

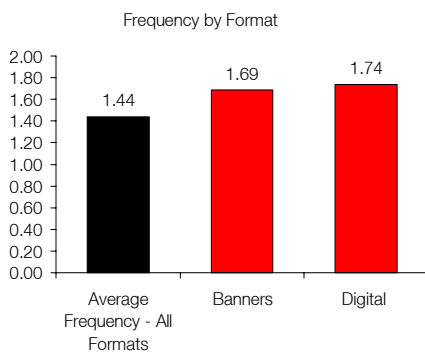
Case Study

Eye Tracking



Eclipse Campaign, Auckland University, July 2008

One Eye Study panel engages 93% of students weekly



Students look back at sites an average of 1.44 times per engagement. Banners and Digital panels are looked at even more frequently

Eye Study: Delivering accountability in Out-of-Home advertising

■ Research objective

Study commissioned by EYE to gain first-hand insight into tertiary students' engagement with advertising media in the on-campus environment

■ Revolutionary study

A first of its kind in Out-of-Home audience measurement studying the viewing behaviour of actual students in an on-campus environment in Auckland New Zealand

■ Methodology

- Participants wore special glasses with built-in cameras that recorded their eye movement and field of vision simultaneously
- Participants navigated through the campus along three specific routes
- Participants were unaware of the purpose of the study
- The participants' video footage was analysed

■ Key results and findings

- Students are on campus for five hours a day, presenting a large opportunity to see advertising
- One Eye Study panel engages 93% of students weekly
- Students engage for 1 second, 5 times longer than what is considered an engagement
- Students look back at panels multiple times
- Students are more likely to engage with product shots on advertisements
- Students demonstrate a consistent level of engagement over time