

Pixman delivers ROI

context

This paper presents research findings relative to the use of **Pixman™** versus Brand ambassadors in a trade show or indoor environment. The paper will offer examples of how to optimize the use of **Pixman™** functionalities to establish communication layers and maximize client ROI.

The Pixman™ Value : The research cited in this paper was commissioned by a **Pixman™** client and conducted by SOM inc. a Canadian research company. The trade show was held in January 2006 in Toronto, Canada and the control group consisted of branded representatives doing intercepts at the same locations used by **Pixman™** .

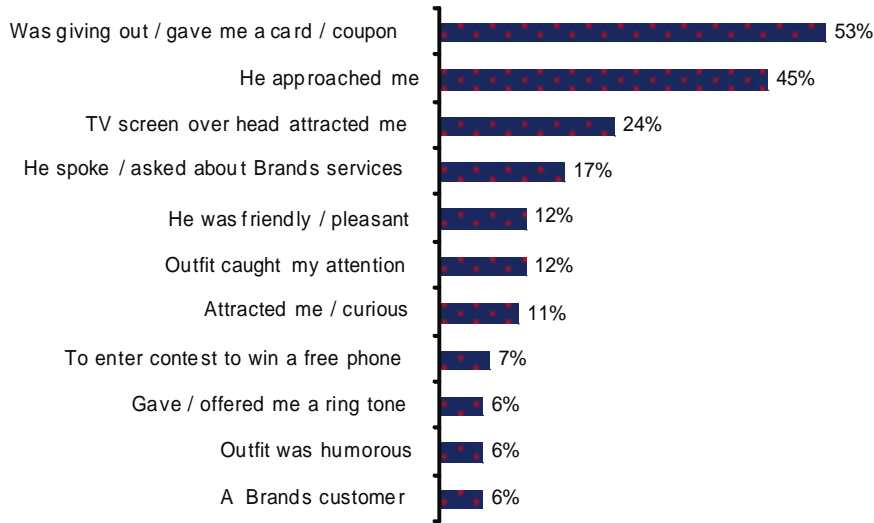




Reach and Pull

Results indicate that most people interacted with the Pixman after it approached them. Full 24% of respondents admit to having been attracted to the Pixman Technology. This **PULL** effect and its impact on reach are directly correlated to Brand awareness, Brand interaction and Brand attribution levels.

fig. 1



Awareness

More than half of visitors (53%) noticed the Pixman or the Brand Ambassadors during the show. This proportion increased to 83% on days the Pixman were there (vs. only 22% on days they were not there). Pixman has a significant impact on whether or not people are noticing the Brand representatives (Pixman or Ambassadors). In fact, on days the Pixman were there, 78% of visitors noticed them whereas only 28% of people noticed the Brand Ambassadors who were there every day.



Interaction

Nearly two out of ten visitors (18%) interacted with the Pixman or the Brand Ambassadors during the show. This proportion increases to 29% on days the Pixman were there (vs. only 7% on days they were not there). Pixman has a significant impact on the quantity of interactions with Brand representatives (Pixman or Ambassadors). When the Pixman were there, 20% of visitors interacted with them whereas only 10% of visitors interacted with the Brand Ambassadors who were there every day.

Repeat Interaction

Those who interacted with the Pixman during the show are more likely to interact with them again at future trade shows (83% : 19% definitely, 64% probably).

Attribution

Half the people who noticed Pixman were able to recall the Brand being promoted. Brand recognition was higher among those who not only noticed the Pixman, but who interacted with them (75%). Interestingly, Pixman out performed the clients booth when asked to identify the shows sponsor.

fig. 2

The proportion of people who correctly identified the Brand as the sponsor increases among respondents who:

	% of yes
Interacted with Pixman only (n:39)	79
Interacted with Pixman (n:55)	75
Interacted with Pixman or Brand Ambassadors (n:92)	63
Visited the Brands booth (n:124)	61



Driving traffic and sales

Research shows consumer recall of Pixman and Pixman interaction levels indexed at 188 when it came to people having made purchases and indexed at 140 when it came to people browsing at the booth. Pixman clearly drives traffic and sales.

fig. 3

The proportion of people who noticed the Pixman increases among respondents who:

	% of yes
Made a purchase at Brands booth (n:22)	77
Women (n:108)	58
Were Interviewed at the Brands booth (n:200)	57

Overall, the research shows that Pixman is a very effective mediation tool in that it is efficient at generating high recall and attribution levels. But Pixman does much more; levels of interaction, traffic, lead and sales generation are also very high. The question now becomes how to optimize the Pixman mediator or how to deliver to customers a Pixman media experience that will generate quantifiable returns and a positive ROI.



Examples of optimized use of Pixman functionalities

The communication layers

Impact

This layer is the Pixman effect or WOW effect. It is optimized when a Brand chooses to wrap Pixman and commits to a proper amount of units. Quantities are established based on the number of intercept points and general advertising noise levels. It is also important to leverage the overhead nature of Pixman to break through the density and general stimuli often present at events or on the street.

Impression

Having been noticed the next step is to deliver a positive and relevant impression to consumers. The audio and visual component of Pixman must within 8 to 10 seconds deliver a brand impression designed to provoke an interaction. This is where relevance, creativity and clarity become important. If the message is not getting through it will reduce the effectiveness of Pixman and the campaign.

Digital Interactions

Interaction can take many forms. Pixman media offers to advertisers two ways to interact with consumers. It is very important that all interactions with Pixman lead to a marketing and sales process. Let's explore the Pixman interaction channels;

PixData: This is our data capture channel. It allows Pixman to gather email addresses, have questionnaires filled out or simply use the feature as an interactive game with consumers. This channel uses an arm mounted keyboard and-or a scanning device to gather and input data that can later be used to contact consumers with offers or other transaction driving incentives.

Hypertag: Allows people to download content directly to their phone handsets and PDAs. By enabling the Infra-Red (IR) port or Bluetooth, the user receives a phone number, reminder prompt, game, logo, picture or ring-tone. Again, once the tag delivered it should be driving transactions.

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