



DOOH Pharma Best Practices Place Exchange



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Why Programmatic OOH for Pharma

Historically, the tight regulation of Pharma advertising has meant that traditional OOH has never been a major component of media plans, especially for prescription drug advertising that must provide information about risks and side effects.

Programmatic OOH promises to change all of that. Programmatic executions enable the buyer to target with efficiency and flexibility by location, such as outside and inside point-of-care locations and pharmacies, or by layering on first-party or third-party data sets that are beneficial to the brand strategy. Creative messaging can be delivered against weather, pollen counts, even the latest epidemiological data. With video-enabled OOH assets, and QR tracking codes, there are creative strategies to finally deliver branding plus product claim copy to consumers in an engaging way. The results can be powerful, relevant, and measurable.

Furthermore, programmatic OOH creatives can be easily swapped on the fly, or scaled up and down, giving advertisers all the tools necessary to ensure messaging is on point and adjust to any changes in the plan.

As OOH takes its place in the mainstream programmatic universe, the pharma advertising vertical is taking on a new lease of life.

General OOH Creative Best Practices



General Guidelines

- Consider your goals.** What are you trying to achieve with this campaign and how can your creative do that?
- Be bold.** Take advantage of the power of OOH to deliver a big, bold statement that stands out.
- Keep it simple.** Focus on one idea, delivered in a clean & simple way.
- Show personality.** Adding humor, edge, or intrigue can help your creative stand out and make a lasting impression
- Think about context.** How does your creative fit into and enhance the surrounding space?



Imagery & Color

- Design with bold, high-contrast colors to create visual interest; avoid colors that blend together.
- Use clean, eye-catching imagery that is easy to identify and consistent with the message.
- Keep the brand name or logo on screen at all times to increase brand awareness.
- Remember, too many design elements run the risk of your content becoming cluttered.
- It is recommended that visual presentation of text conform to WCAG 2.0 standards, with a contrast ratio of at least 4.5:1 (AA rating) but optimally 7:1 (AAA rating).
- To test a color combination, there are a variety of free online and offline tools that can be used.



Physical Context

OOH media spans a broad range of physical environments including airports, city centers, doctor's offices, roadsides, supermarkets, and much more.

Keep in mind when and where you are reaching your consumers and how your ad can be woven into their journeys.

“Dwell time” determines how long consumers will be exposed to an ad, and it varies across contexts:

- Billboard average viewing time is 5 seconds¹
- Taxi top ads should be optimized for 8-15 second exposure²
- Customers spend on average 4.5 minutes at the grocery checkout³
- Average ad duration is 15 seconds in office buildings⁴
- Customers average 2 hours in bars⁵

For a spot in heavy rotation, refresh your creatives every few weeks to avoid creative burnout.



Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts

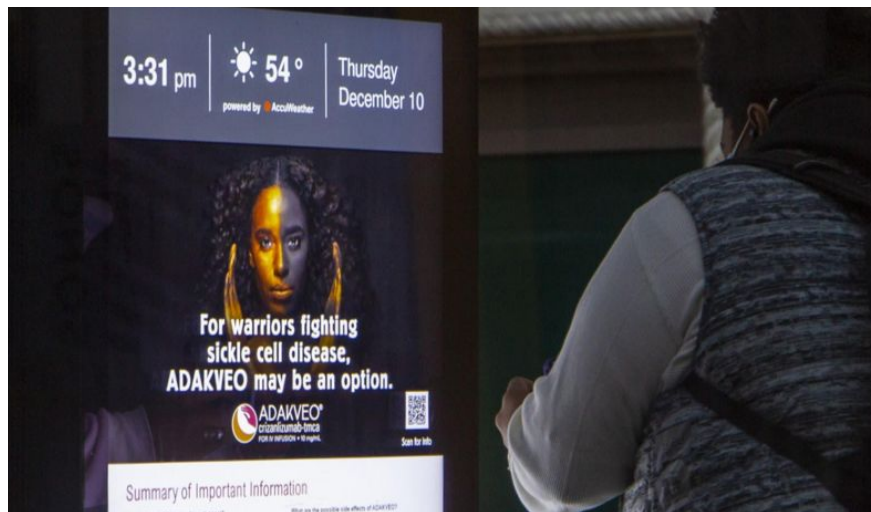


Visuals for illustrative purposes only

Call to Action

Place Exchange's unique ability to capture and pass mobile IDs means marketers can perform digital attribution and decisively measure impact. Adding a Call to Action (CTA) to your creatives can enable you to directly track "click-through" response to your OOH creative.

- Supported CTAs include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.



Visuals for illustrative purposes only

FOR PEOPLE WHO HAVE HAD A HEART ATTACK

BRILINTA[®]
ticagrelor tablets

Bob Harper, TV host
and heart attack survivor

**DO ALL
YOU CAN**

TO HELP PREVENT ANOTHER HEART ATTACK

Learn why BRILINTA + aspirin
is recommended by leading
heart associations.

Scan or visit BRILINTA.com/RecoveryJourney

IMPORTANT PRODUCT INFORMATION

BRILINTA[®] [brih-LIN-tah] [ticagrelor] Tablets

What is the most important information I should know about BRILINTA?

- are allergic to ticagrelor or any of the ingredients in BRILINTA. See the end of this Medication Guide for a complete list of ingredients in BRILINTA.
- Before taking BRILINTA, tell your doctor about all

What are the possible side effects of BRILINTA? BRILINTA can cause serious side effects, including:

- See "What is the most important information I should know about BRILINTA?"

Simplified creatives for buyers

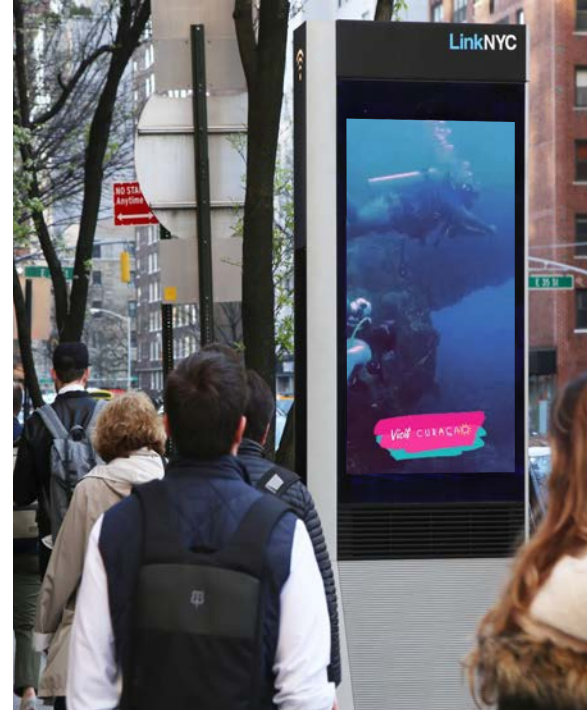
While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

Top 4 display sizes

- 1920x1080
- 1080x1920
- 1400x400
- 840x400



QR Code Use & Tracking

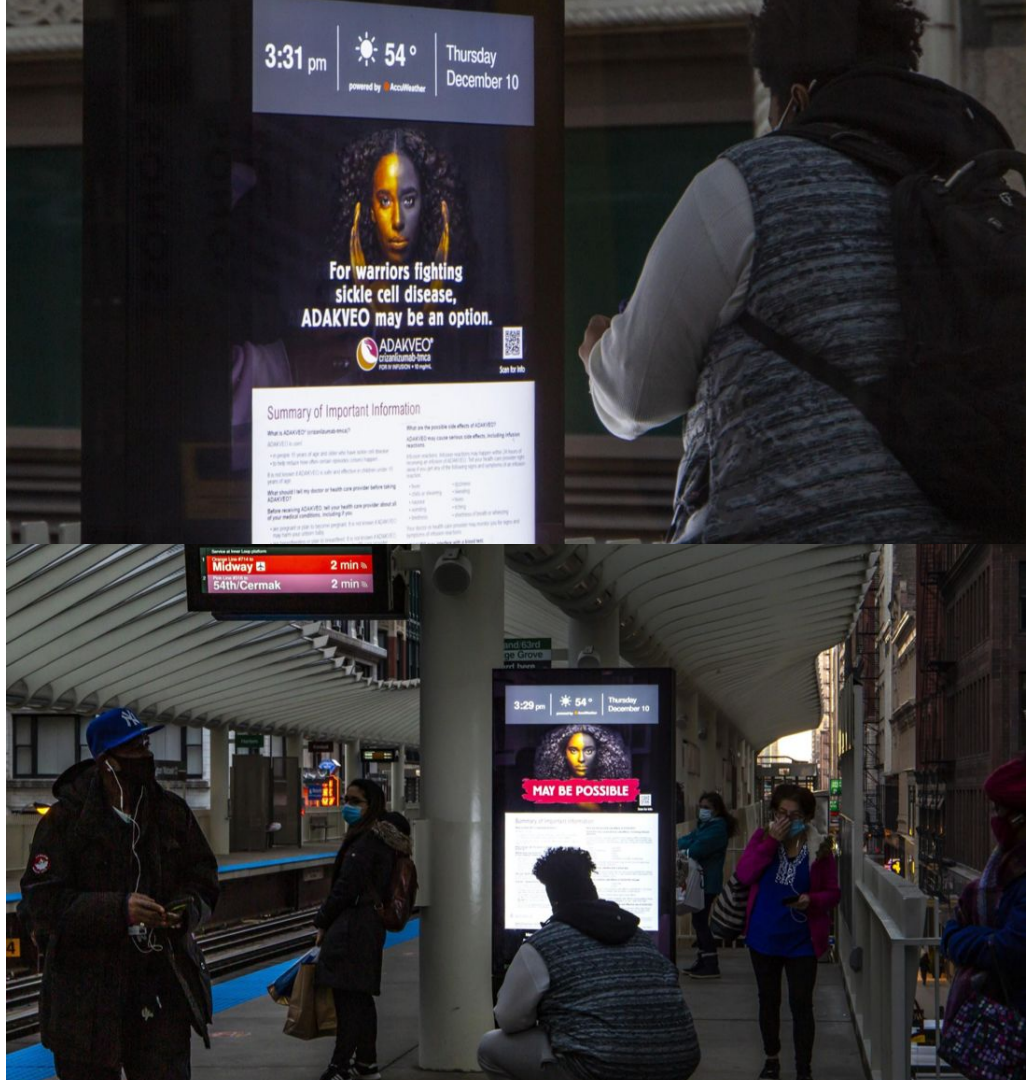


QR Code CTA for Pharma

Prescription medication ads that include the product's name also require a disclaimer displayed with the drug information and any potential health risks. Adakveo leveraged street furniture assets that ensured text legibility for pedestrians.

The eye-level screens allowed Adakveo to include a **QR code** call-to-action in the creative. Interested consumers could scan the code and be directed to a website to learn more about the product.

Note: QR codes are available upon publisher review



5 Tips for QR Codes

#1 – Right size your QR code for distance

For large public screens (ex. 55" displays), use a QR code that's at least 250–300px (6.25–7.5 inches) to enable activation from 4 to 7 feet away. Smartphone cameras may recognize a QR of those sizes from 7+ feet away, but will notify the user to “move closer.” A sufficiently large QR code ensures a user can scan from a comfortable and timely distance after noticing the call to action.

#2 – Height matters. Place QR codes at (camera) eye-level

The vertical angle at which a camera sees a QR code impacts the distance from which it can be activated. Designers will want to avoid placing QR codes at the top third of their creative if the screens are installed with the midline above eye-level.

#3 – Use a single QR code for dynamic content intended for further distances

Use a single QR code per creative. When a camera has more than one QR code in its viewport, it will jump focus around each of the QR codes.

#4 – For interactive content, space QR codes sufficiently apart

For interactive touch screen experiences, where the user is within arms reach, there may be good reason to have more than one QR. A user's natural rotation of body and arms towards the QR nicely limits the camera viewport to one QR if codes are spaced sufficiently apart. Also remember to leave sufficient white/empty space around a given QR code and ensure sufficient color contrast.

#5 – Consider the user context. Show the QR for as long as possible.

Consider the time it takes for a person to walk on a sidewalk or public hallway, see content on digital signage, notice the QR, decide they want to scan it, and successfully scan it. Designers should present the QR code for the full length of the slot to maximize the opportunity for successful conversion.

Note: QR codes are available upon publisher review

For more information: Intersection, [“The QR Code Comeback”](#)

Pharma Ad Types & Inventory Alignment



DOOH Inventory Alignment: DTC

Product-claim ads: include the product's name and its use, and can make claims about the drug. *Product-claim ads must provide legible information about risks. All legal copy needs to be fixed on screen and visible at all times.*



Best suited DOOH asset categories:

- Point of Sale
- Screen/TV
- Street furniture
- Vending machine

Reminder ads: provide the name of the product and can disclose limited descriptive information such as dosage form or cost. Reminder ads do not make claims or representations about the product, nor do they compare one product to another. Disclosure information is not required for reminder ads.



Best suited DOOH asset categories:

- Billboards
- Elevator displays
- Point of Sale
- Screen/TV
- Spectacular
- Street furniture
- Vending machine

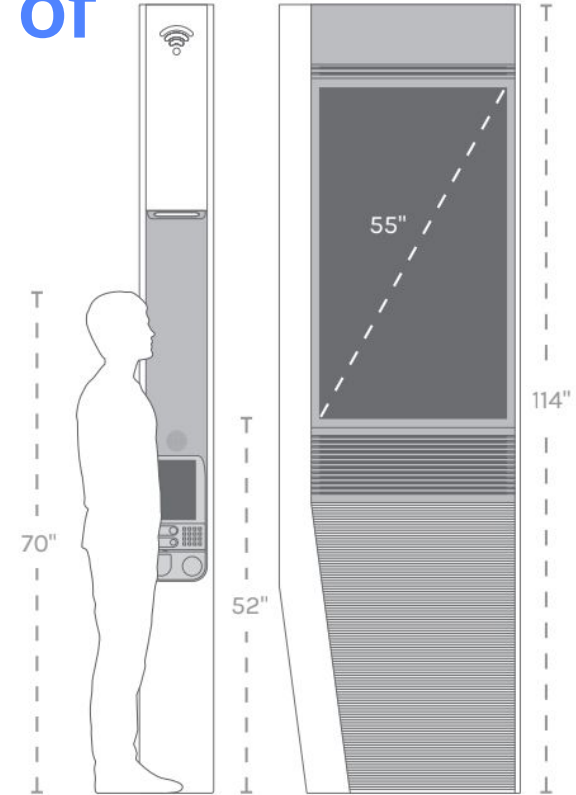
Help-seeking ads: discuss a disease or condition, and advise people to “see your doctor” for possible treatment. Help-seeking ads do not include risk information.

Ensure Legibility & Accessibility of Call-to-Action and QR Code

Example of general dimensions for a LinkNYC screen.

- Dimensions of screen (W x H): 27" x 47.5"
- Raised or pedestrian level: Pedestrian level
- Distance from ground: 52"

Information on the general dimensions of a DOOH asset is available upon request.



DOOH Inventory Alignment: HCP

Reach Health Care Professionals across all points of their journey to and from conference venues and doctor offices.



Airports

Leverage airport assets prominently placed in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas.



Transit

Reach HCPs taking transit systems to and from conference venues, hotels, and offices.



Moving Media

Leverage eye-catching placements on top and inside of rideshare vehicles and taxis, as well as panels mounted on delivery vehicles, semi-trailers, and transit buses.



Billboards & Street Furniture

Geotarget DOOH media within a specific radius or along transit routes of conference venues, hotels, and offices.



Restaurant & Bars

Reach HCPs in their moments of leisure and relaxation near conference venues, hotels, and offices.



Point of Care

Leverage digital screens positioned in waiting rooms at doctor's offices.

Audience Targeting & Measurement



Multiple advanced targeting capabilities, including using healthcare data from Crossix and IQVIA

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.

Examples:

- Seasonal healthcare data (e.g., allergy, cough-cold)
- Diagnosed conditions (e.g., cholesterol, migraine)
- Demographic segments (e.g., age, gender)
- Psychographic and behavioral segments

Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.

Examples:

- Health clubs & gyms
- Medical campuses
- Retail venues
- Transit stations

Location

PX enables location targeting at any level of granularity, from distinct points of care, to custom geofences, zips, or DMAs.

Examples:

- Doctors offices
- Hospitals
- Urgent care facilities
- Pharmacies



1P Targeting Example: Adakveo

Adakveo provided a list of target zip codes where they identified high concentrations of patients diagnosed with sickle cell disease. Place Exchange mapped and delivered ads to the available inventory within the target regions.

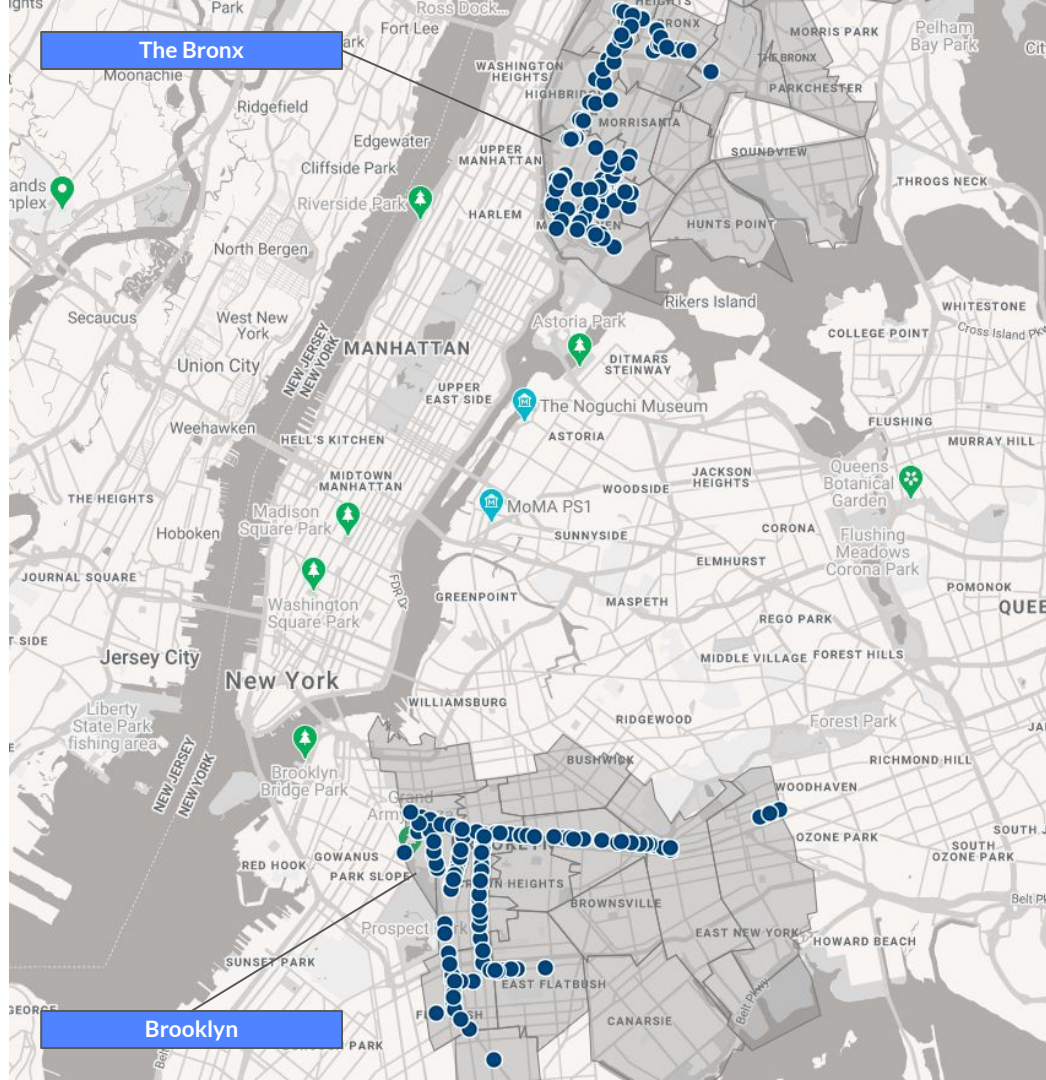
Map shows a sample of targeted zip codes and Place Exchange inventory.

Legend

PX publisher screens



Adakveo target zip codes



Campaign Optimization & Measurement

Place Exchange's proprietary integration with omnichannel DSPs enables buyers to optimize campaigns mid-flight.

Optimization levers, including:

- Publisher / Network
- Screen / Venue
- Creative
- Location
- Time of day

Place Exchange's patented IP captures and passes mobile device IDs on individual impressions, allowing marketers to perform digital attribution and decisively measure impact.

Place Exchange can also enable upper funnel branding and engagement metrics, including brand awareness, brand loyalty, purchase intent, and more.

Drive to any pixel-able event, including:

- Website visits
- Registrations / signups
- Requests for information
- App downloads
- Pharmacy foot-traffic
- Script lift
- Script refills
- Doctor visits

Drive engagement by retargeting exposed Device IDs across screens

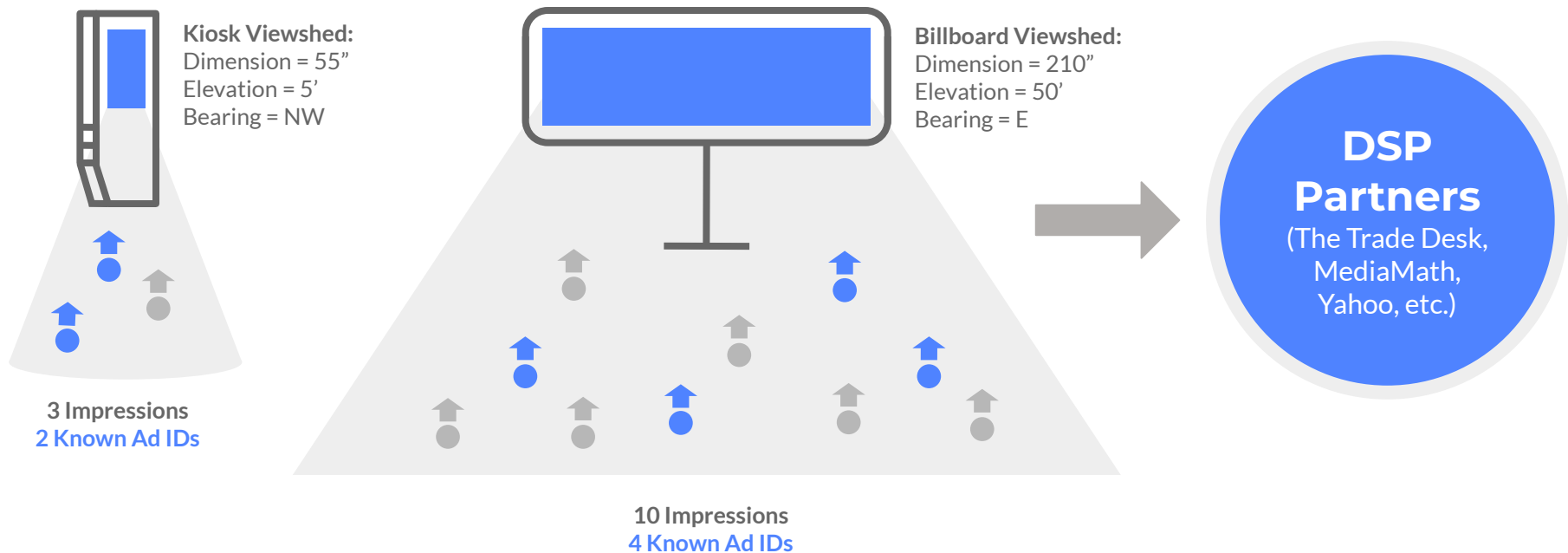


- Retarget consumers online and across other programmatic channels
- Manage frequency and spend efficiencies

- Cross-screen creative sequential messaging
- No additional cost for device ID passbacks

Device ID Passback

1. Creation of unique “viewshed” around each OOH display
2. Collection of validated impression counts for each ad play
3. Collection of mobile ad identifiers for devices of exposed consumers
4. Transmission of data back to our DSP partners
(either in real time or weekly, depending on the DSP)



PerView™ Reach & Frequency Measurement

- Measurement across all OOH publishers, venues, and asset types
- Aggregate population and/or segment-specific R/F measurement
- National and DMA-level measurement
- Can specify desired R/F as input and output the budget/plan, or vice versa
- Available for pre-campaign planning, mid-campaign optimization, and post-campaign analytics
- **FREE** for campaigns with qualifying spend levels



Seamless Activation

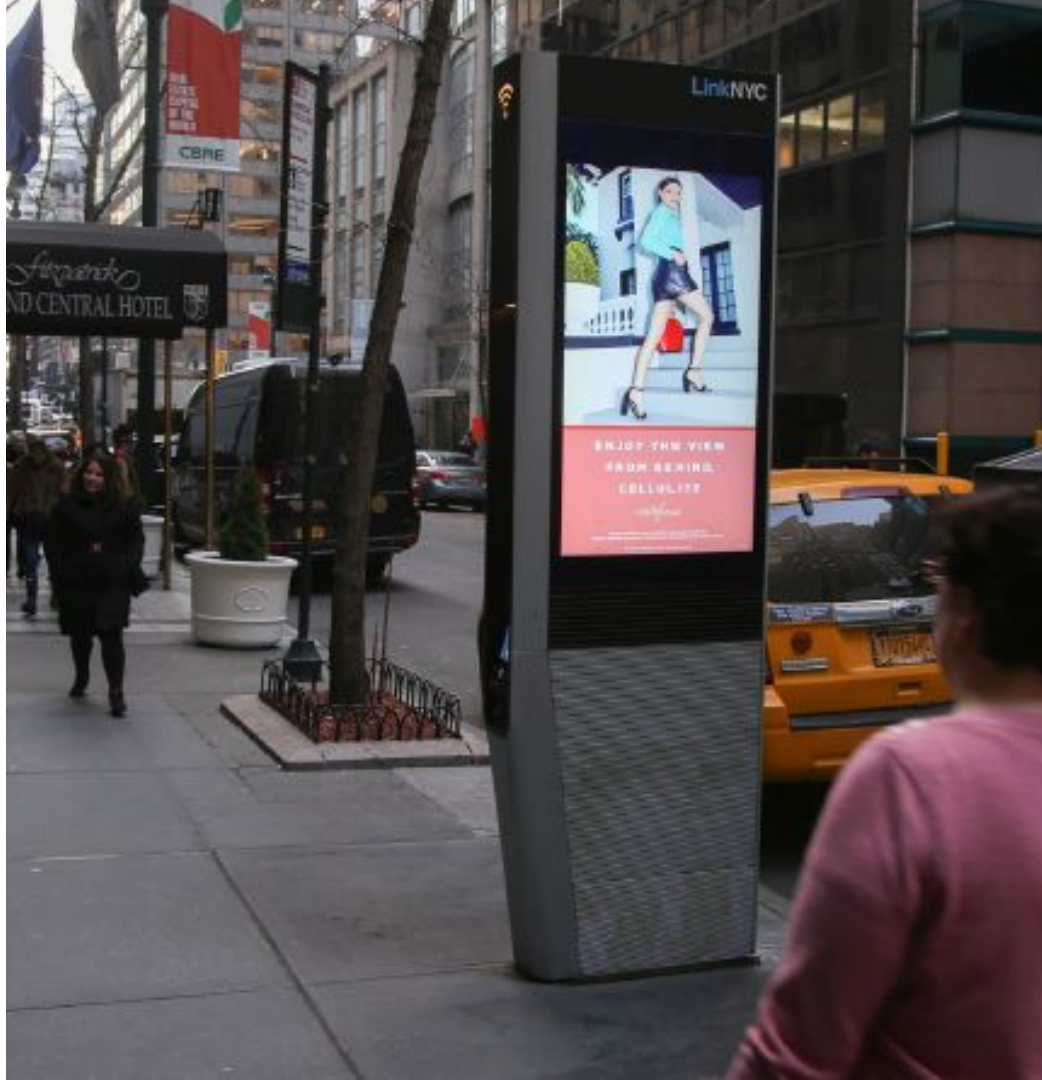
Once media plan and creative assets have been approved by the client*:

1. PX or publisher creates PMP Deal IDs
2. Deal IDs sent to client's preferred DSP
3. Campaign goes live!

* Approval times vary by publisher, typically within 4 hours of submission if sent before close of business. PX does not impose a time limit.

Additional Benefits

- Omnichannel campaign activation in client's preferred DSP for standardized campaign set up and reporting
- 3PAS tracking support
- Retarget exposed users
- Real time measurement & reporting
- Proof-of-Purchase for all campaigns



Trafficking Best Practices & 3PAS Tracking

Place Exchange is the only OOH SSP that supports third-party ad server (3PAS) tracking and reporting for DOOH display and video in omnichannel DSPs. Buyers can utilize CM360 tracking in DOOH display and video campaigns on Place Exchange, and streamline omnichannel campaign delivery and reporting needs.

Trafficking via 3PAS tag:

- Upload your 3PAS tag as you would for all other formats
- PX will auto capture all associated trackers and enable consistent impression tracking across Publisher, SSP, DSP, and 3PAS
- *Note: Creative rotation within a 3PAS tag is not enabled due to strict creative approval within public spaces covered by DOOH*

Trafficking raw asset alongside 1x1 trackers:

- Upload your raw creative files into your DSP
- Traffic any 1x1 trackers in appropriate fields
- PX will auto capture all associated trackers and enable consistent impression tracking across Publisher, SSP, DSP, and 3PAS

Note: Brand safety pixels are not required in DOOH as the channel is inherently fraud free, completely viewable, with no negative content adjacency, and cannot be blocked or skipped.

Additional Materials:

- [Using CM360 for DOOH Campaigns](#)
- [3PAS & 3P Measurement Onesheet](#)

Supported Creative Formats:

- **Display:** JPG, PNG
- **Video:** MP4
 - Protocol: Wrapped VAST (versions 2, 3, or 4)

Unlock the real power of OOH.

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