



Suzanne La Forgia
President & CEO
OVAB
United States of America

Suzanne La Forgia is the President & CEO of the Out-of-Home Video Advertising Bureau (OVAB) the pro-industry not-for-profit association formed to raise awareness and promote the effectiveness of Out-of-Home video advertising.

Suzanne provides senior-level strategic thought leadership and is the liaison to the advertising industry on behalf of OVAB's membership. She, along with OVAB's Board of Directors, shapes strategies for promoting the adoption and growth of the digital place-based media industry. Suzanne is a sought-after speaker on the subject of new Digital Out-of-Home/ place-based media and the proliferation of Digital Out-of-Home networks. Last year the association published its Audience Metrics Guidelines, an important milestone for emerging media.

According to Suzanne, the Digital Out-of-Home sector is expected to grow at an annual rate of 25 per cent through to 2012.

Now that you have more than a year under your belt at OVAB, what has been the biggest focus for you to achieve in the digital arena? My focus, with the input from our members and guidance from our Board, is to identify the barriers that prevent the widespread acceptance and adoption of our media among the advertising and marketing community, develop the strategy and execute the tactics to

break down those barriers. In 2008, our focus was writing and publishing the OVAB Audience Metrics Guidelines and coordinating and executing our first industry summit in autumn. Both have received positive feedback from the agency and advertising community and both the Guidelines and our annual summit are a core part of our ongoing mission.

How would you describe the Digital Out-of-Home industry in the current climate and how do you think this will change in the coming years?

Our industry is experiencing a transformative growth and evolutionary period. We're seeing consolidation among network operators which is an important trend. We're seeing networks invest smartly in key research to further substantiate their value to advertisers. We're seeing significant change in how agencies are restructuring and training their groups to evaluate, plan

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and buy this media. We're working with eminent third-party companies who develop and distribute the tools agencies and advertisers use to make media/marketing purchase decisions so they understand this media. And we're seeing advertisers increase their investments. I see all of these trends escalating even more rapidly as we come out of the recession.

What would be the three key elements of place-based digital/video advertising that clients and agencies find or should find beneficial?

- Targetability – the right people, at the right time, in the right places, with the right message.
- Relevance and engagement – the appropriate content and advertising is delivered to audiences in places where advertisers can create impact: where people live, work, play, socialise and shop.
- Efficiency – and I'm not talking a "cheap CPM" here. I'm talking about the overall savings that

marketers realise by utilising more-targeted and relevant media platforms.

What are OVAB's biggest achievements since its establishment in 2007 and what is OVAB set to achieve this year?

- We raised awareness of the association and the industry among the advertising community by 100 per cent in less than a year.
- We wrote and published the OVAB Audience Metrics Guidelines in nine months and are moving very steadily down the path towards widespread adoption and use.
- We executed the most successful industry conference to a standing-room-only crowd of key advertising, agency and media industry executives.

Throughout 2009, as advertisers have started to embrace this media, there has been a lot more learning and more case studies on success than ever before. Our summit in October will showcase some never seen before examples of how advertisers have used this media to generate valuable measurable returns. It once again will be a "not to be missed" event. ☒