

ams

DATA
DRIVEN
DIGITAL **OOH**

#DataDrivenDOOH

10 listopada 2022

KONIEC ANALOGOWEGO OUTDOORU?

Nowe dane

Partner
merytoryczny:

mediacom

Partner
medialny:

iab.^{polskc}

Patronat
honorowy:

NowyMarketing

ams

DATA
DRIVEN
DIGITAL **OOH**



Janina Bąk

Polska statystyczka, nauczycielka akademicka,
bloggerka, autorka książek

Jak przytulić się w synapsy?

*O błędach poznawczych, pułapkach myślenia
i poprawnym wyciąganiu wniosków*

Janina Bąk, JaninaDaily.com 

„DO CZEGO MI SIĘ TO PRZYDA?”



pepsi

34 mln \$

NOKIA

470 mld \$

CZASEM MYŁĄ SIĘ NARZĘDZIA



NOKIA

*„Czy chciał(a)byś
kupić smartfona?”*

QUESTION WORDING

BIAS

Czy chcesz otrzymać paczkę
konferencyjną?

☐

TAK

☐

**NIE, JESTEM
EKOLOGICZNY**

Download now

First name**

Last name**

Email address**

Company name**

Self-employed ▼

Job title**

Country**

- ✓ Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Antigua & Deps
- Argentina
- Armenia
- Australia
- Austria
- Azerbaijan
- Bahamas

WTF

Wow, That's Fun





PRAWO TWYMANA

(Twyman's law)



TWYMANA

(Twyman's law)

SIGNAL-TO-NOISE RATIO

Chihuahua or Muffin?



Co się dzieje?

Dlaczego się dzieje?

TRIANGULACJA

METOD

BADAWCZYCH

NETFLIX



Binge watching 

“skip intro”

“next episode is just seconds away”



„Multiobjective optimization of outdoor advertisements focusing on impression, attention, and memory”

Hiranuma, Y. et al. 2017



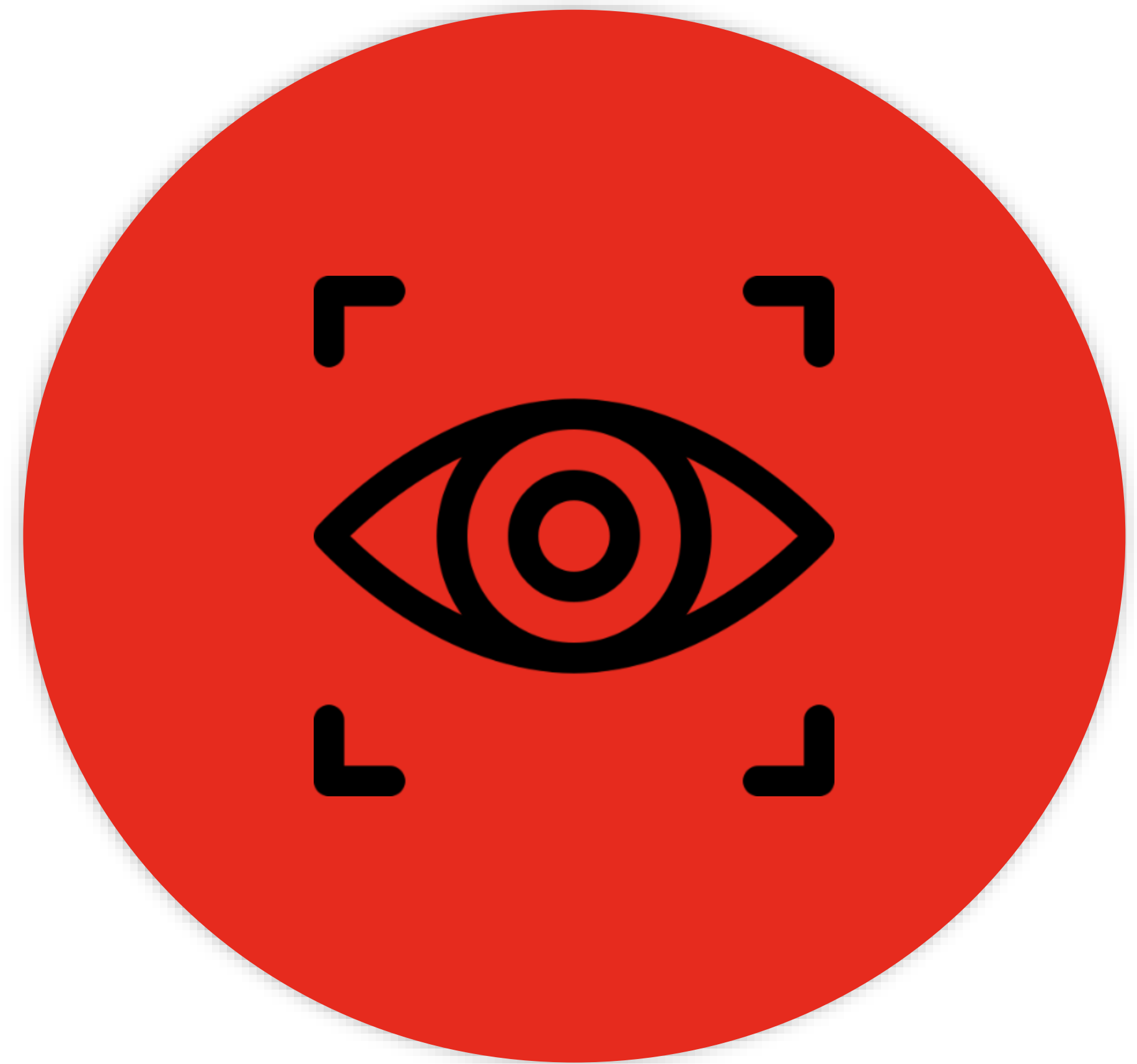
ANKIETY

RECALL

BIAS



ANKIETY



EYE TRACKING

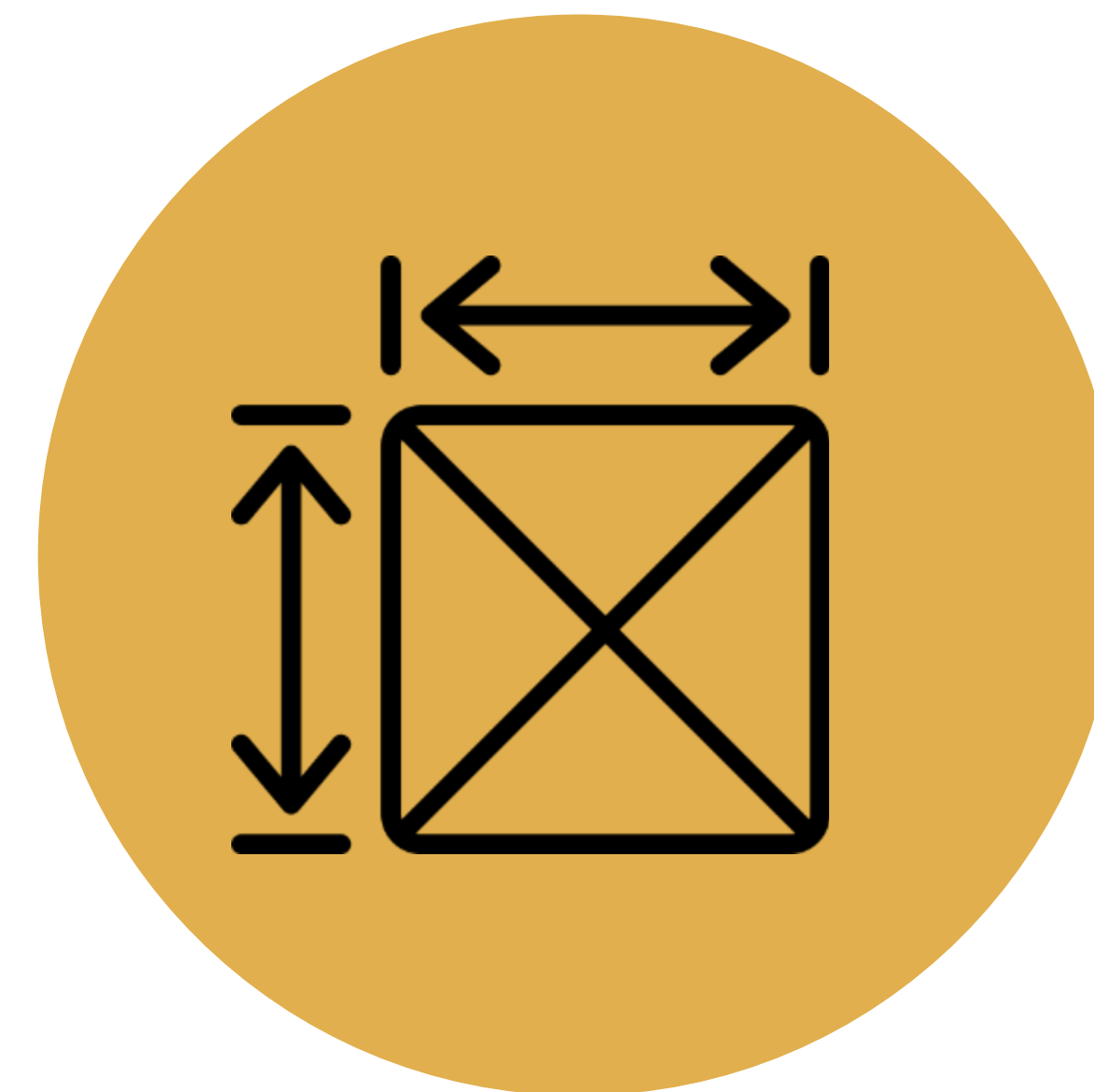
21 reklam, przez 10 sekund



Lokalizacja



Wersja
Kolorystyczna



Rozmiar



Intensywne (pomarańcz, zielony)

- najczęściej uwagi
- Słabo zapamiętywane
- Negatywne emocje

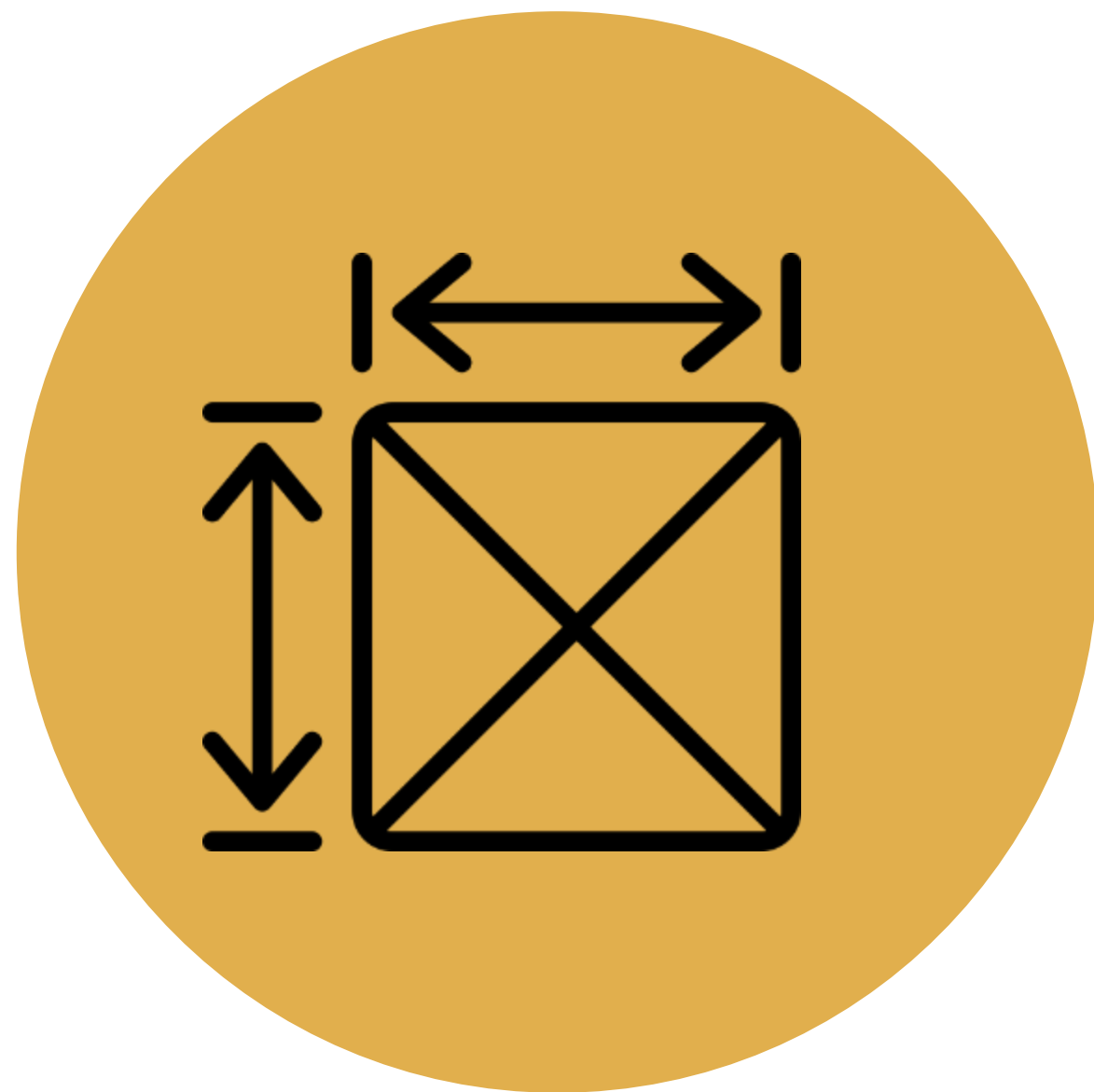
Ciemne

- Pozytywne emocje
- Nie przykuwają uwagi



Figure 3: Outdoor ad example (Medium size, Middle part)

Środek!



Duże

- Dobrze zapamiętywane
- Negatywne emocje

Średnie

- Pozytywne emocje
- Słabe zapamiętywanie

Sky-like colors





"The dangers of a one sided story"

CZASEM MYŁĄ SIĘ **ANALIZY**



U23 <i>f_x</i>																		
	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
2	1438	80.70	1307	5502.80	3863	59	234	106.09	208	1065.00	819	18	320	116.03	291	776.00	1368	2400%
3	1136	91.34	966	7521.00	3202	47	233	118.48	206	1433.00	983	16	318	80.12	295	1105.00	1016	2000%
4	1104	96.27	963	557.00	3387	33	230	115.17	215	428.00	825	12	306	147.08	265	2040.00	1148	2300%
5	1103	92.92	982	3710.00	3015	30	229	89.76	201	418.00	689	10	304	78.08	286	1064.00	975	1400%
6	1042	108.05	888	6957.00	3179	41	209	140.78	190	886.00	871	61	302	91.03	269	676.00	1133	2500%
7	897	98.50	822	1557.00	2600	39	203	107.42	194	229.00	669	13	301	107.57	277	189.00	1187	2100%
8	893	218.79	745	2718.00	4451	59	203	88.23	191	179.00	568	13	299	89.27	287	169.00	970	1200%
9	846	121.76	713	6736.00	2642	32	202	136.64	183	249.00	776	30	298	97.24	286	562.65	1150	1700%
10	805	144.22	693	1652.00	3274	53	201	125.85	175	1095.00	792	38	293	140.47	247	2595.90	1207	7000%
11	792	113.97	735	1213.21	2637	43	198	69.65	187	627.00	594	14	291	92.98	264	428.00	964	1500%
12	790	169.55	667	1758.00	3263	51	195	124.10	172	258.00	711	22	291	80.82	277	0.00	981	1500%
13	728	111.45	678	1661.00	2480	29	194	162.04	166	1358.20	962	54	285	80.30	277	0.00	884	1500%
14	708	93.28	675	199.00	2364	21	192	225.30	166	398.00	914	23	285	77.57	268	1101.20	859	1300%
15	703	102.57	664	199.00	2343	26	190	85.59	175	0.00	670	17	285	85.18	262	956.00	984	2000%
16	702	194.28	536	1989.00	2723	47	186	105.54	164	1472.00	615	12	284	95.75	266	547.00	939	1900%
17	694	93.51	650	169.00	2370	12	183	86.27	170	0.00	652	19	284	91.86	267	338.00	1008	1600%
18	678	151.80	586	6957.40	3123	66	182	153.93	170	607.00	617	9	281	99.30	243	607.00	851	2600%
19	646	117.69	605	1094.00	2320	27	164	140.96	150	577.00	705	21	280	83.38	264	199.00	868	900%
20	636	104.53	568	1040.00	2506	31	160	84.33	154	0.00	406	11	279	104.05	256	1254.00	1046	3100%
21	634	96.51	583	2024.20	2074	23	153	115.72	135	975.00	674	19	277	100.22	248	661.75	941	4400%
22	612	95.62	567	219.00	2017	25	149	135.07	123	1164.00	571	23	277	138.97	258	1392.00	1193	2900%
23	608	129.41	575	567.00	1973	23	144	103.25	131	0.00	435	10	274	90.64	243	1383.00	895	1900%
24	603	103.92	568	567.00	2116	33	138	121.12	126	0.00	564	21	274	117.53	247	487.00	1095	5200%
25	585	93.51	535	1059.20	1966	29	128	135.79	111	388.00	578	14	272	129.42	247	915.00	1132	2700%
26	580	124.73	552	647.00	1942	24	121	137.43	107	199.00	441	10	269	101.49	246	179.00	976	2300%
27	573	129.42	530	1372.00	2271	55	120	155.29	101	1929.00	471	16	267	88.07	256	258.00	777	1200%
28	565	135.30	505	1343.00	2152	25	116	165.13	108	239.00	622	29	267	104.06	247	0.00	1045	1900%
29	558	146.11	504	5833.80	2510	60	114	112.68	90	1218.20	387	9	262	169.52	221	3249.60	1209	4800%
30	549	116.27	491	1646.00	1892	27	109	184.44	91	1163.00	529	24	261	79.25	245	537.00	796	1300%
31	542	116.65	506	637.00	1854	17	103	128.47	89	610.20	340	12	260	65.30	235	637.00	838	1700%
32	541	110.52	500	1631.00	1760	22	102	160.98	87	0.00	415	12	258	109.45	248	239.00	929	2800%
33	528	117.22	461	881.60	1825	32	99	148.25	78	398.00	459	16	256	107.48	235	786.00	1061	2200%
34	527	107.69	505	468.00	1892	23	93	236.26	81	627.00	371	16	254	101.68	240	631.75	805	1800%
35	509	115.78	463	1163.00	1699	27	89	170.43	77	458.00	467	16	254	144.48	241	448.00	1005	2300%

SZWAGIER



GRZEBIEŃ DO CZESANIA AURY



2 - 4 nad ranem

„Czym jest dusza?”

„Jakie jest znaczenie świadomości?”

„Czy istnieje wolna wola?”

ANALIZA

TLB

**TRAFNA LECZ
BEZUŻYTECZNA**



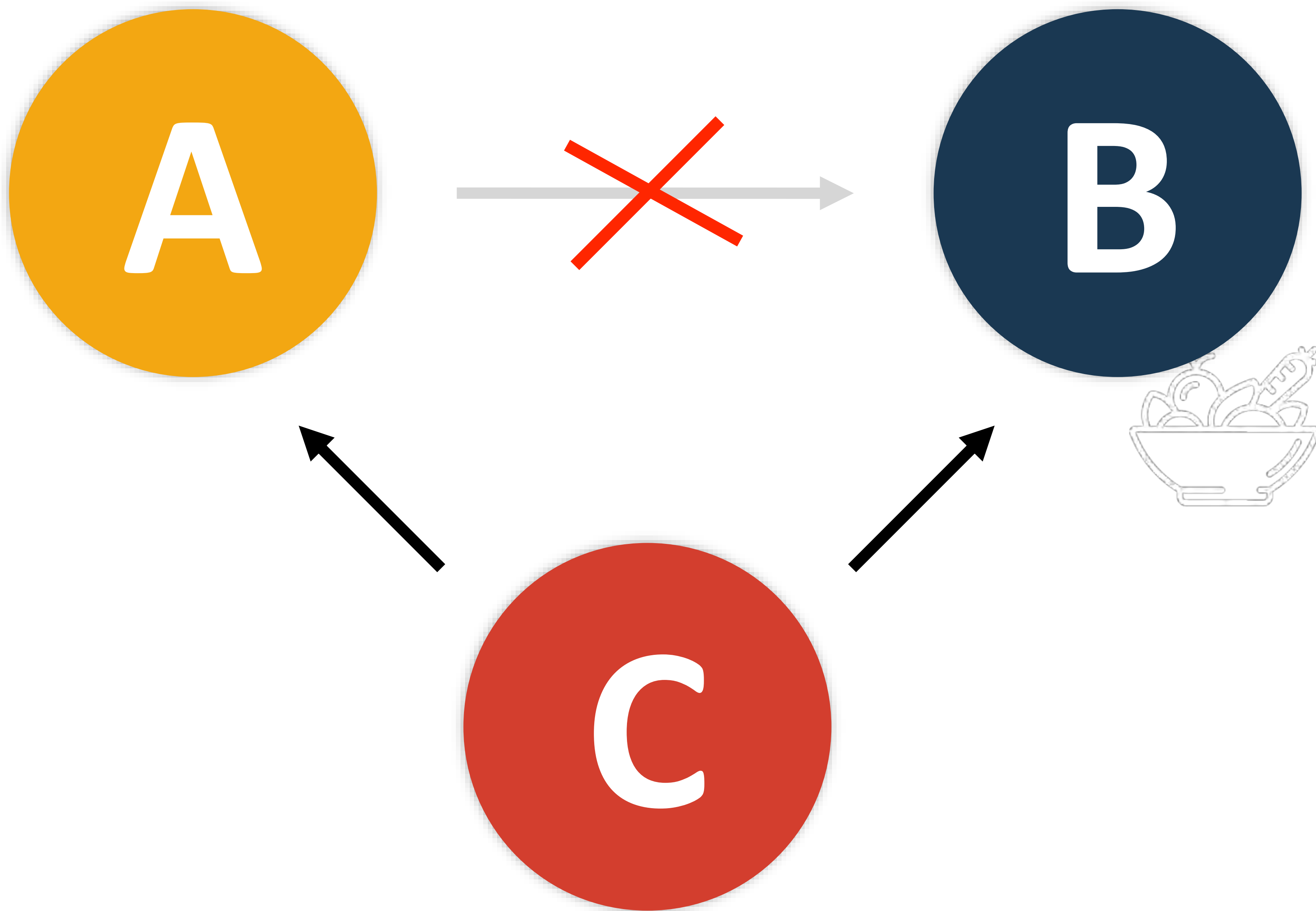
2 - 4 nad ranem

„Jak skręcić jointa?”

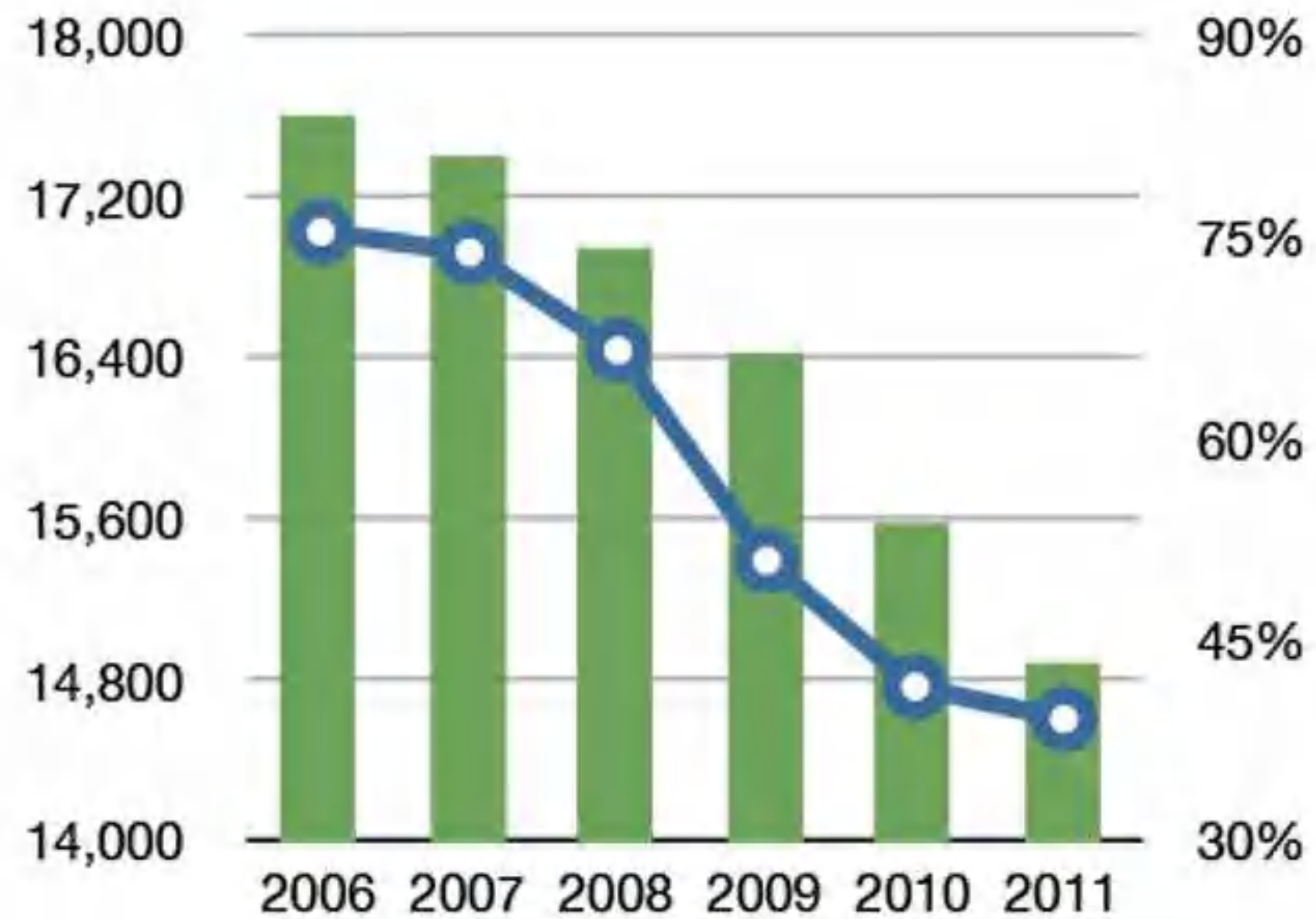
ZMIENNA

ZAKŁÓCAJĄCA





BŁĄD
POZORNEJ
PRZYCZYNY

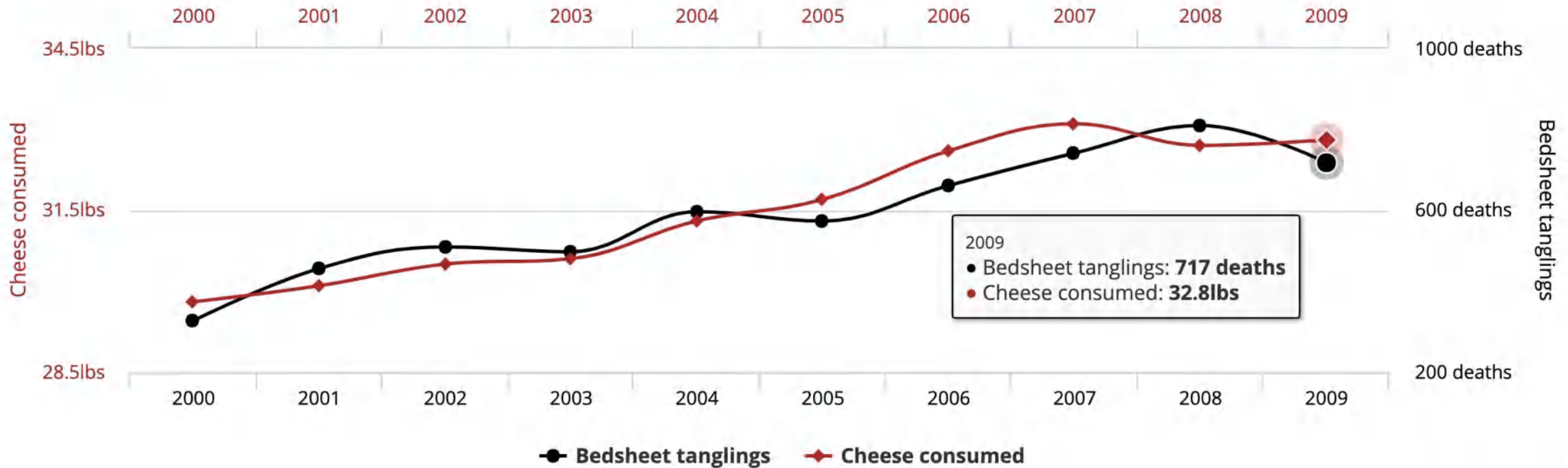


● MORDERSTWA W USA

■ UŻYCIE INTERNET EXPLORERA

Per capita cheese consumption
correlates with
Number of people who died by becoming tangled in their bedsheets

Correlation: 94.71% (r=0.947091)



Data sources: U.S. Department of Agriculture and Centers for Disease Control & Prevention

tylervigen.com



BOŽENA, LAT 47

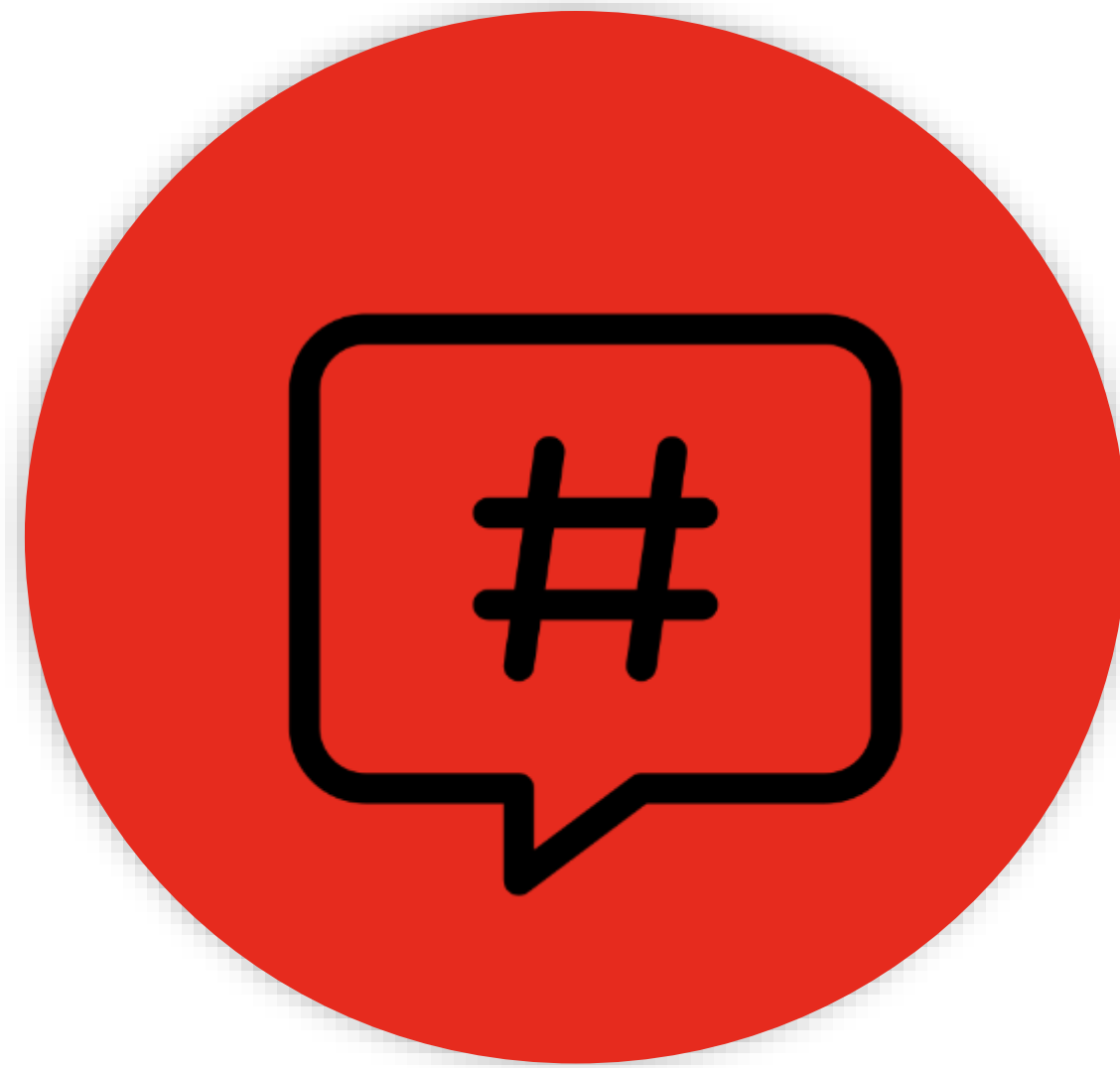


BOŽENA, LAT 47

UNIKALNE WSKAŹNIKI



Kod QR

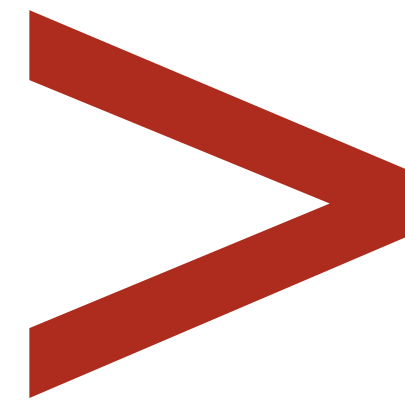


#



LP

Excel
cells



Brain
cells

CZASEM MYŁĄ SIĘ **INTERPRETACJE**





CULTURE

'I started tweeting a daily Yeats quote': Culture picks from Dan Mulhall, Ireland's ambassador to the US

Culture That Made Me: The Waterford man's love of poetry is something he has carried on his postings all around the world

FASHION AND BEAUTY

10 stylish looks to celebrate St Patrick's Day



Suzanne Harrington: I wouldn't even mind sharing a sofa with someone who smells a bit funny



FOOD

How to make the perfect Irish soda bread and the common mistakes to avoid



FASHION AND BEAUTY

The Skin Nerd: Why morning and evening skincare should differ



RELATIONSHIPS

What to look out for when choosing a financial advisor



HEALTH AND WELLBEING

A good routine is key to supporting children who are back in school



CULTURE

Line Of Duty: Everything you need to know about the new season of TV's best cop drama



CULTURE

From Giselle to Swan Lake, Patricia Crosbie picks her five favourite ballets



ŚLEPOTA
BANEROWA



$$p = 0.0004$$



$$p = 0.0003$$

SEX!!

NOW THAT WE HAVE YOUR ATTENTION, EAT AT SUBWAY

SUBWAY

2000

EFEKT

IZOLACJI







RHYME-TO-REASON

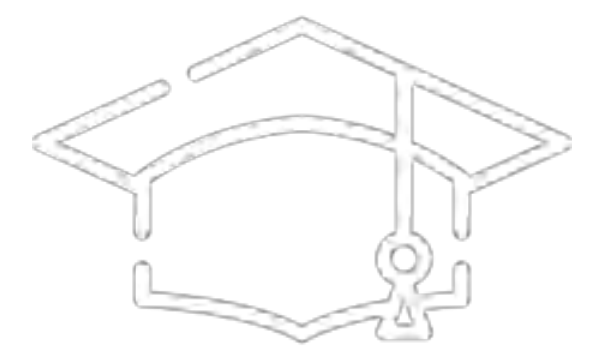
EFFECT

„Już w porządku, mój żołądku”

„Goździkowa przypomina: na ból głowy
Etopiryna!”









BŁĄD

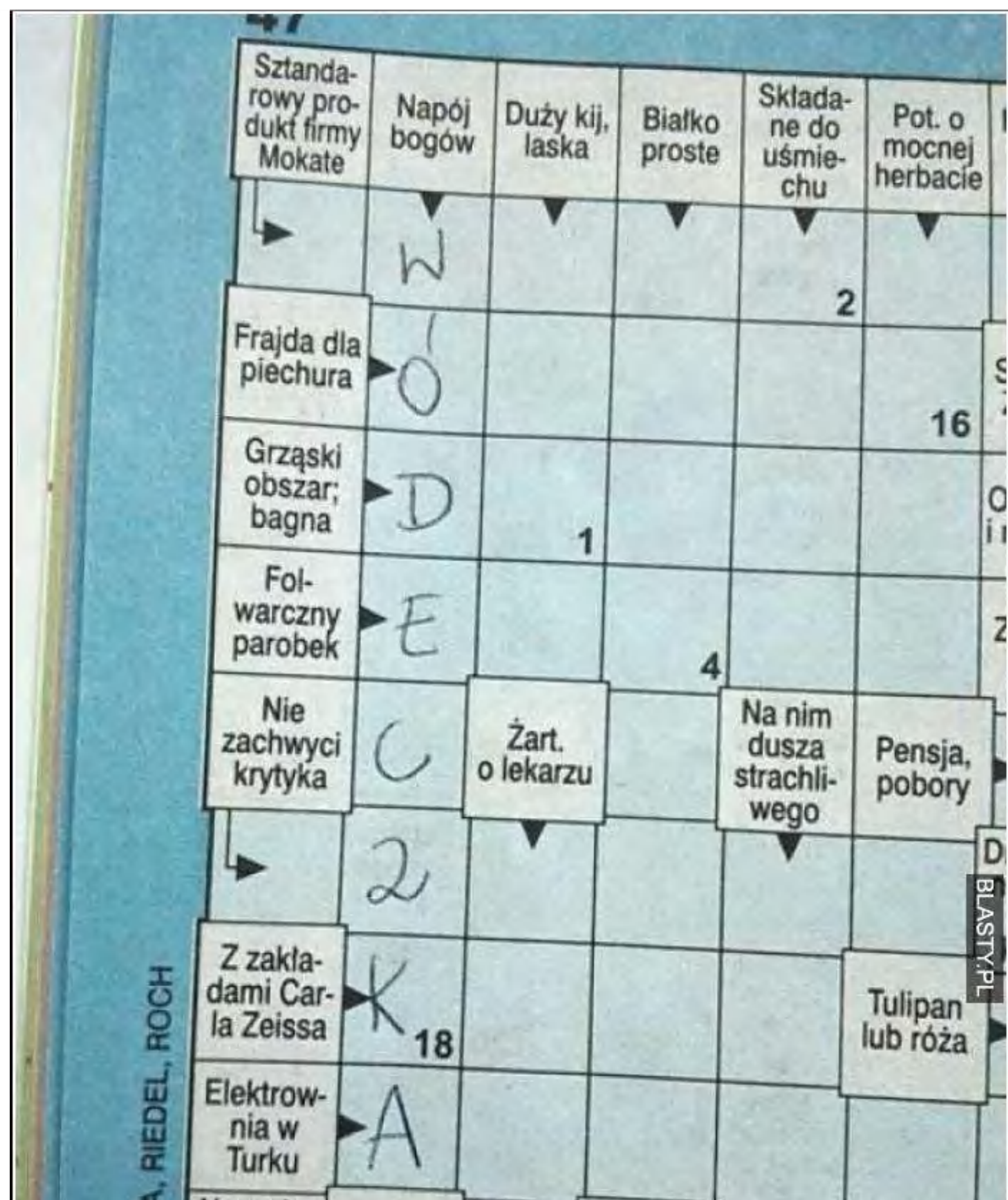
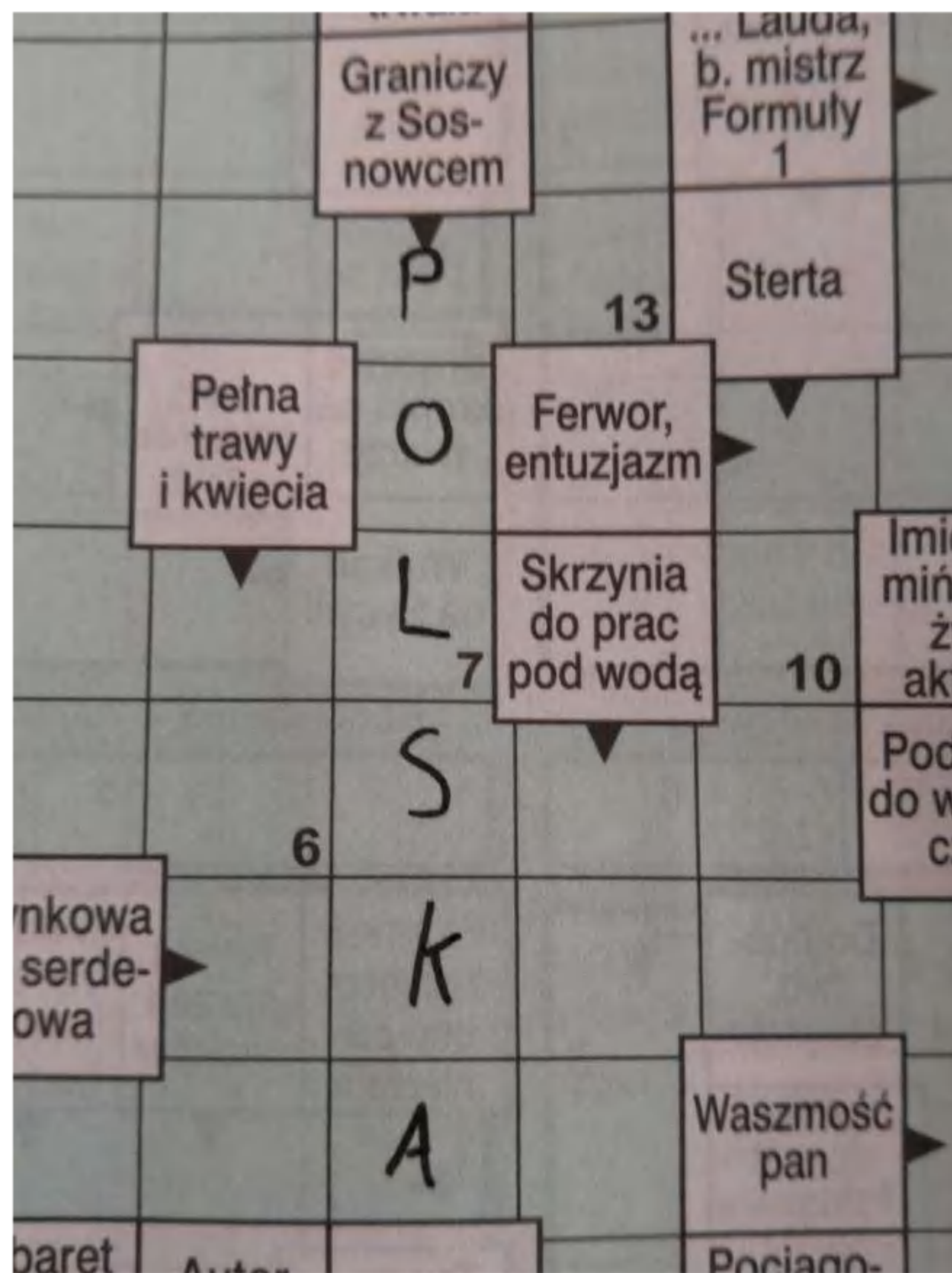
EKOLOGICZNY
ROZUMOWANIA



Wnioski to nie paprotki

ILUZJA

GRUPOWANIA





Hans Rossling



„Let my
dataset,



„Let my
dataset,
change your
mindset”





**JANINA
BAK**



JANINADAILY.COM



JANINA DAILY

@JANINA.DAILY



/JANINADAILYBLOG



JANINA@JANINADAILY.COM

