



PROM – PROactive Marketing

www.tru-media.com



3.225 advertising messages per day/person

www.tru-media.com





Information-flooded Society

1968

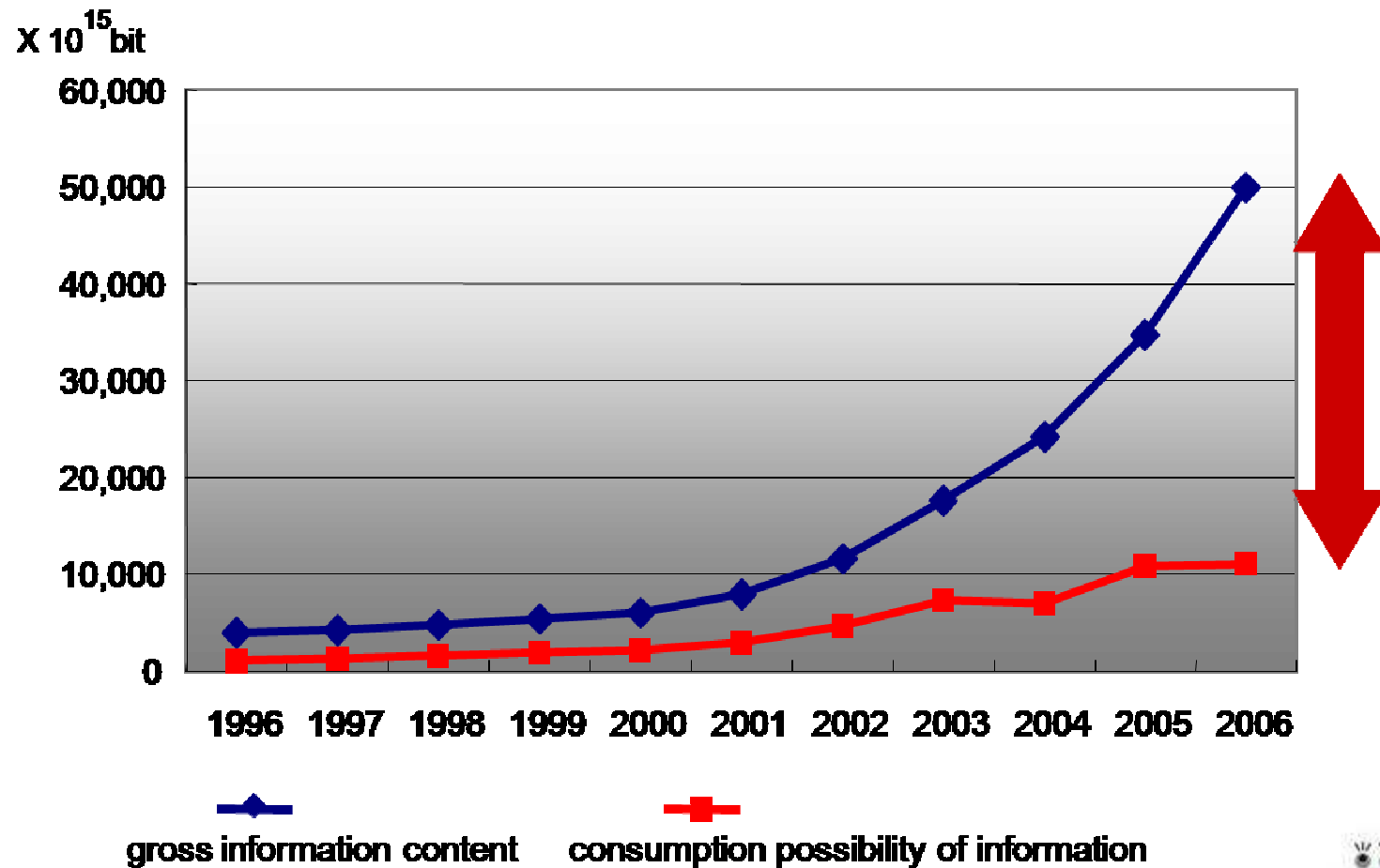
- 3 prime-time spot reached 80% of the US population 18-49

2008

- 121 prime-time spot reached 80% of the US population 18-49
- 80%+ of US Families shop at Wal-Mart
- 75% of purchase decisions are taken at the point of sale

Information-flooded Society

Diminishing value of information

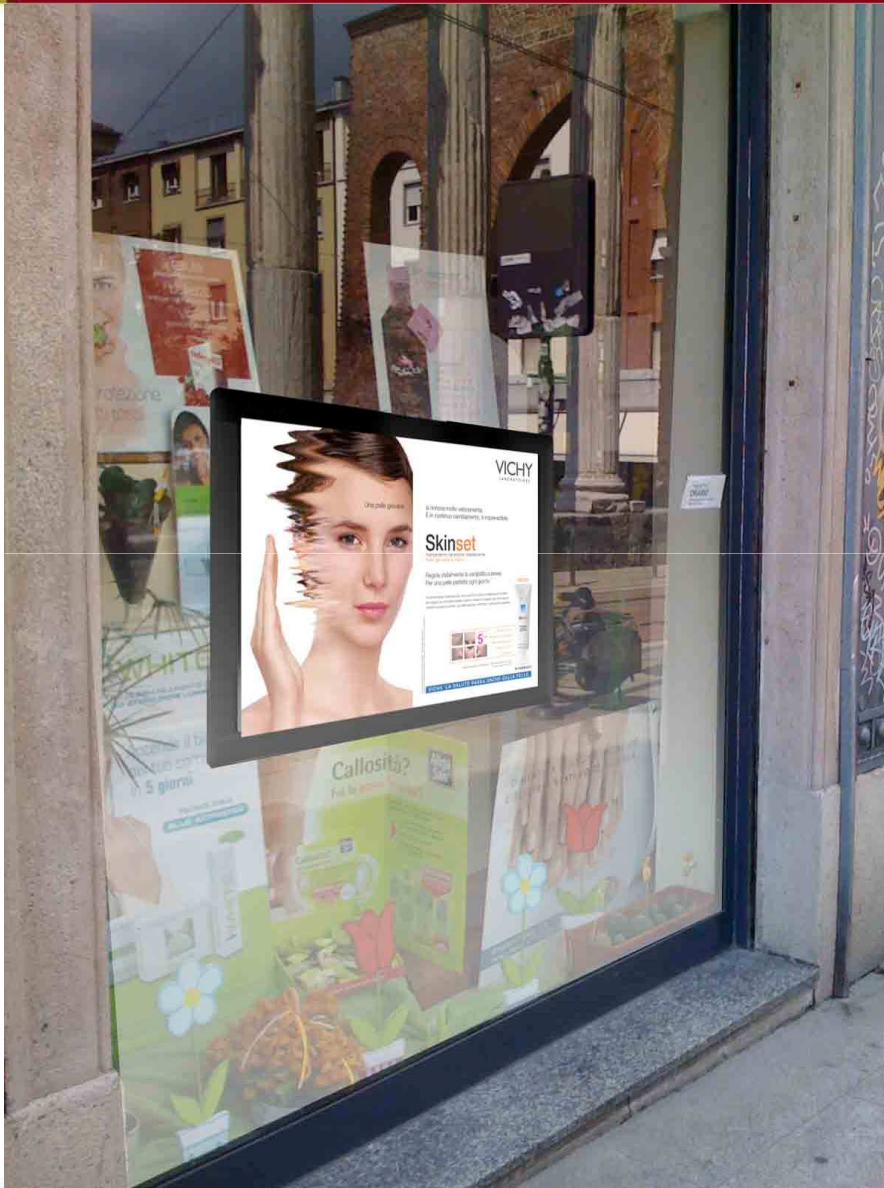


The Era of Visual Engagement

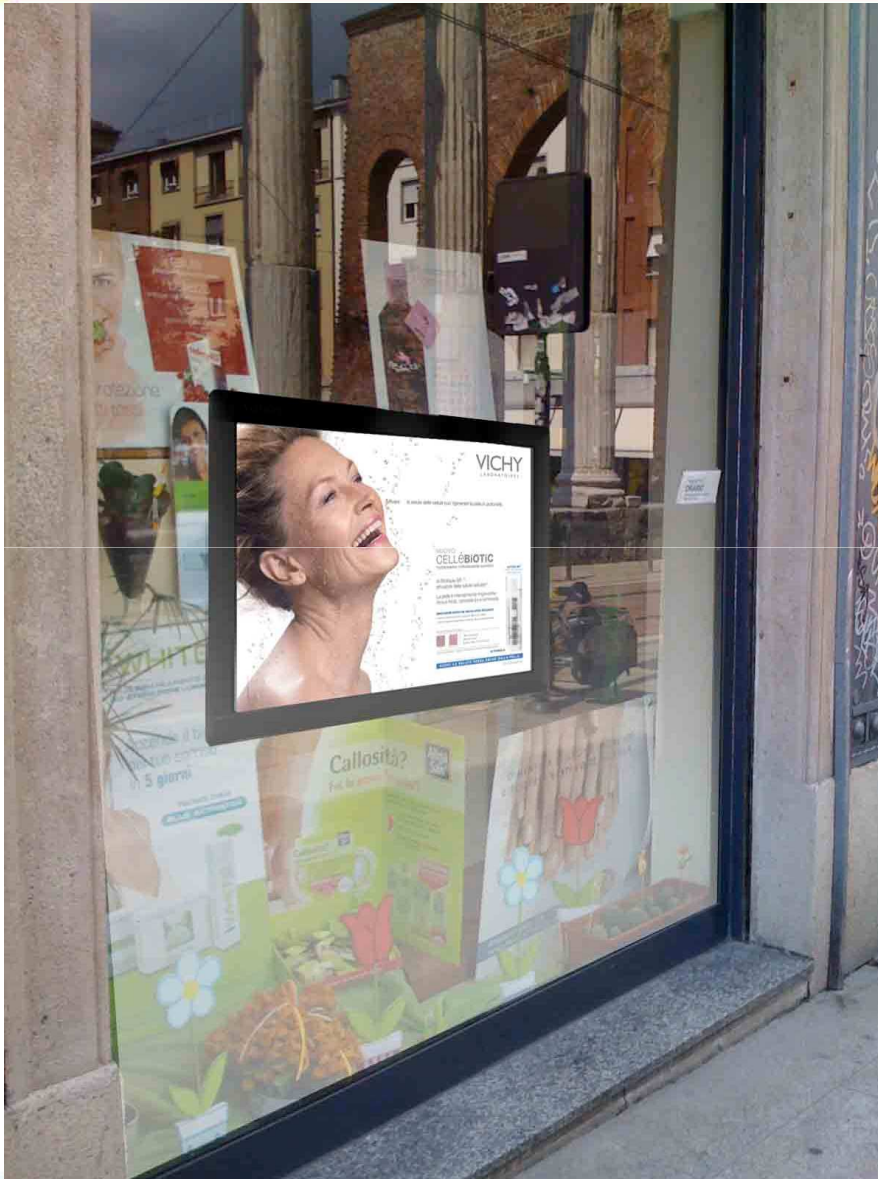


- **Consumers spend 8.5 hours on screens every day!!!**
- **61 minutes of TV Ads each every day**

PROM Marketing: Taking full advantage of your Real Estate



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PROM Marketing: In-store Kiosks



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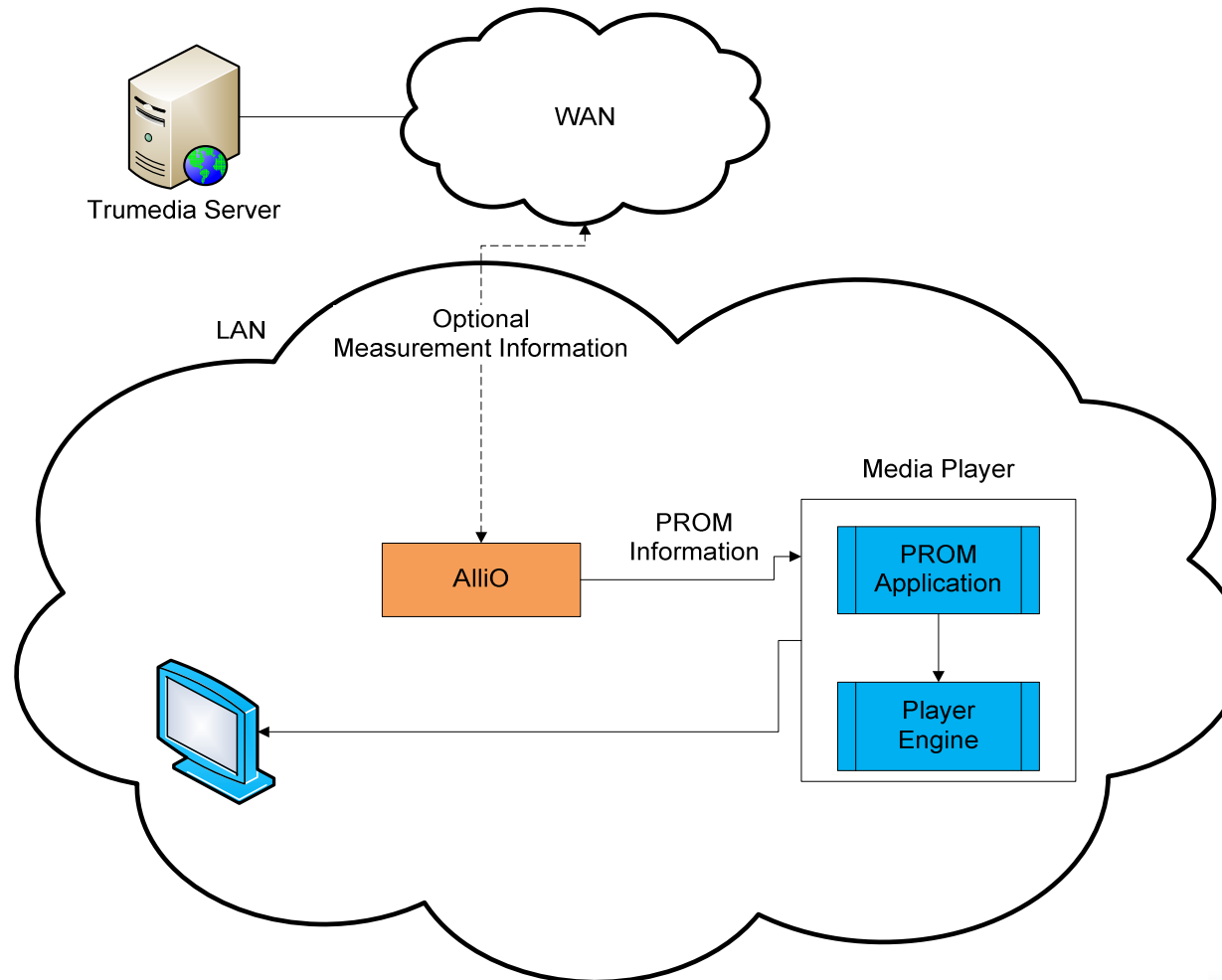


PROM – Proactive Merchandising

- AlliO – Real Time audience measurement
- PROM – Real time interface for AlliO, that can be used for
 - Adaptive Content Applications
 - Basic audience measurement



PROM – Architecture



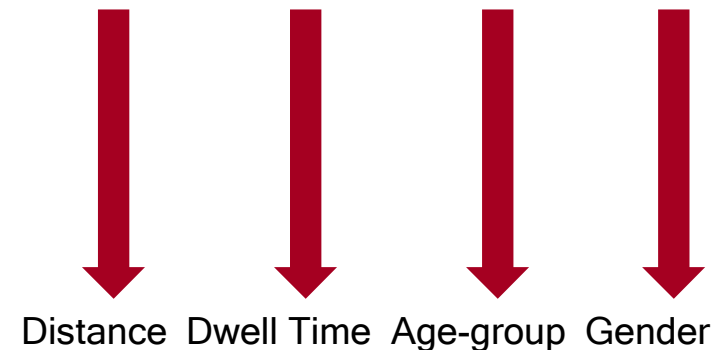
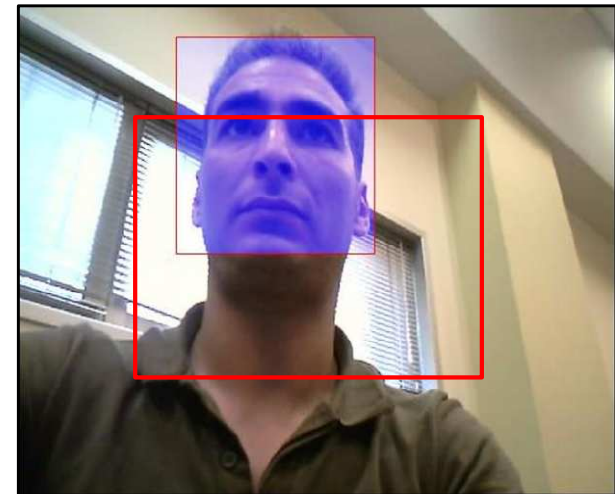


PROM Flavors

- Interfaces
 - PROM – For real time change of content
 - PPV – For audience measurement
- 3 Levels of data
 - Single Viewer PROM (SVP)
 - Basic PROM
 - Ad PROM
- Ad PROM license includes Basic PROM and SVP

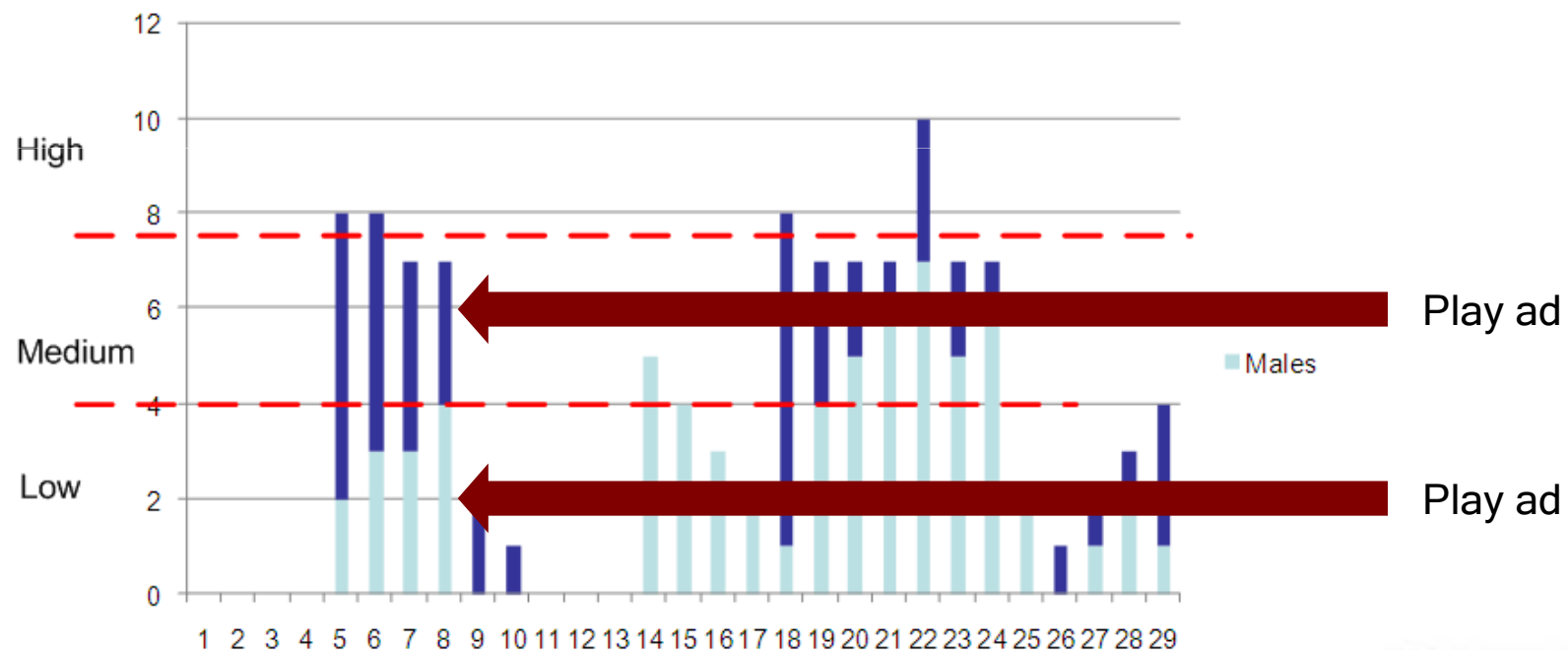
Single Viewer PROM (SVP) Layer

- A solution for screens that are intended for viewing from close range targeting a single viewer
- Information is collected on the “most valuable viewer”
 - Close to the screen
 - Central position
- Data includes
 - Proximity to screen (Face size)
 - Engagement time
 - Attention time
 - Demography (gender, age)



Basic PROM Layer

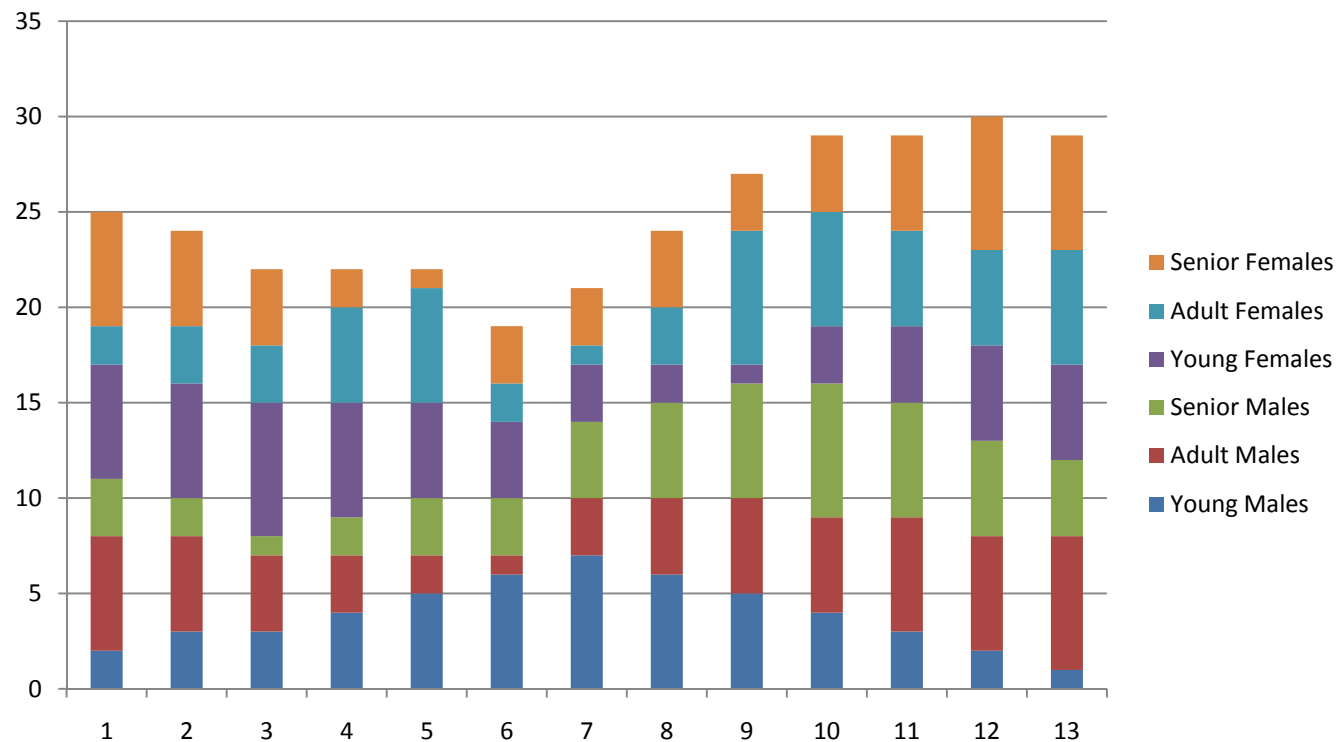
- Audience size quantized to 4 levels:
Zero / Low / Medium / High
- User-configurable size thresholds (L/M, M/H)
- No demographics are supplied



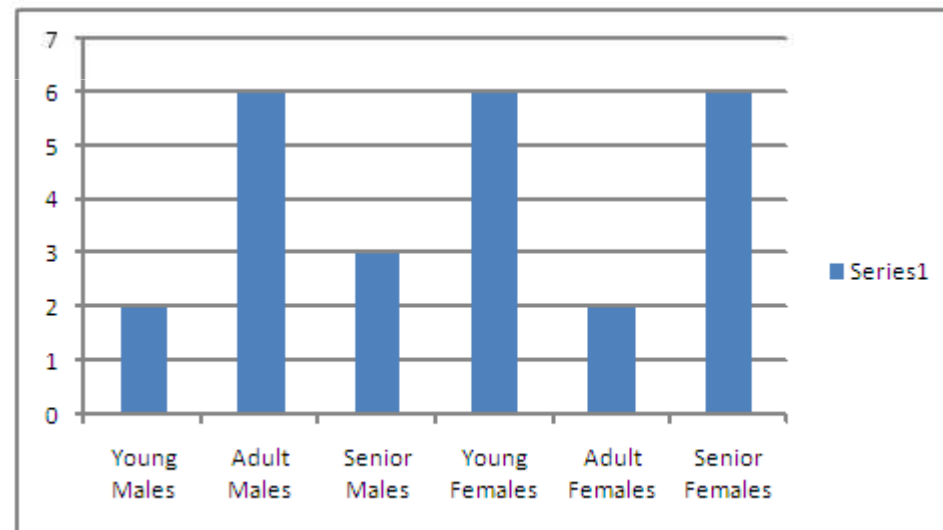
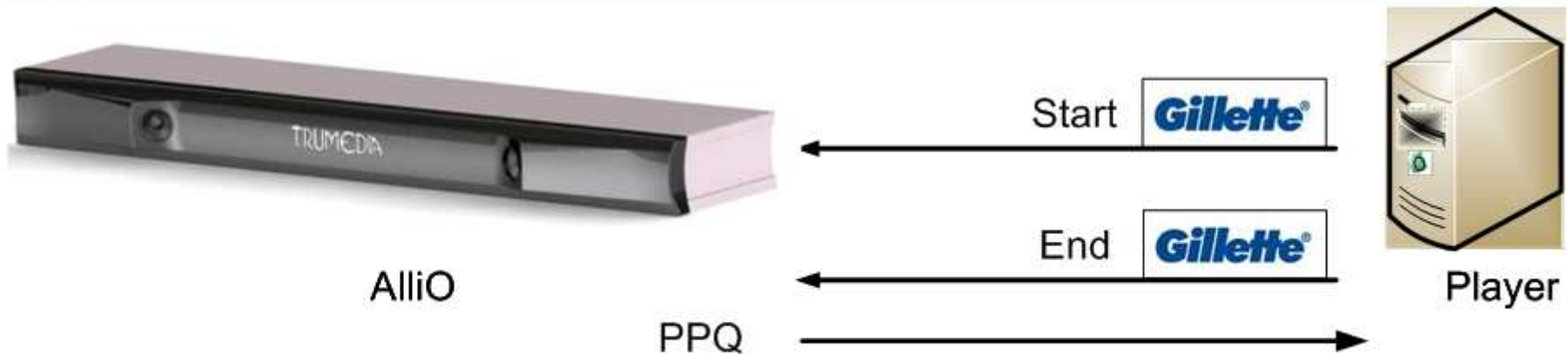
Ad PROM Layer

“Live” audience vectors on demand

- viewers (face towards) vs. audience (presence)
- near screen values vs. entire audience values



Audience Measurement Layer



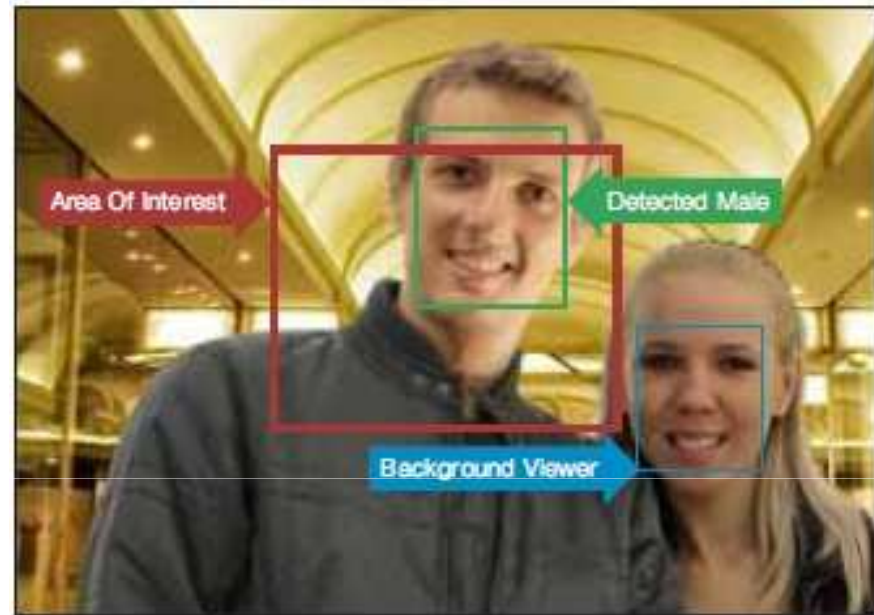
Viewer count per message play +
gender and age group breaks

Smart Scheduling

- Increase advertising effectiveness by scheduling ads for optimized exposure to targeted viewers
- Algorithms (Ad PROM)
 - Choose best message for current audience
 - Multiple choice: choose from vendor's messages for current slot
 - Skip current message if not right audience
 - Balance qualified viewers among all ads (patent pending)
- Example:



SVP Applications



SVP for Kiosks/Vending Machines

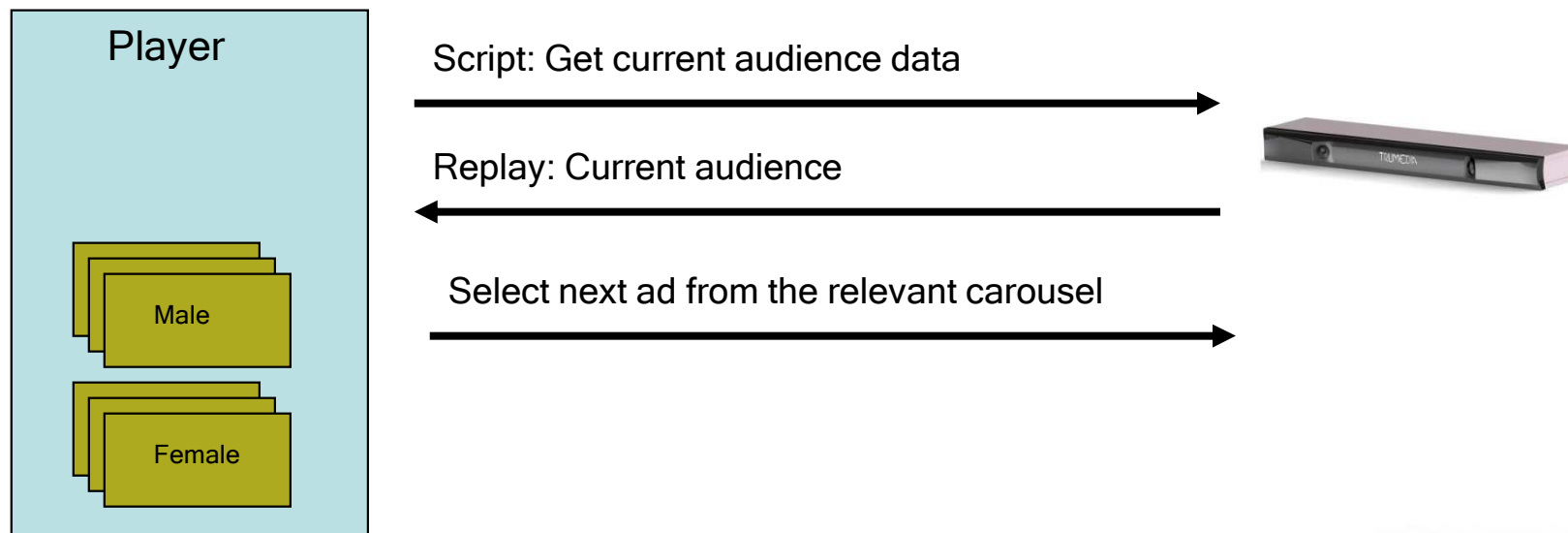
- Focus on key viewer
- Trigger messages per dwell / gaze time
- Select messages per demographics
- Measure key viewer's engagement



Targeted Carousel

- General Idea: Manage a separate ad-carousel for each demographic group.

Typical Operation Cycle:



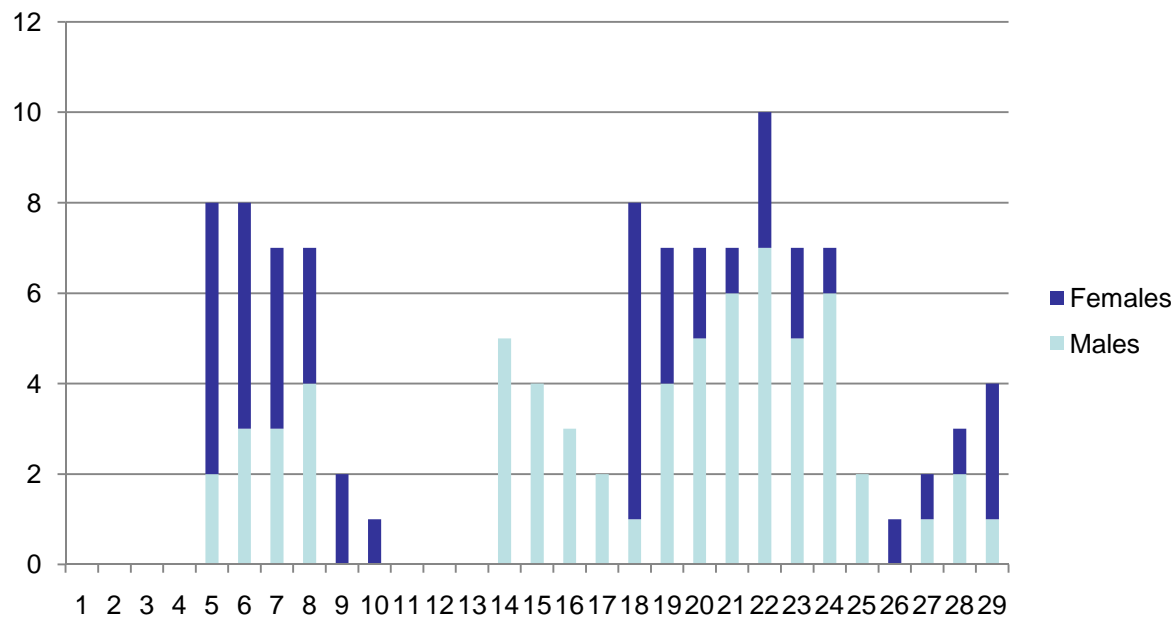
“Always Right”

- General Idea: Maintain several demographic-based ads for each brand.
- Choose the correct ad-version according to current audience



Audience-based Timing of Messages

- Abort ambient content, start message when audience appears (sec. 5 below)
- Slide message forward till audience size is sufficient (sec. 10->14 below)
- May use Basic / Ad PROM





Measurement with PROM

- Integrate viewer counts to exposure by gender / age group
- Convert exposure to OVAB-compliant Average Unit Audience (AUA)
- Use PPQ to count audience engagements per message
- Perform advanced measurement via TruMedia portal



Thank You

По вопросам покупки или аренды оборудования
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