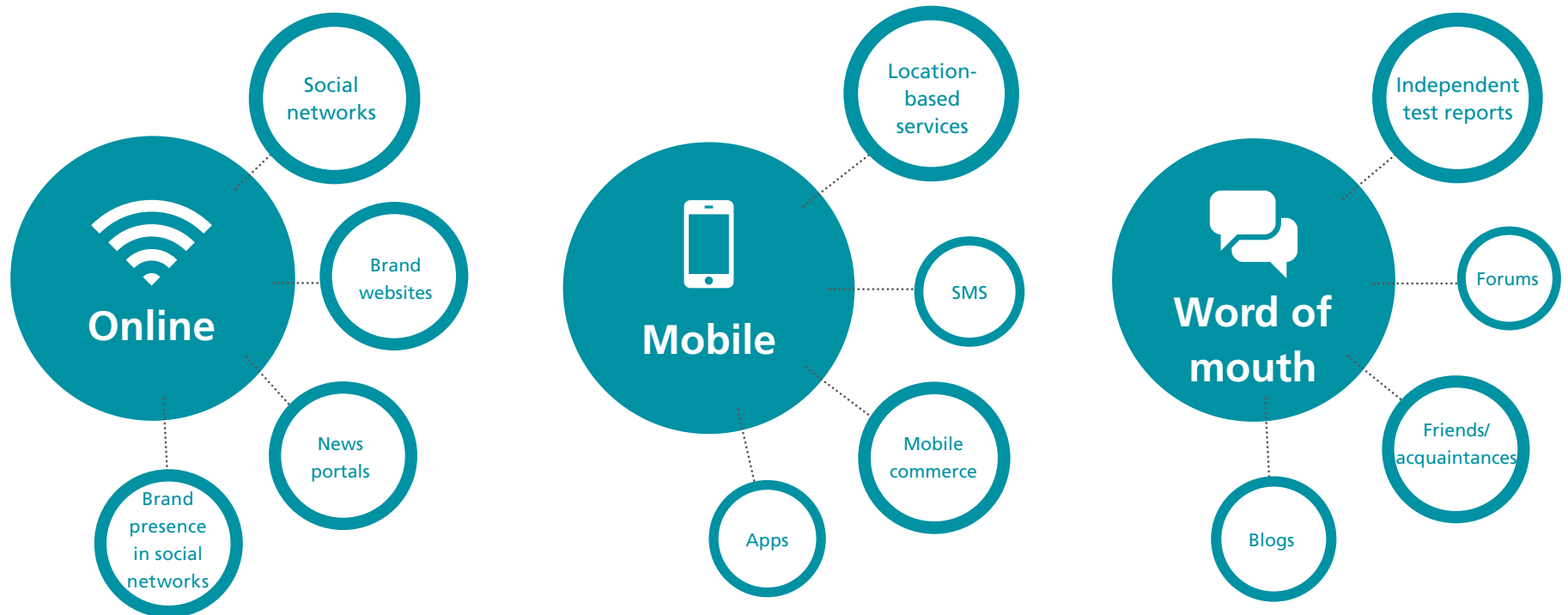
Out of home every day Sat. + Sun.

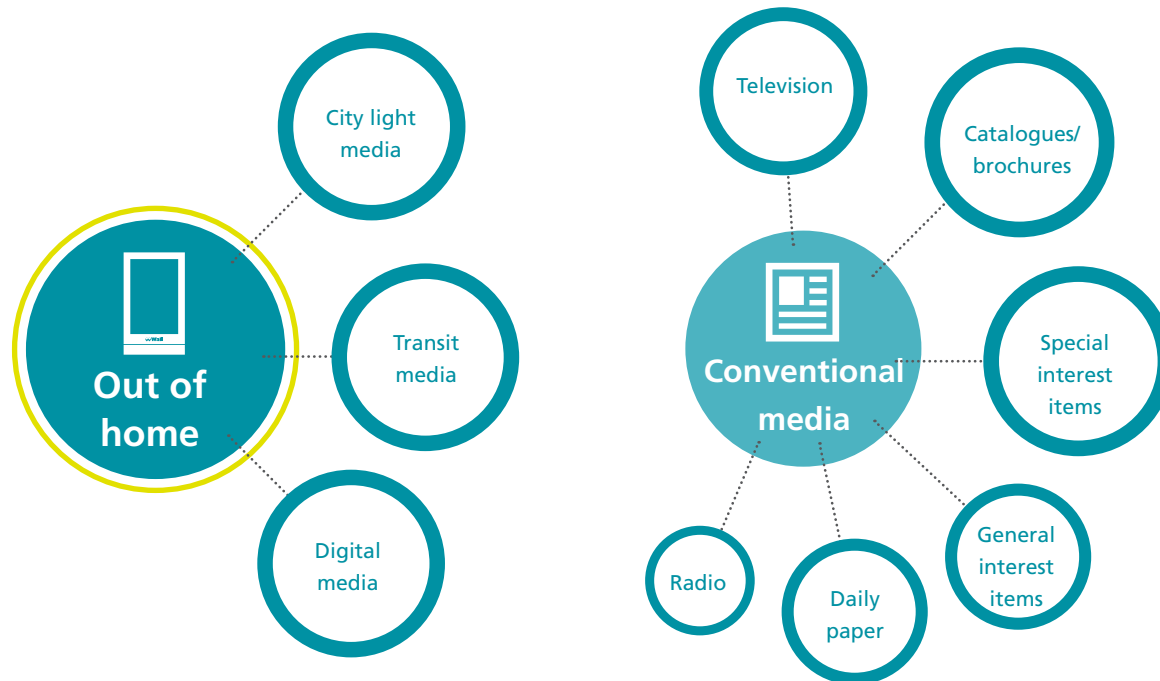
ø 100 min

Time needed for all routes taken yesterday

touch points

Interaction fan





Bottom line

High exposure thanks to a large variety of media touch points

Out-of-home formats are relevant, providing optimum mobility and flexibility

Brand interaction

Interaction fan

Interaction fan

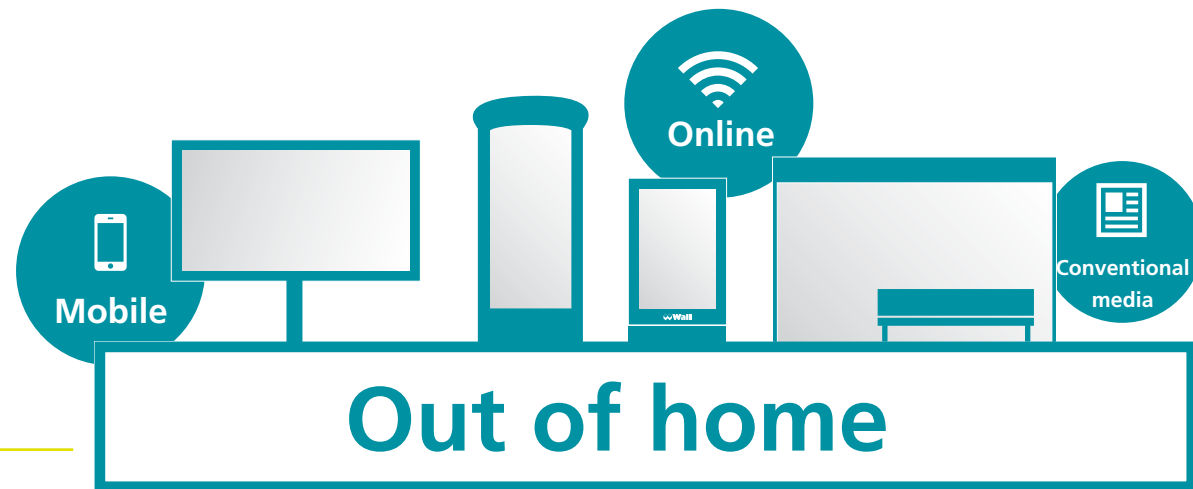
Participation in raffles and prize competitions via websites	90 %
Discounts or coupons via websites	86 %
Subscription to a brand newsletter	44 %
Fan of a brand on Facebook	34 %
Discounts or coupons via QR codes	30 %
Additional product information via QR codes	30 %
Participation in raffles and prize competitions via QR codes	26 %
Brand apps	21 %
Following a brand on Twitter	8 %

Brands

"I am very curious person – when I discover something new, I want to know what is going on! I particularly want to be up to date with my favourite brands and be the first one to know what's new."

Summary

Interaction fan



1. Boost your profile

Interaction fans are very active and often out of home, always looking for new things. Conventional media are becoming less successful in reaching interaction fans, whilst offering little room for innovative advertising campaigns.

2. Extend your reach

Interaction fans are always "on" via their Smartphones and enjoy interacting with brands. For this mobile target group, out-of-home advertising is the ideal instrument to activate additional touch points to increase the advertising impact.

3. Be innovative and creative

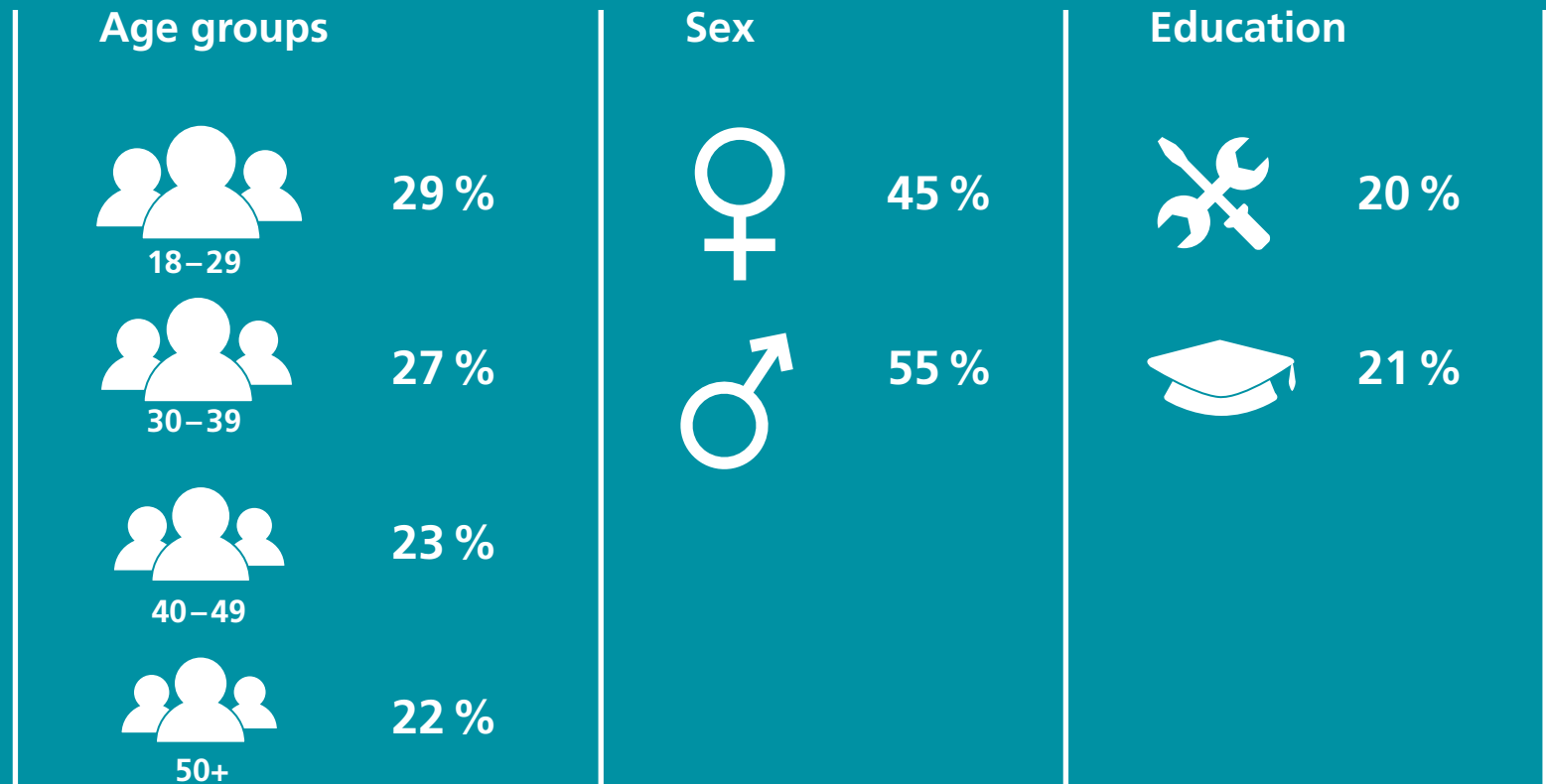
Interaction fans are particularly encouraged by quirky and modern advertising. Unusual out-of-home formats give the brand an innovative and creative image.

4. Drive your sales

Interaction fans are conscious about mobile sales campaigns and show an increased willingness to spend money. For this target group, out-of-home formats open the door to "on the go" sales channels. Have them take the direct route to the point of sale.



Individualist



Personality

Individualist



Van Bo, 32, is team leader of the IT department of a start-up company in Berlin.



Julian, 29, manages a catering service for large events in Stuttgart and is single.



Mareile, 24, studies political sciences in Dresden and is a tutor for first-year students.

"Mobility plays a central role in my individual lifestyle. There's me, and then there's the rest of the world. All the mainstream stuff just doesn't suit me."

"I'm interested in beautiful things: art, music, architecture! They help balance my hectic daily life."

"I consider it important to grow professionally. I don't mind working overtime to ensure the success of my projects."

"My music is the soundtrack of my life. I need it for sport and dancing. And I always have my earphones with me!"

Leisure and value orientation

Individualist



Always have enough interesting books to read



Training for the half marathon



Full diary



Homemade ice-cream



A thought-provoking movie



Inspiration and relaxation



A great art exhibition



Living well with beautiful furniture



Reminder: Get tickets for the fashion show



A napkin for my dining table

This is what I need when I go out:



Shopping behaviour

Individualist

Shopping behaviour

"I generally think it's important to be informed about all the details of my purchase so that I can choose the best product. However, sometimes I just go for it, if I see something that suits me."

Attitude towards advertising

"I find interesting ideas in advertisements and try to get an overview of what's new on the market. I'm not afraid of being influenced by it – I know what's behind it."

Brand affinity

"I use brands to express my personality. Brand-name products provide a better quality than no-name products – you know what you've got – and I'd rather spend money on good quality."

Net household income*

 **46 %** up to 1,999.00 €

 **41 %** from 2,000.00 €

Order channels

 **91 %** e-commerce

 **36 %** telephone/catalogue

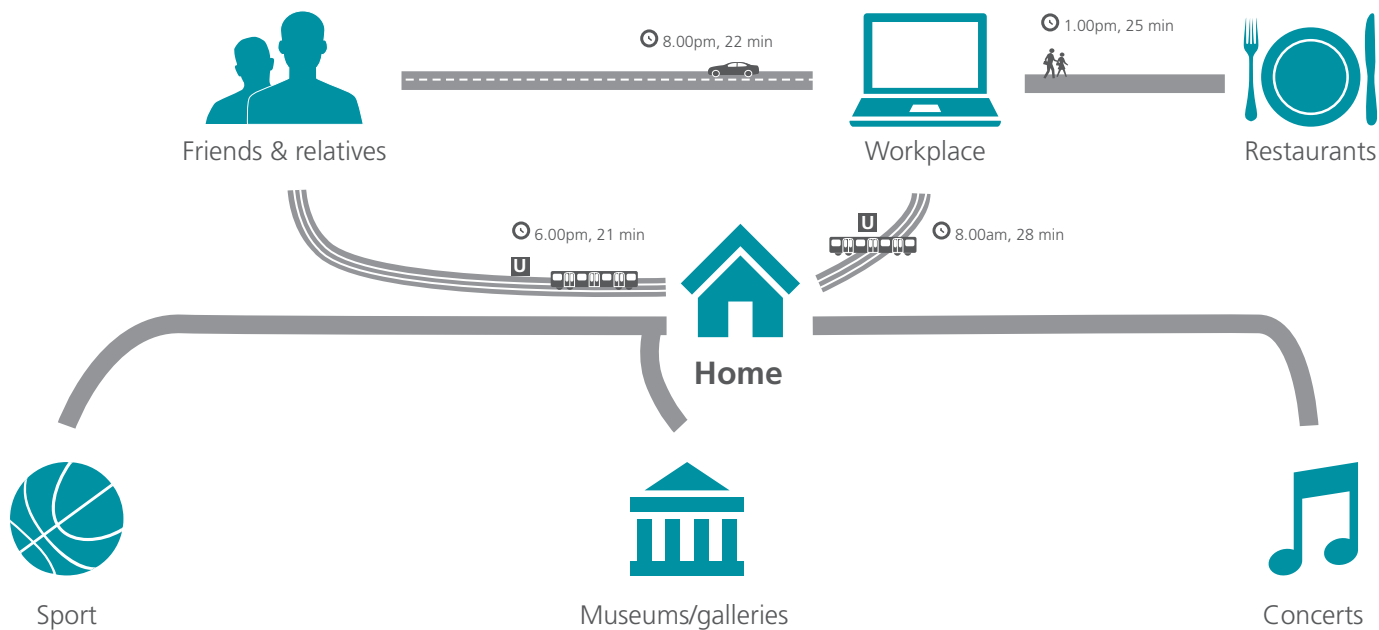
 **12 %** m-commerce

*13 % = no answer regards net household income.

Points of interest

Individualist

"Being mobile is very important for me – not only when it comes to sport. If a train is cancelled, I find out where the next car-sharing vehicle is, because being mobile means to move forward."



83 %

Out of home every day from Mon. – Fri.

38 %

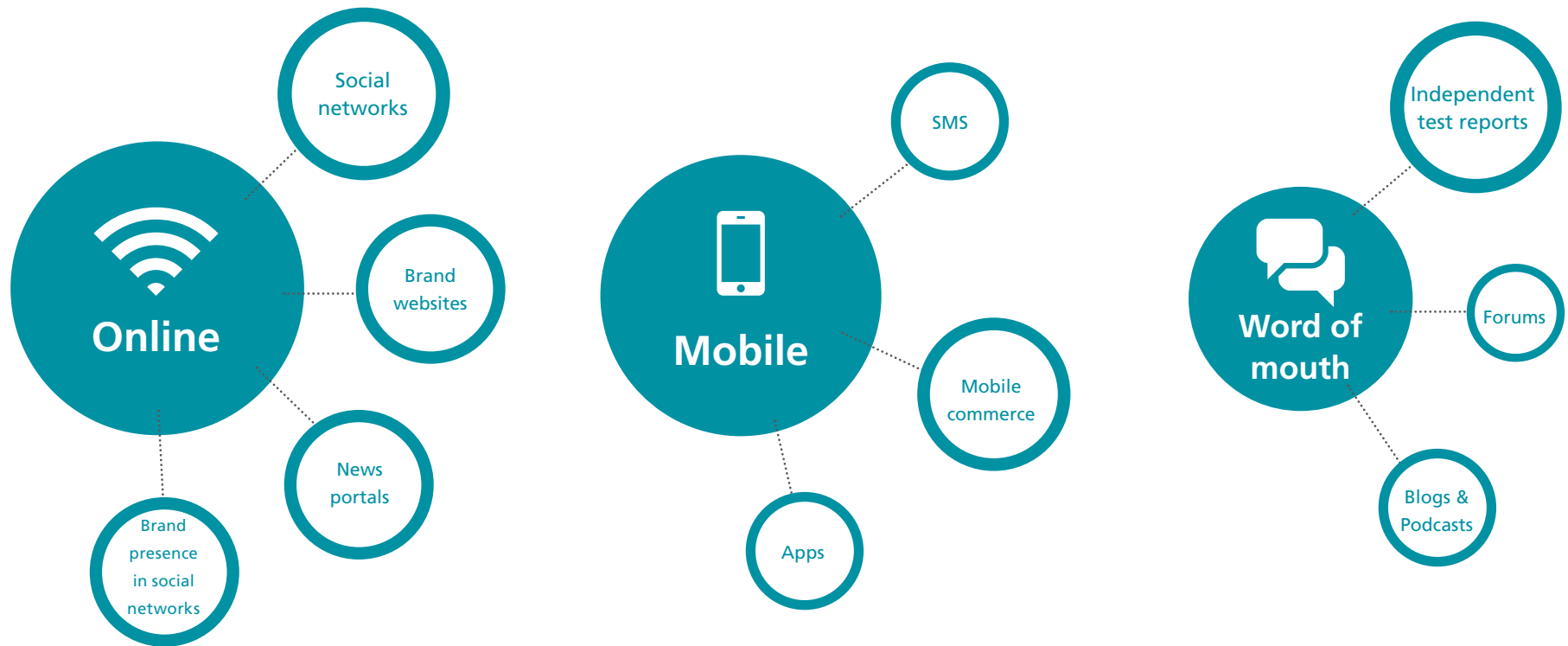
Out of home every day Sat. + Sun.

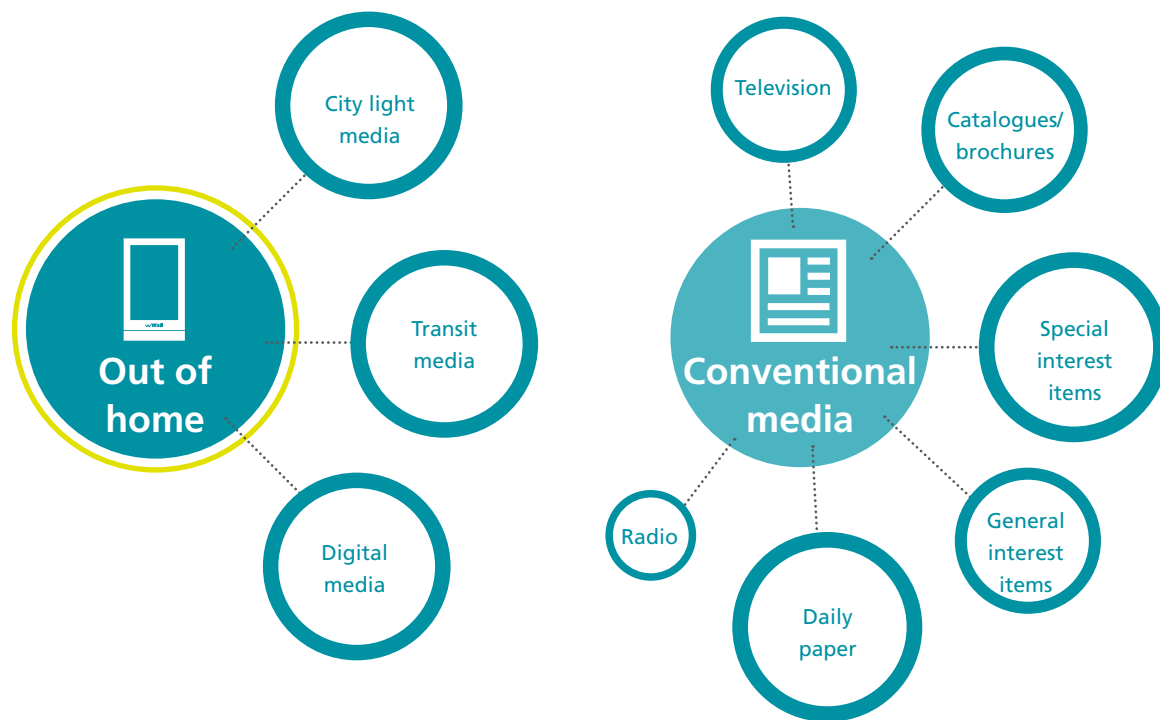
ø 85 min

Time needed for all routes taken yesterday

Touch points

Individualist





Bottom line

Out-of-home formats are both attractive and effective when they contain special features.

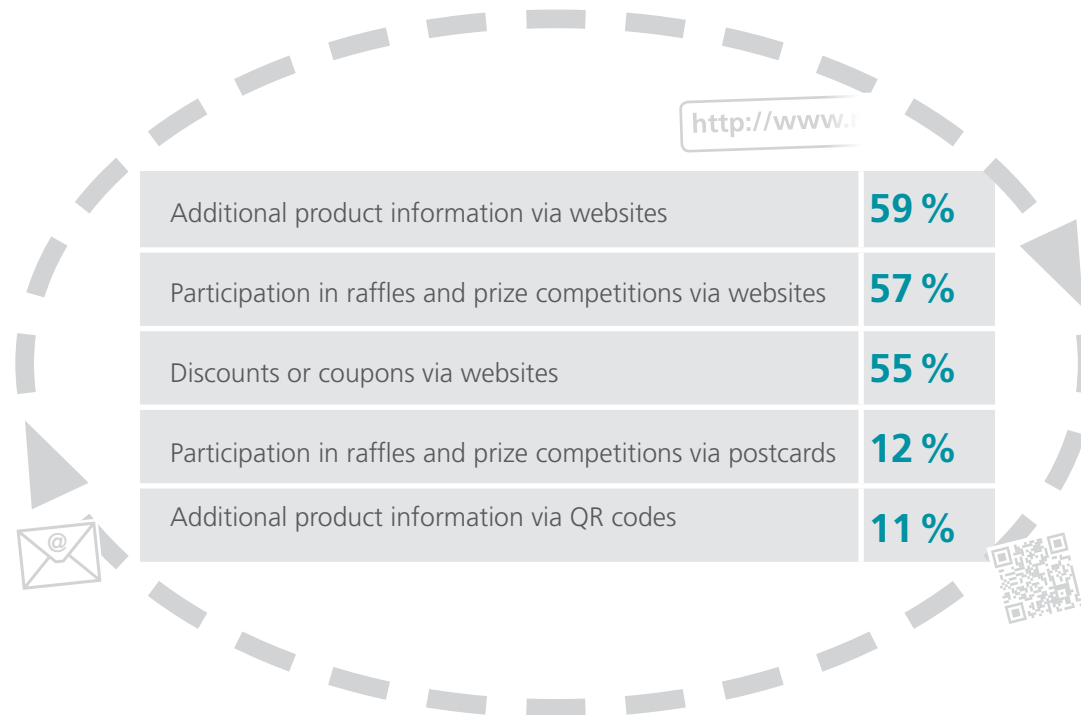
Also, they offer a large range of touch points, yet are not comparable with mass media.

Brand interaction

Individualist

Individualist

Brands



"I have many different interests and look for detailed information with content that I can trust and on the things that interest me. I can enter into serious and valuable discussions with specialists."

Summary

Individualist



1. Take the lead

Individualists use their media in an individual and customised manner. As a result, out-of-home formats which add real (practical or emotional) value can take on the role of the medium par excellence.

2. Maintain exclusivity

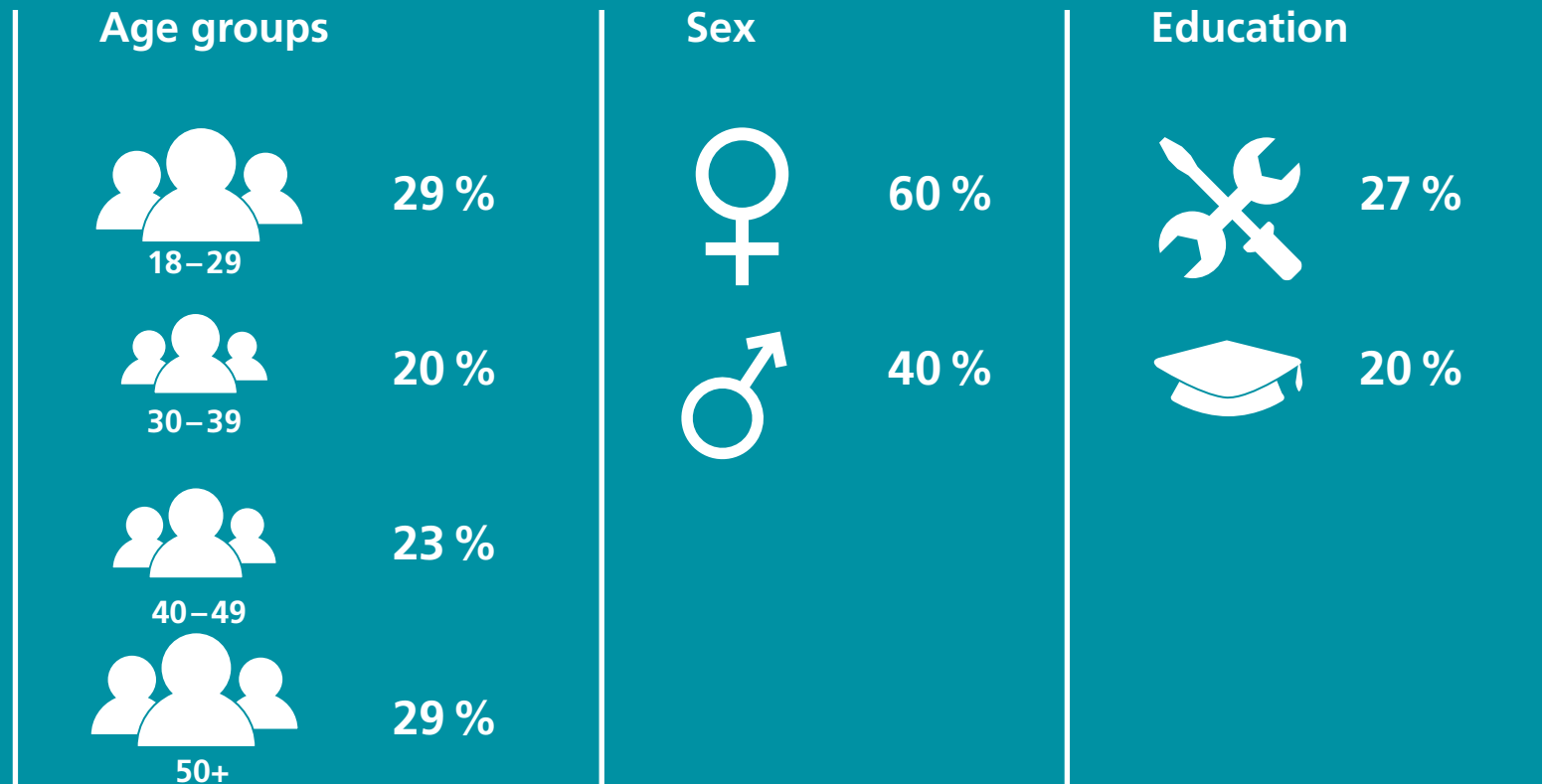
Individualists select media and brands after thorough consideration. They are attracted by the character and exclusivity of a brand which is placed at carefully selected points of interest.

3. Extend your reach

It is important to quickly guide the individualist to the digital formats tailored to his needs in order for the brand's creativity and originality to become visible.



Collector of ideas



Personality

Collector of ideas



Ute, 51, lives and works in Hamburg and separated from her husband one year ago.



Julia, 29, lives with her boyfriend in Nuremberg. She is currently doing her master's in German studies.



Rolf, 52, lives with his family in Bremen.

"I like to travel and observe my surroundings. I learn a lot about the world and see what's going on. That's how I keep myself up to date."

"I like cooking with my friends. Before cooking, we go to the weekly market and buy fresh vegetables."

"I read a lot in my leisure time – particularly in the park. Or I talk to my sweetheart on the phone ... for hours!"

"My clothes reflect my moods. When I'm in a good mood I need light colours. I like shopping and enjoy a good bargain."

Leisure and value orientation

Collector of ideas



My favourite leisure activity



Celebrating summer in the park



Sitting in a café for hours



Souvenirs from the last walk in the woods



Cooking with friends and family!



The most important telephone numbers



My next purchases

This is what I need when I go out:



Shopping behaviour

Collector of ideas

Shopping behaviour

"For me, the right feeling plays an important role. For major purchases I don't need to go overboard with getting information; instead I often make decisions based on intuition. I know I can rely on brands."

Attitude towards advertising

"When I'm out, I often see interesting ads which convince me to spontaneously buy the products. Afterwards, I ask myself whether I really needed them."

Brand affinity

"With my favourite brands I look out for quality and am happy to pay a bit more. Other than that I look out for cheap offers – it doesn't always have to be the most expensive brand."

Net household income*

 **61 %** up to 1,999.00 €

 **24 %** from 2,000.00 €

Order channels

 **92 %** e-commerce

 **32 %** telephone/catalogue

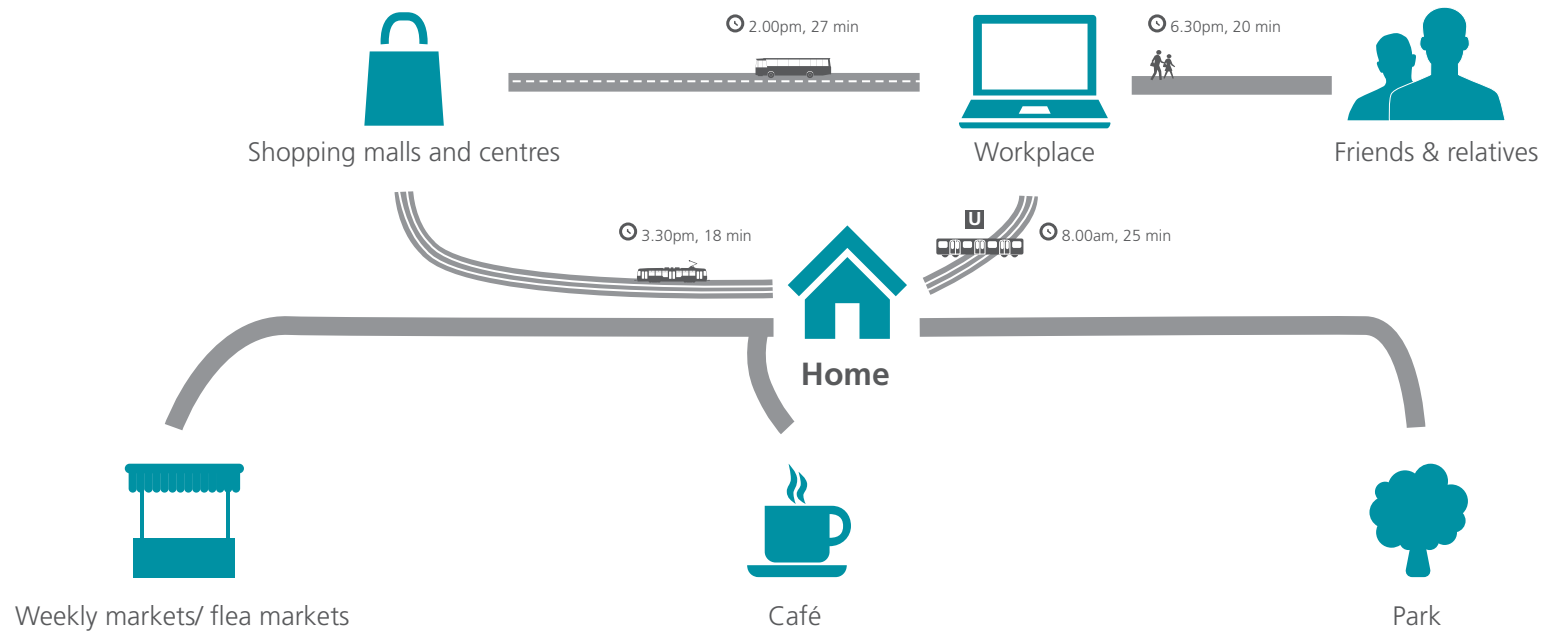
0 % m-Commerce

*15 % = no answer regards net household income.

Points of interest

Collector of ideas

"I like being outside. I go crazy really easily if I stay at home. I like lively places and simply let my surroundings work on me."



87 %

Out of home every day from Mon. – Fri.

28 %

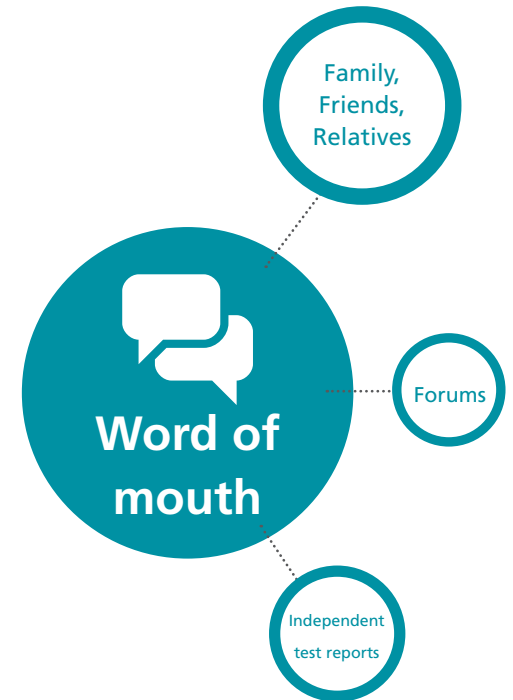
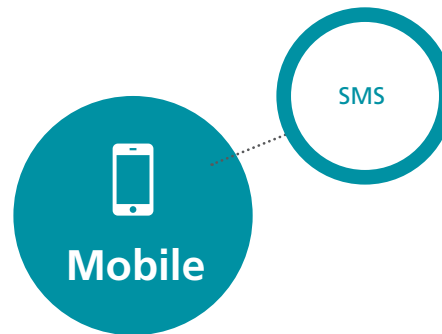
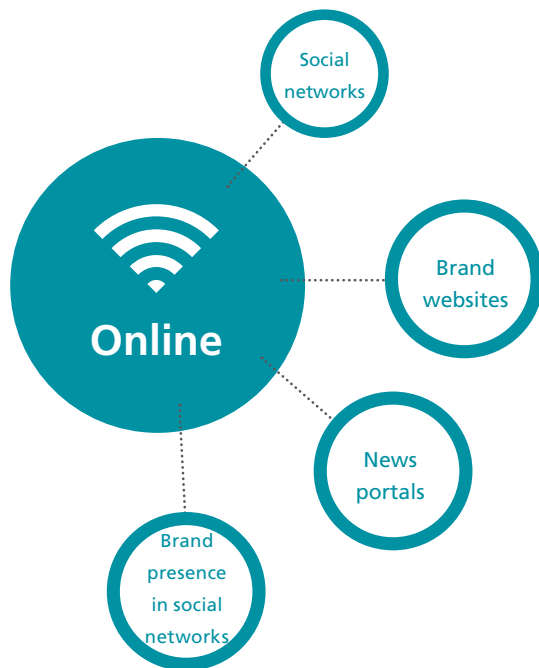
Out of home every day Sat. + Sun.

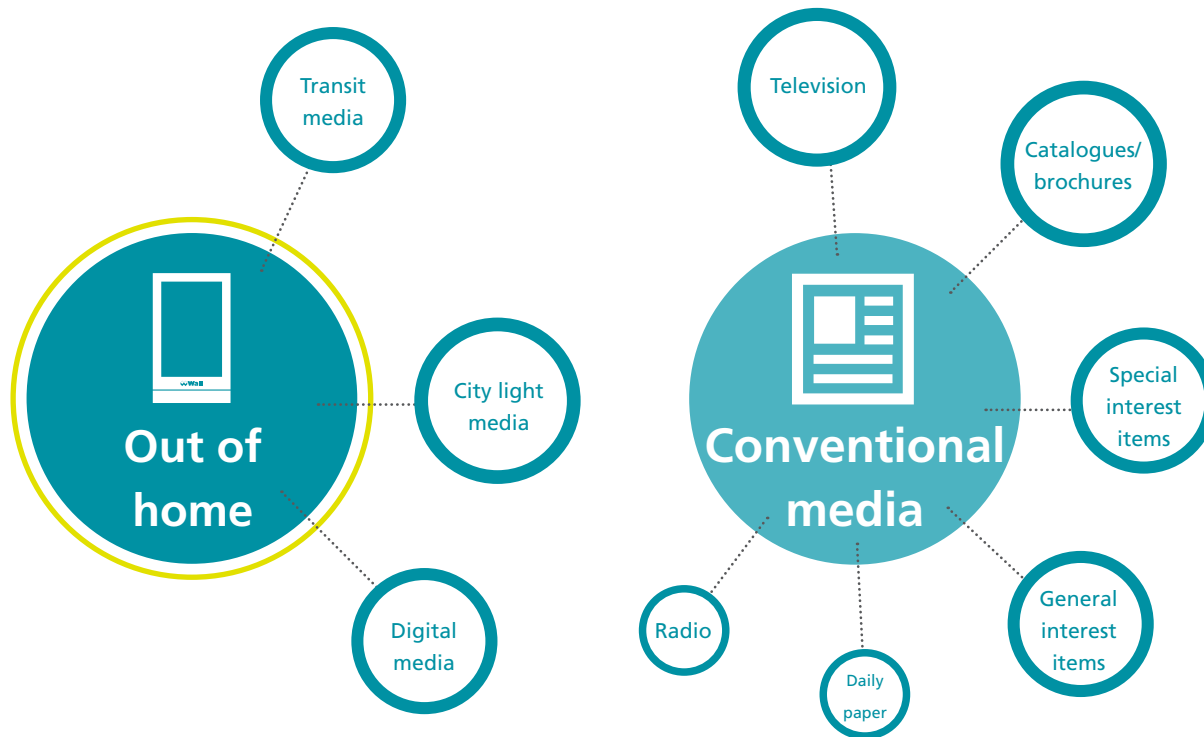
ø 91 min

Time needed for all routes taken yesterday

Touch points

Collector of ideas





Bottom line

The attitudes of friends and acquaintances are important sources of inspiration and information

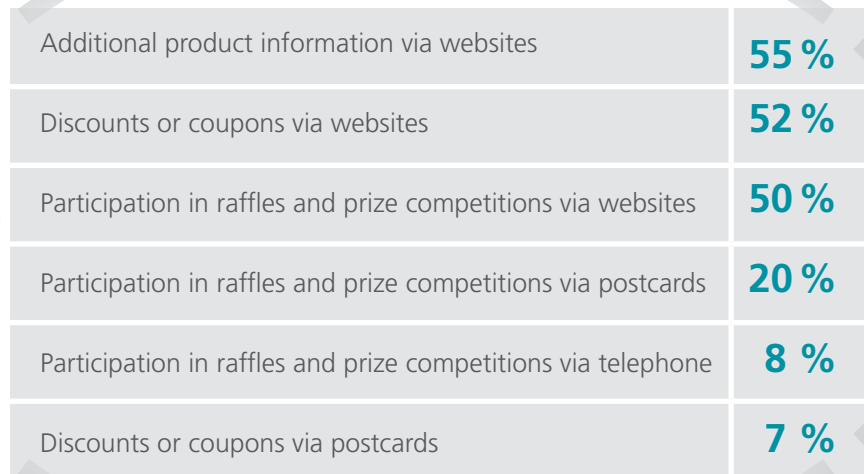
This target group is reached most effectively by out-of-home formats, such as transit media.

Brand interaction

Collector of ideas

Collector of ideas

Brands



Additional product information via websites	55 %
Discounts or coupons via websites	52 %
Participation in raffles and prize competitions via websites	50 %
Participation in raffles and prize competitions via postcards	20 %
Participation in raffles and prize competitions via telephone	8 %
Discounts or coupons via postcards	7 %

"I'm interested in the opinions of others. First, I find out about the brands via websites; then I read customer reviews or ask one of my friends or someone in my family."

Summary

Collector of ideas



1. Build brand awareness

Collector of ideas go through life with open eyes. Presenting a brand in high-profile transit media can increase the spontaneous recognition of conventional campaigns by this urban-mobile target group.

2. Take the lead

In particular, out-of-home formats provide the collector of ideas with ideas and information on the latest trends. Let the road guide them to the world of products.

3. Drive your sales

Collectors of ideas listen to their inner voice. Stepping into this group's spontaneity and openness creates a direct stimulus to consumption "on the go".

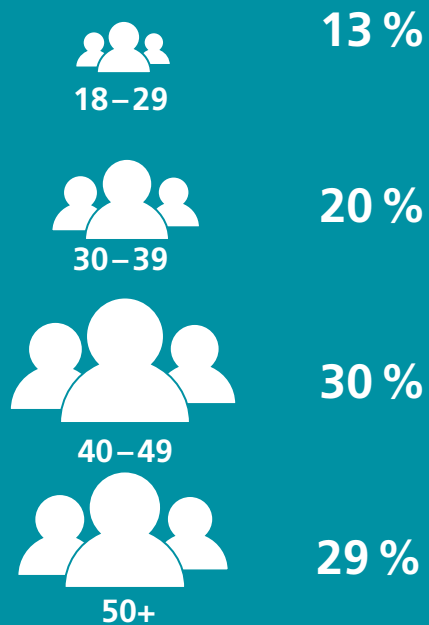
4. Associate your brand with emotions

In situations where the collector of ideas is travelling alone and feels lonesome or bored ("micro-boredom"), an emotionally-anchored brand association could distract this target group: give the brand an emotional significance using out-of-home formats.

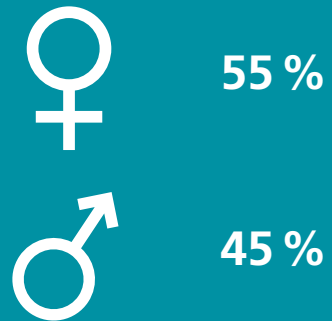


Autonomist

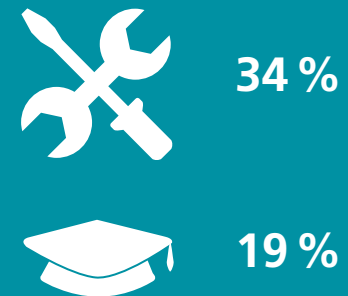
Age groups



Sex



Education



Personality

Autonomist



Marion, 47, has two children and works as a hairdresser.



Wolfgang, 51, works in a car dealer and lives with his family in a suburb of Mannheim.



Margit, 55, lives in Unna and is separated.

"Everything in my life runs in an orderly fashion, both my daily life and my shopping decisions. Highlight is the time spent with my family, because I can relax best at home."

"A home to feel comfortable which is very important for me. I like to invest a lot of time in my home and garden to make it look really nice."

"Television is an important source of information for me. I read a lot of books, but I use the television and daily paper to keep myself up to date."

Leisure and value orientation

Autonomist



Cycle tour on Sunday



Just the two of us



Shopping list



Equipment for keeping the lawn nice and neat



A reminder of the past



My favourite show



Weekend TV guide



Important newspaper article



The car dealer of my choice



Decent tools, decent price



When the kids were still young

This is what I need when I go out:



Shopping behaviour

Autonomist

Shopping behaviour

"I think it's imprudent to make purchases on a whim. I think about what I need beforehand. Money doesn't grow on trees."

Attitude towards advertising

"I don't pay too much attention to advertising; it tries to persuade you to buy things you don't really need. If I happen to pay attention, that would be at ads showing special offers."

Brand affinity

"I compare prices. If an unfamiliar brand is less expensive, but has the same functions, I will choose that one. Sometimes products of no-name brands are of better quality."

Net household income*

 **54 %** up to 1,999.00 €

 **33 %** from 2,000.00 €

Order channels

 **94 %** e-commerce

 **29 %** telephone/catalogue

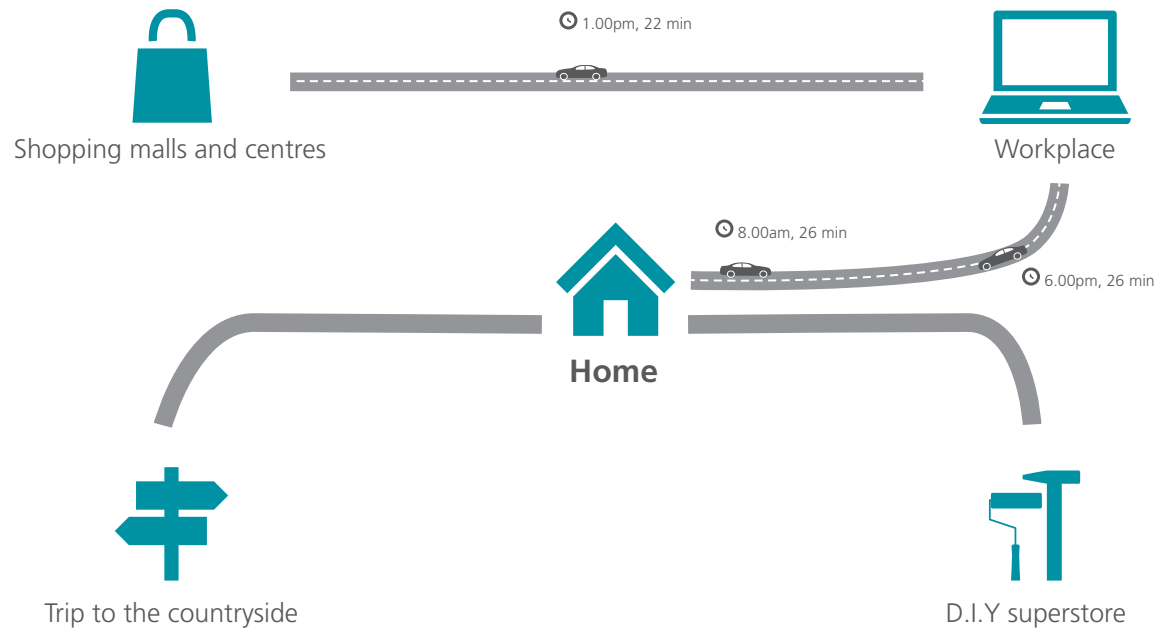
0 % m-Commerce

*13 % = no answer regards net household income.

Points of interest

Autonomist

"During the week, I use the car a lot: for work, for shopping. So I'm always glad when I get to spend the weekend at home. Mobility can be tiring and reminds me of the drudgery of everyday life."



88 %

Out of home every day from Mon. – Fri.

27 %

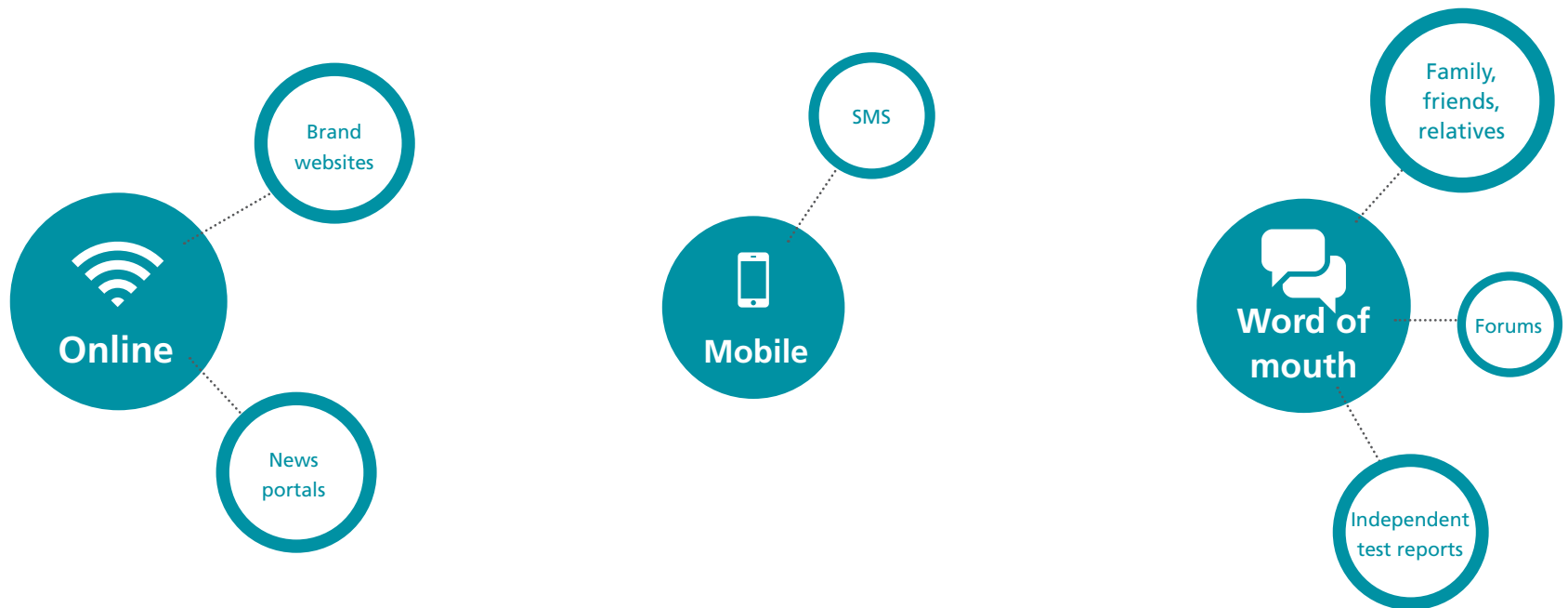
Out of home every day Sat. + Sun.

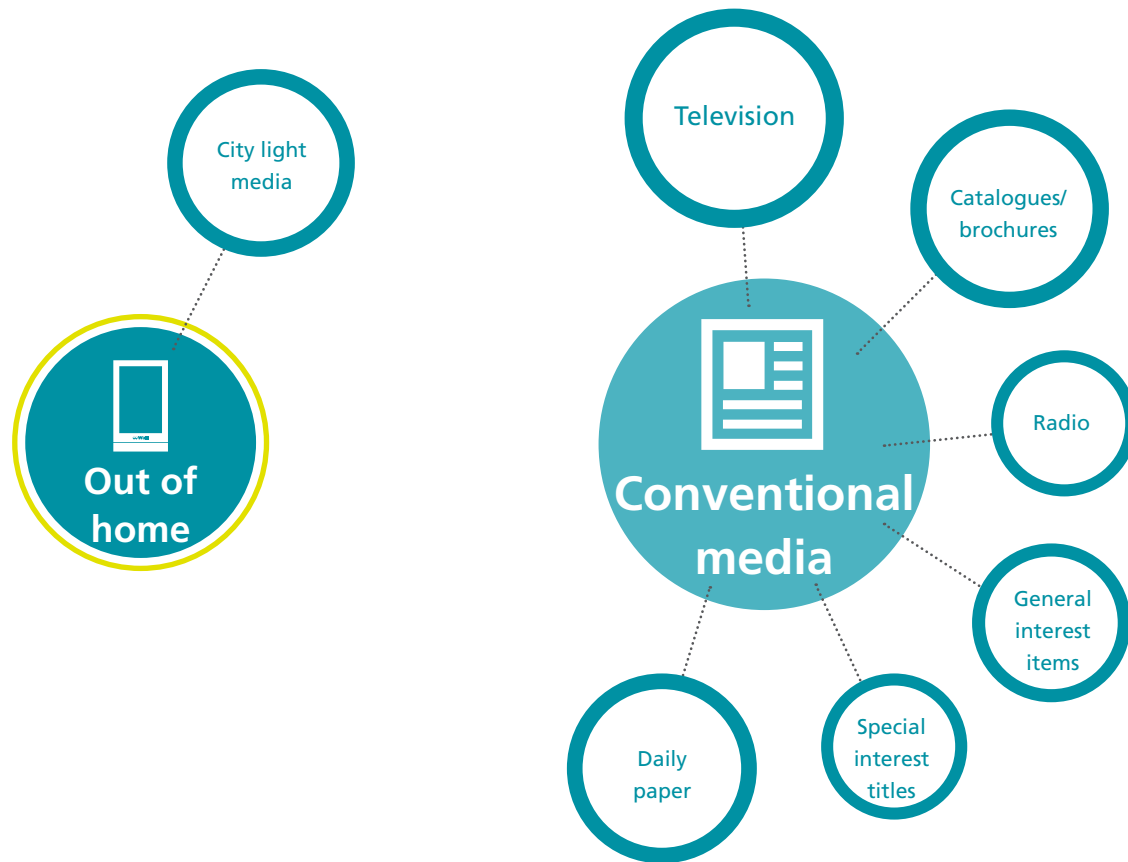
ø 76 min

Time needed for all routes taken yesterday

Touch points

Autonomist





Bottom line

Average probability of exposure due to standard range of touch points.

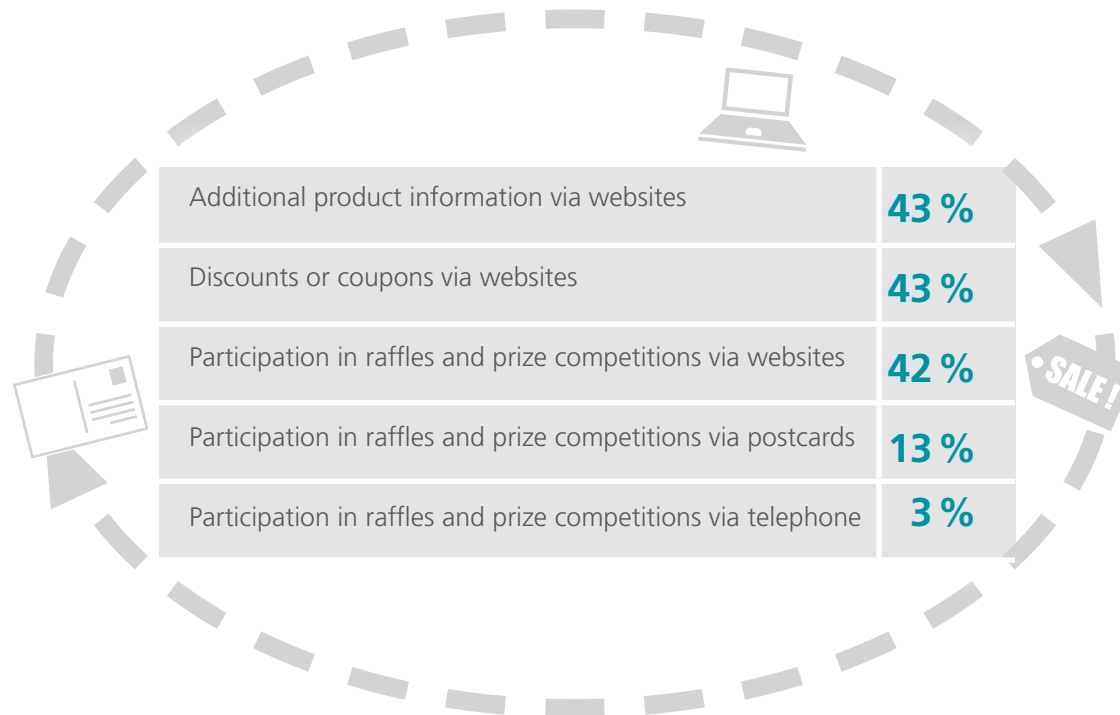
Out-of-home formats are relevant due to frequent car trips

Brand interaction

Autonomist

Autonomist

Brands



"I like browsing through catalogues, where I can easily compare the product information. I ask my friends and relatives in detail about their product experiences. The information I receive I find solid and tangible."

Summary

Autonomist



1. Increase brand awareness

The ad recall of autonomists is improved by frequent reception repetitions. Reception frequency is created using the repetitive routes of the autonomists.

2. Extend your reach

Autonomists want to be informed. For them, out-of-home advertising functions as a channel through which they can access information, such as links to detailed knowledge to carry out extensive research.

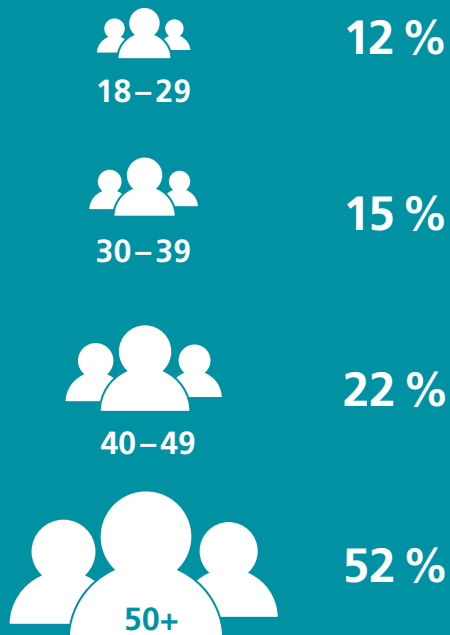
3. Optimise your presence

Autonomists have a set radius and routinely use conventional media. Out-of-home formats widen the otherwise narrow road of the advertisers, supporting them in achieving maximum potential.

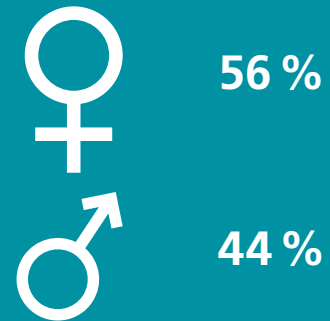


Traditionalist

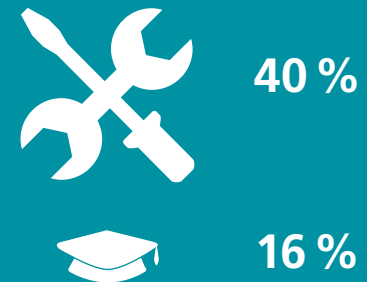
Age groups



Sex



Education

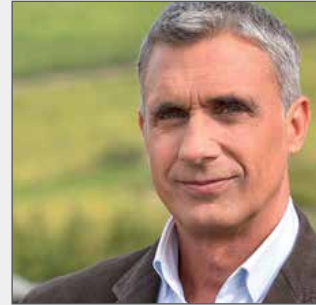


Personality

Traditionalist



Anette, 64, is retired and lives with her husband in Gera. Her children left home some time ago.



Thomas, 52, is a consultant for agricultural businesses. He is currently looking for new contracts.



Karin, 58, took early retirement and lives in Wolfsburg.

"The world out there is much too hectic and fast-moving for me; I feel safe inside my own four walls, I like relaxing in front of the TV or reading a good book."

"I like treating myself to a haircut in town and being pampered. On the bus, on my way to the hairdresser I read fashion magazines to get myself in the mood."

"Friends and family are an important reference point and source of advice for any questions. Talking to them on the phone provides my life with the much needed variety."

Leisure and value orientation

Traditionalist



"Reading is dreaming through someone else's hands." (Fernando Pessoa)



The whole family together



My beautician



The sofa! The favourite spot of all family members.



On the wish list!



Us in our car - our trusty companion



Little Susi's mobile phone lesson

This is what I need when I go out:



Shopping behaviour

Traditionalist

Shopping behaviour

"I like to be well-informed, so that I can make the right decisions for major purchases. I therefore rarely buy anything spontaneously, because I'm not sure if I could get the same quality for a better price elsewhere."

Attitude towards advertising

"I do look at advertisements, because it gives me a good overview of where you can buy what and how expensive it is; but of course advertisements try to lure you into consuming even more. You have to be careful."

Brand affinity

"Brand-names are not the deciding factor for me – I look for good value for money. Unfamiliar brands are often just as good as registered brands and cost less."

Net household income*

 **62 %** up to 1,999.00 €

 **24 %** from 2,000.00 €

Order channels

 **96 %** e-commerce

 **30 %** telephone/catalogue

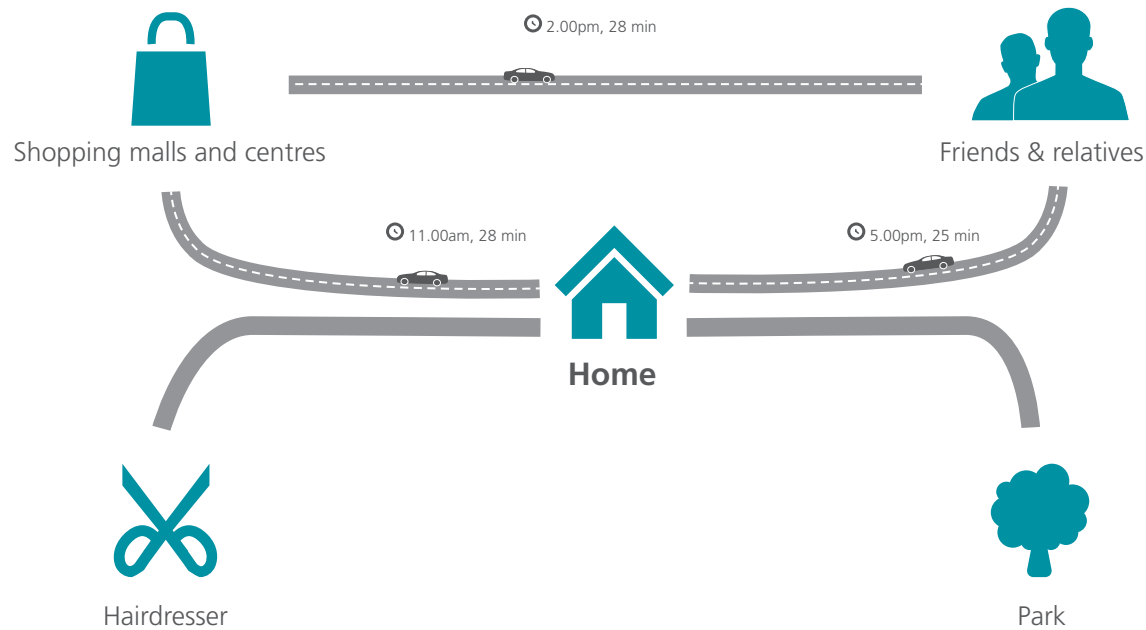
0 % m-Commerce

*14 % = no answer regards net household income.

Points of interest

Traditionalist

"I don't need to be constantly on the move, but when I am, I take the car – it's the most comfortable option. I use it to go shopping in the mornings and visit my family and friends in the afternoons."



1 %

Out of home every day from Mon. – Fri.

7 %

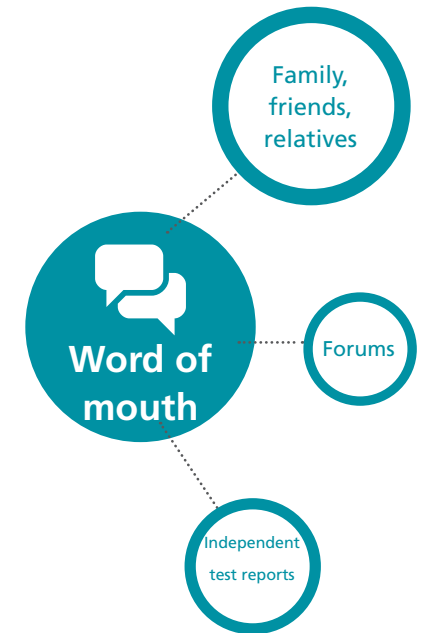
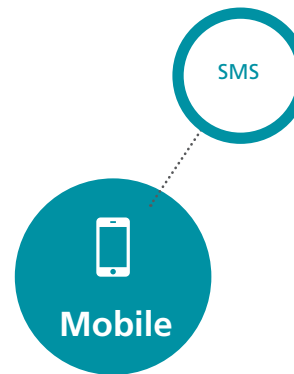
Out of home every day Sat. + Sun.

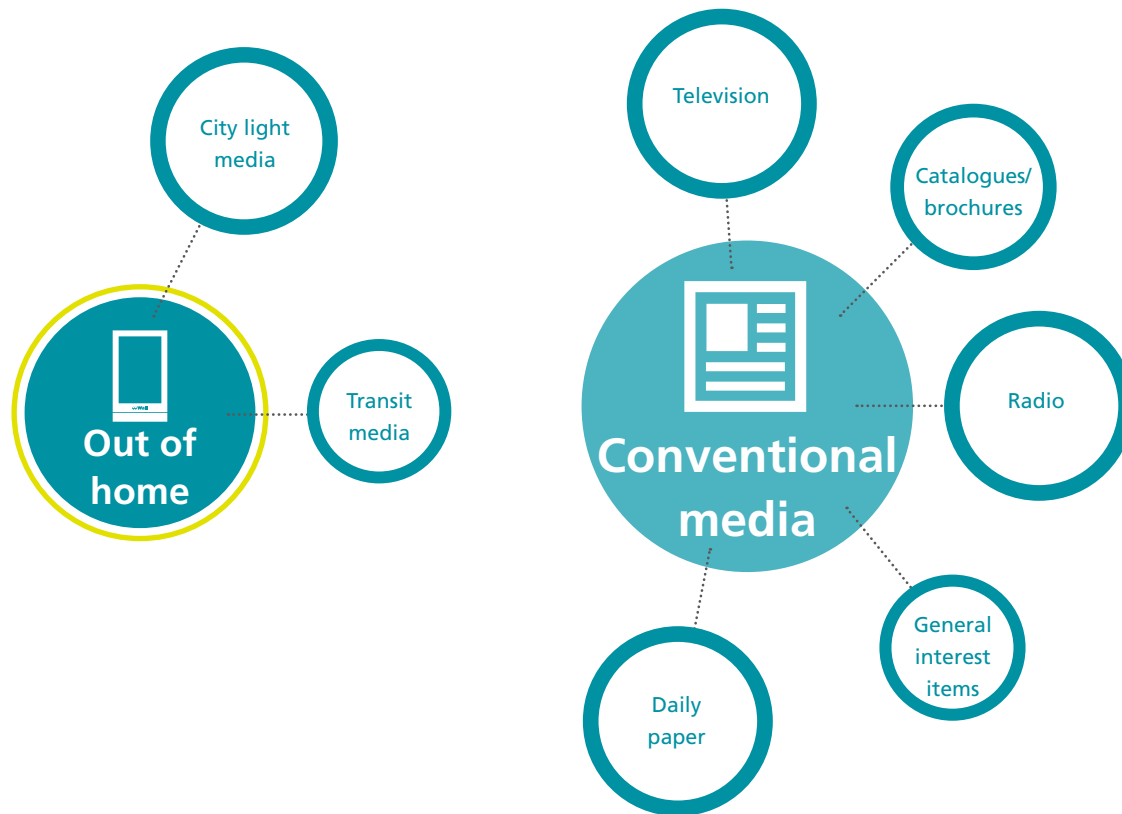
ø 77 min

Time needed for all routes taken yesterday

Touch points

Traditionalist





Bottom line

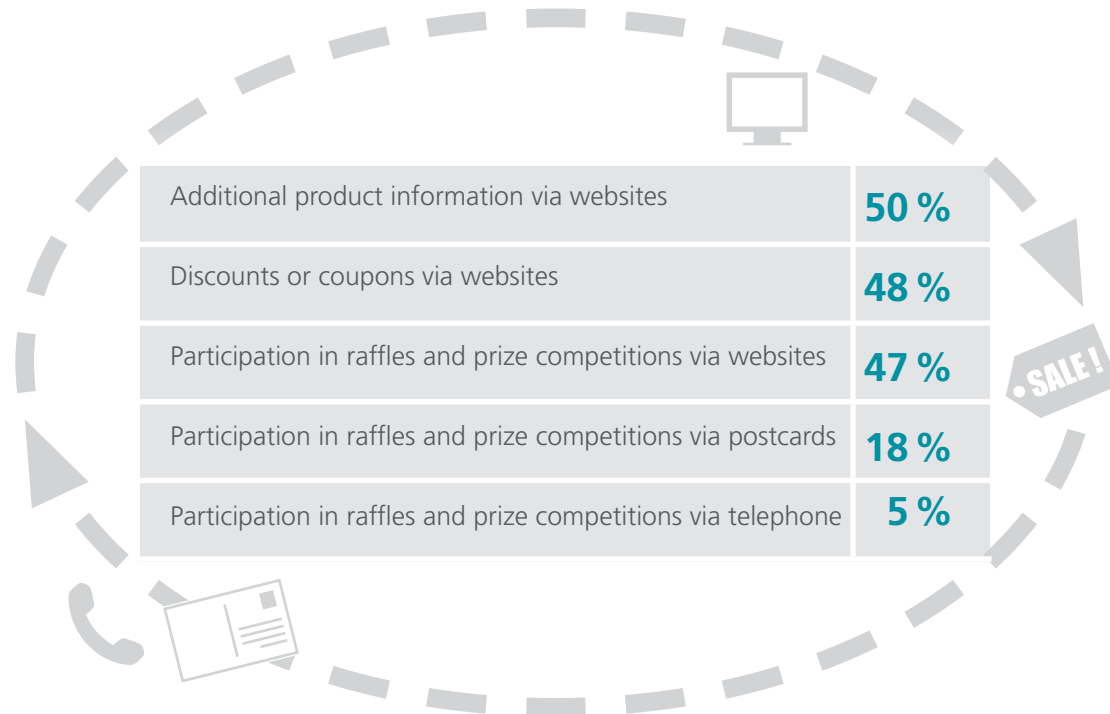
Average probability of exposure due to standard range of touch points.

Out-of-home formats are relevant at POS and due to the target group's long car trips

Brand interaction

Traditionalist

Traditionalist



Brands

"I'm very careful. I notice radio or TV commercials of brands that I am interested in; however, the most important is the opinion of my family and friends."

Summary

Traditionalist



1. Extend your reach

This target group is not very active is best reached through points of sale. Extend your sales messages to reach the traditionalist's daily routine and increase the ad recall and recognition directly at the point of sale.

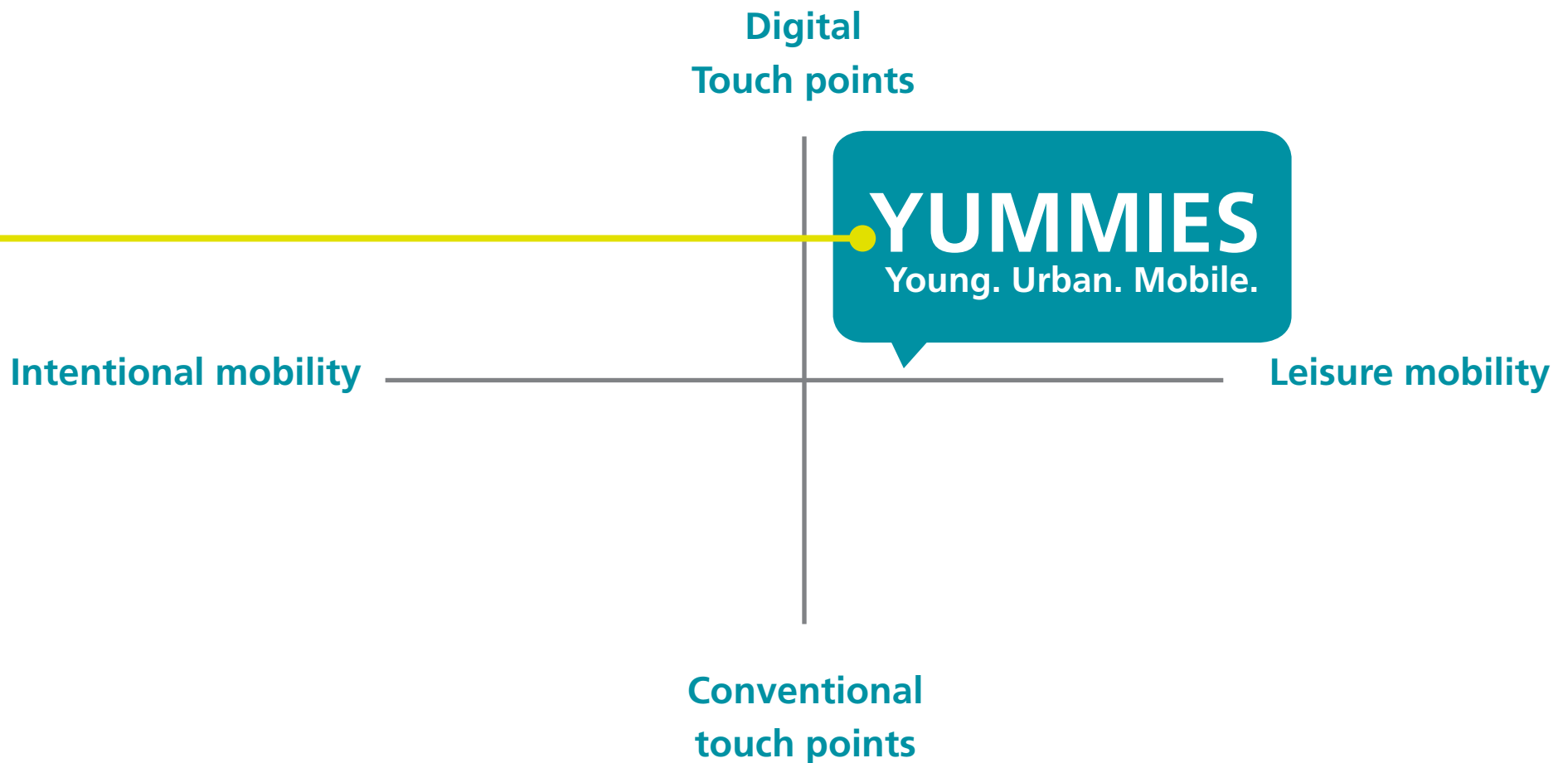
2. Optimise your presence

Traditionalists often use conventional media; out-of-home formats can support conventional advertising formats. Routes are travelled by car which makes for good visibility.

A young woman with long blonde hair is smiling and looking towards the camera. She is wearing a grey cardigan over a white shirt and a black leather jacket. She has a black bag with gold rings on it. The background is a blurred city street at night with various lights and people. A semi-transparent banner with a diagonal line pattern is overlaid on the right side of the image.

Young.Urban.Mobile.

Yummies: a highly relevant target group segment



Yummies are young, urban and mobile

YUMMIES

Young

Yummies are living life to the full and know exactly what they want. They are curious and open to inspiration. They are always up to date, follow trends and become trend setters themselves. Their leisure time is characterised by spontaneous activities.

Urban

The majority of yummys live in cities with over 100,000 inhabitants. They meet up with like-minded people in vibrant locations. Cities offer them a whole range of opportunities for an independent and spontaneous life style.

Mobile

Yummies are on the go every day. They are active to get the best out of their free time. Distance and weekdays are not a problem. They never miss out on anything, thanks to their digital companion, the Smartphone.



Age **20-39**

INDEX **142**

Affinity to billboard advertising

INDEX **137**

Placing orders via Smartphones on regular basis

INDEX **142**

QR Code affinity

Yummies: an attractive target group for advertising

YUMMIES

Leisure and value orientation

Yummies are in touch with the latest trends. They want to spend their leisure time being active. The target group has a high level of interest in trends and lifestyle.

Shopping behaviour

Yummies like to consume. With a net household income of 2,500 euros and more, they also have every reason to do so. The target group tends to spend more than planned and to make spontaneous purchases.

Brand interaction

Yummies can't live without brands. They like treating themselves to high-quality products. If they like a brand, in particular, they will friend it on Facebook or follow it on Twitter.

INDEX 124

Education: University

Steppjacke
49.-

INDEX 130

Shopping/window shopping

INDEX 270

Brand affinity with the Mini car

A photograph of a busy urban street scene. In the foreground, a man wearing a grey fedora and a dark t-shirt walks away from the camera, carrying a red tote bag with the word 'YUMMIES' printed vertically in white. To his right, a man in a light blue button-down shirt and dark trousers stands near a bicycle, smiling and looking towards a group of people. The group includes a woman with long brown hair and sunglasses, and another woman with long dark hair wearing a red scarf. In the background, a Starbucks logo is visible on a building facade, and other pedestrians are walking. A teal banner with white text is overlaid on the right side of the image.

Reach Yummies at the POI.

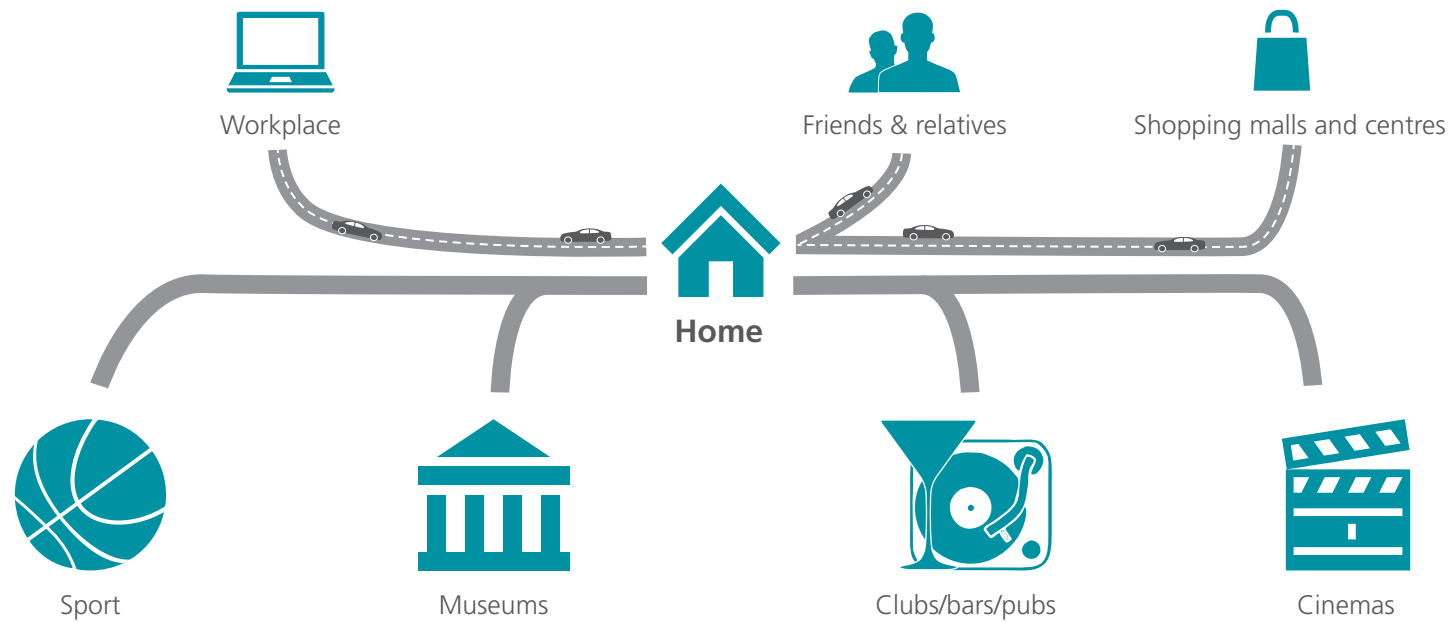
YUMMIES

Yummie's life is defined by mobility. Yummies are out of home every day to work, shop or meet up with friends. However, they also spend a lot of their free time in town – on average 96 minutes a day.

Compared to other target groups, Yummies are also more active on weekends. This means that their presence is strongest at the points of interest, for example, in front of cinemas, fitness studios, bars or museums.

Hanging out with Yummies

YUMMIES



90 %

Out of home every day Mon. – Fri.

42 %

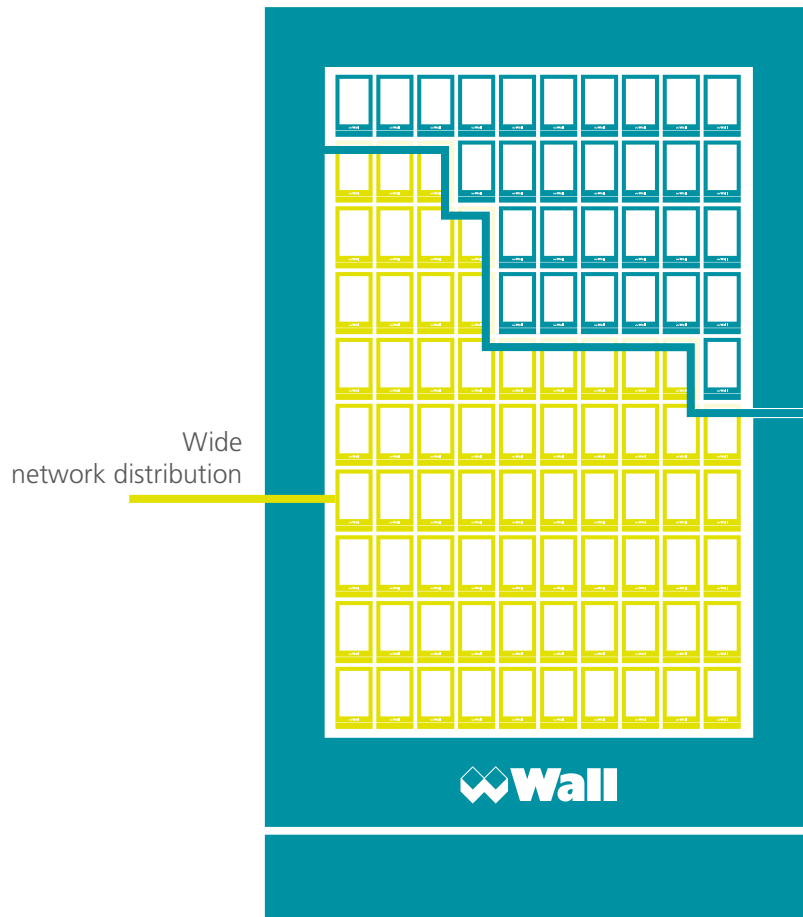
Out of home every day Sat. + Sun.

ø 96 min

Time taken for all routes yesterday

The Yummie Network provides optimum distribution

YUMMIES



Make use of the Yummie Network to reach this highly mobile target group. It covers all the purpose-related routes of their daily lives and ensures increased exposure at the points of interest.



Sport



Museums



Clubs/bars/
pubs



Cinemas

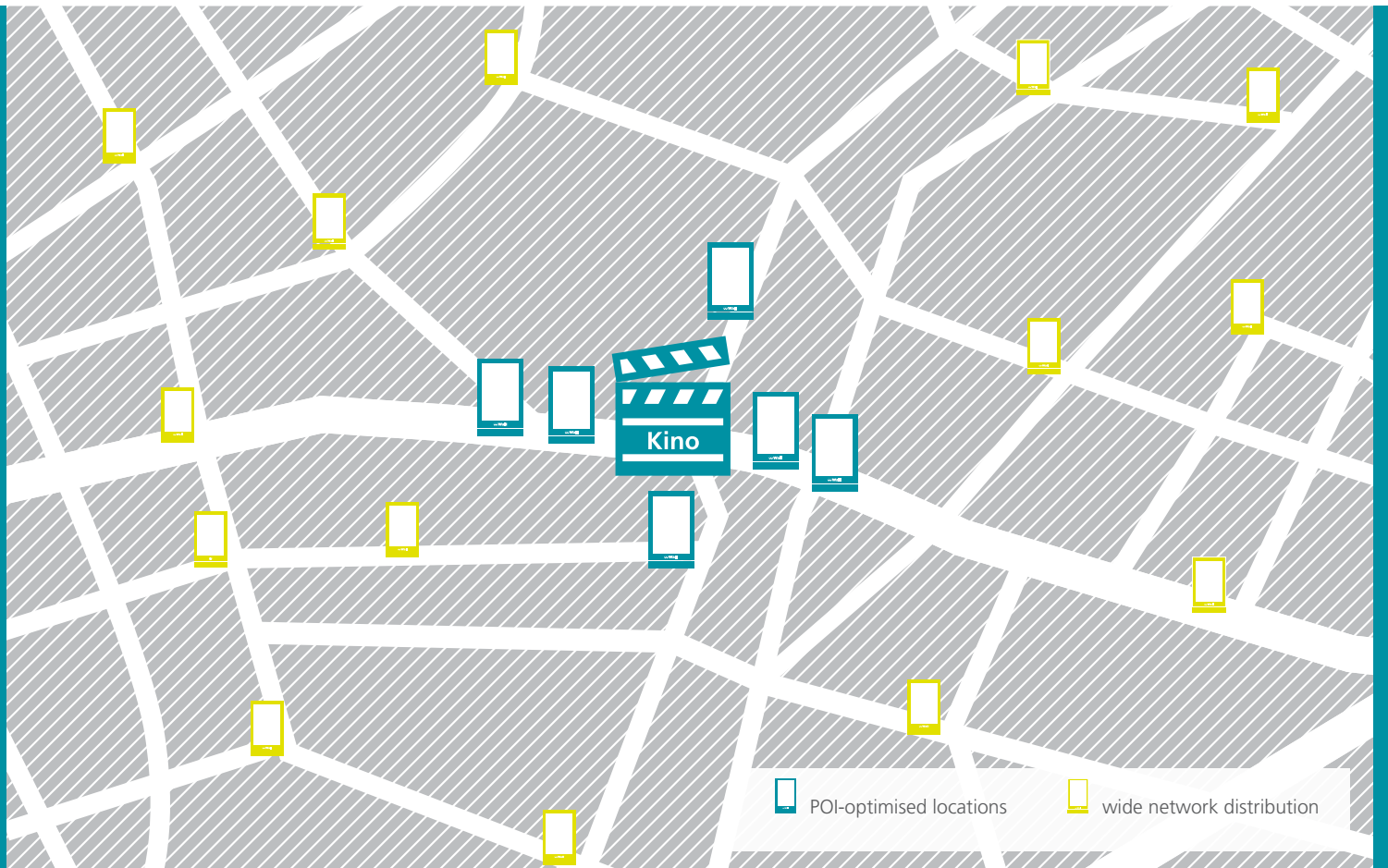
In the Yummie Network, advertising media is distributed throughout the entire city. 30% of the advertising sites are situated in the immediate vicinity (ca. 100m) of cinemas, museums, bars, clubs or sport facilities. Thus, brands and sales messages reach the target group whilst engaging in recreational activities.

Example: Mapping

YUMMIES

Cities where we plan
to offer the Yummie
Network:

Berlin
Bremen
Dortmund
Dresden
Dusseldorf
Hamburg
Cologne
Leipzig
Munich
Nuremberg
Stuttgart



Yummie community: more insights into your target group

YUMMIES

WallDcaux offers the Yummie Community to customers and agencies to provide real-time information. Ask the Community and find out what makes your target group tick.

- Define your brand and product affinities
- Develop new sales opportunities
- Retrieve ad recalls
- Test your key visuals prior to starting an advertising campaign





Young. Urban. Mobile.



Appendix

Method outline

- Online panel survey, persons aged 18-65
- Quota arrangement according to age, sex, education and federal state
- In total n = 1,519 participants
- Field phase: 30 May to 5 June 2012
- Carried out by the agency different

List of references

- TREND RESEARCH, Hamburg
- VA 2011 Klassik III
- MID – Mobilität in Deutschland 2002/2008
- ZAW, Werbung in Deutschland 1991–2012
- Statista
- TNS CONVERGENCE GROUP, CoMo 2012



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