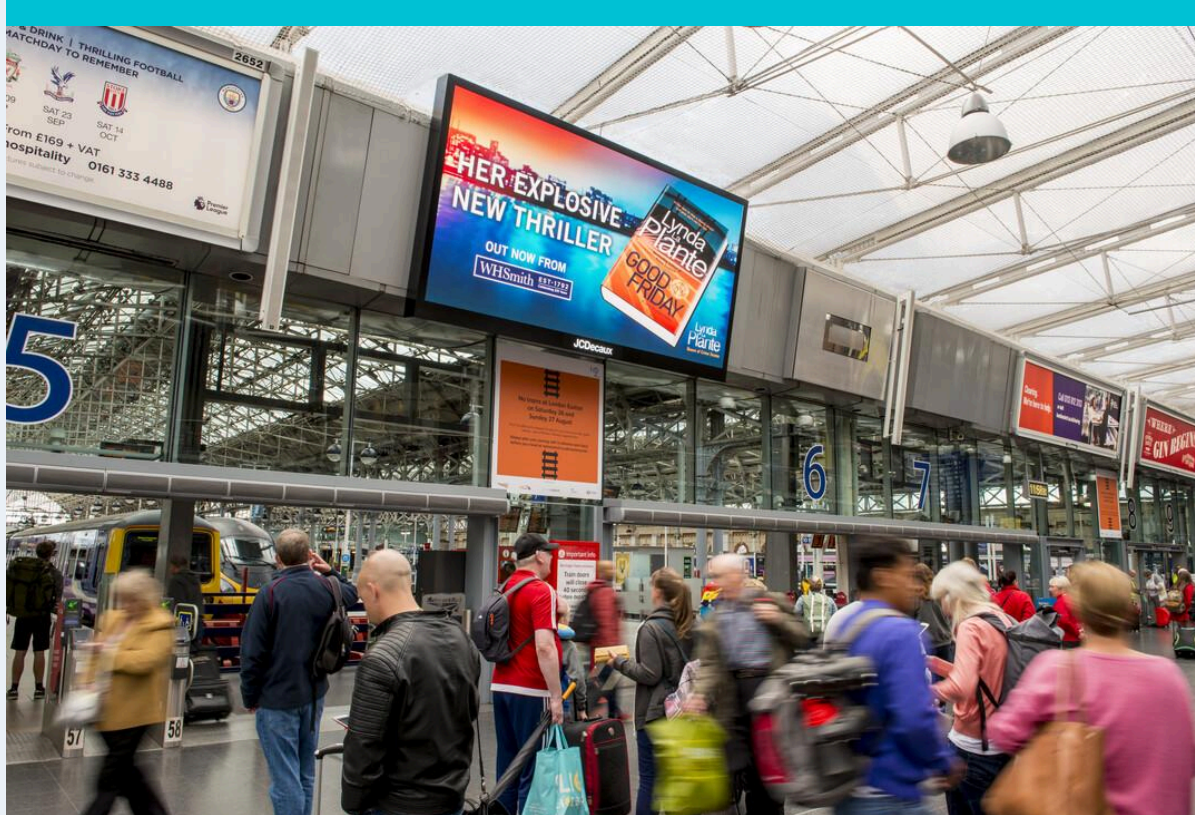


FOURCAST



Insights from Four's media & strategy teams



THE 'HUB AND SPOKE' APPROACH TO OOH: HOW TO CREATE IMPACT AND BUILD EFFICIENCIES

Out-of-home (OOH) buying is evolving rapidly, with programmatic spend set to increase by over a third across 2024. At the same time strategic buying approaches are ensuring that client campaigns are smarter and more effective.

Four has recently championed this, taking inspiration from the airline industry's 'hub and spoke' model. The model can transform a complicated (and at times expensive) OOH plan into a smart, strategic network-based approach where we only buy key central locations to reach a range of audiences and geo locations.

So instead of buying media individually at the source, we create an OOH network through travel hubs based on audience migration routes. This allows brands to communicate at key moments as well as guaranteeing cost efficiencies when trying to reach both mass and niche audiences. The approach also allows brands to take advantage of high impact DOOH screens which are not available at more regional locations, unlocking the potential for dayparting and dynamic messaging.



PHARMACY FIRST LAUNCH PROVES A SUCCESS

It's been four weeks since the NHS launched the new 'Pharmacy First' initiative, a scheme to treat manageable conditions in pharmacies and alleviate pressure on primary care. We've been monitoring the scheme closely and its positive impact on higher footfall in pharmacies and knock-on increase in over-the-counter trading.

You can read more about the scheme and its aims here: [Pharmacy First will launch as planned on 31 January, NHSE confirms - The Pharmacist](#)

A focus on pharmacy care has resulted in a greater need for pharmacy communications at both a national and regional level. At Four, we are at the forefront of building innovative solutions to reach potential and active customers as well as educating pharmacy workers about specific brands or products.



COMMERCIAL RADIO DELIVERS AN ADDITIONAL 1M LISTENERS IN LATEST RAJAR UPDATE

February saw the latest RAJAR release for the Q4 2023 period, which showed the continued and growing strength of commercial listening. Commercial radio's ability to communicate at scale is proven by its 39.1m listeners or 69% of the 15+ adult population. This growth is fuelled by the increase in connected devices with 26% of all radio listening now coming from a smart device. According to RAJAR, commercial radio has 7.8 million more listeners than the BBC, as the gap grows from 4.8 million in Q4 2022.

From an advertiser's perspective, this growth is welcome news given the channel's unique ability to build cost effective frequency and talk to individuals on a 1-2-1 basis. Advances in the geo targeting of audiences via digital radio and innovations to create actionable messaging via smart speakers (by working with media partners such as [Say It Now](#)), also allow audio to create a unique role within the wider marketing mix.

February has also seen a shake up of high-profile radio presenters. [Roman Kemp](#) has announced his move away from Capital Radio after 10 years, five of which he spent hosting their flag ship breakfast show. Kemp is being replaced by Jordan North, who has previously presented the Radio 1 drivetime Going Home show. Separately, [Graham Norton](#) has announced his departure from his weekend Virgin Radio show, having spent 13 years with the station. It remains to be seen how these talent changes will affect both stations' audience share. We'll continue to monitor and update you as developments unfold.



LINKEDIN OFFERS PRACTICAL NAVIGATION TO A COOKIELESS WORLD

[LinkedIn has released a guide](#) addressing the challenges posed by the deprecation of third-party cookies, offering insights to enhance campaign performance in a cookieless environment. The guide advocates for a robust first-party data strategy, emphasising the use of LinkedIn's Audience Targeting tools and conducting A/B testing for effective audience engagement.

Additionally, the platform recommends embracing AI technologies, such as the Predictive Audience tool, for scalable targeting and improved ROI. The guide also advises a re-evaluation of reporting strategies, moving away from last-click attribution, and leveraging CRM data for meaningful metrics. LinkedIn underscores the importance of testing and learning in a cookieless future, urging marketers to optimise campaigns and measure effectiveness comprehensively.

Many of our clients are well on the way to overcoming the challenges of a future without cookies and this advice from LinkedIn offers a comprehensive guide equipping marketers with actionable strategies to implement.

TOGETHER WE MAKE A DIFFERENCE

