The Office Study

Exploring the dynamics of office environments and examining how observers connect with **indoor advertising**



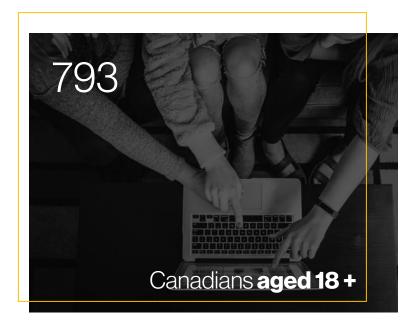
COMMB has diligently explored the dynamic movements of individuals on-the-go, their commutes and their daily habits both pre and post COVID. Now, as Canadians increasingly transition back to their work environments, it's more important than ever to uncover **opportunities in indoor advertising for brand marketers in the office place**.

In COMMB's 2023 Office Study, we delve into individuals who have advertising screens in their places of work, their exposure to these screens, their opinions on effectiveness, action taken after exposure, as well as their patterns of navigating throughout these office environments.

80% Of Canadians Have In-Office Presence.

Ipsos 2022

Methodology for The Office Study







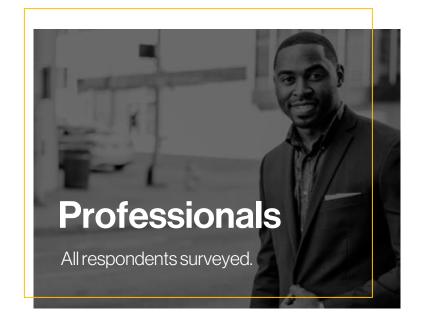


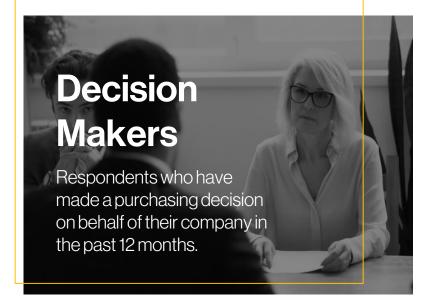




Audiences Highlighted

We have focused on three major audiences throughout this study, highlighting notable findings as well as comparing these findings between our selected audiences.



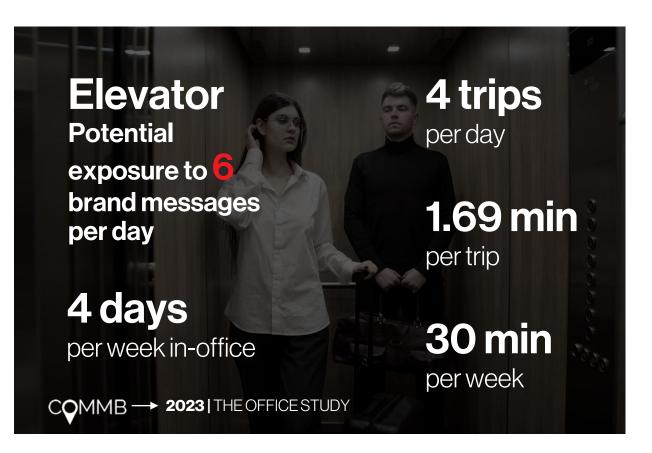


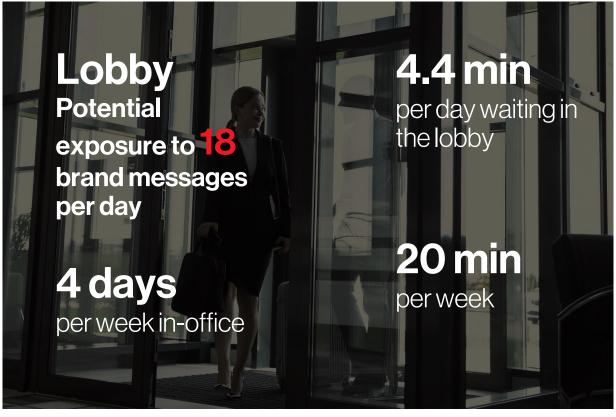


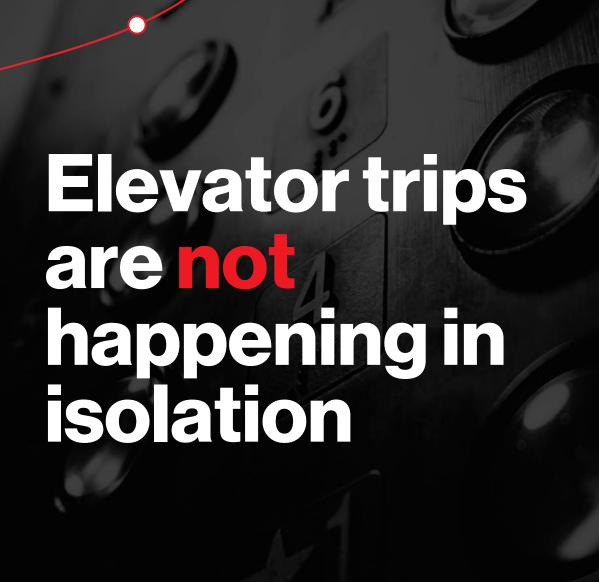




Professionals spend nearly an hour per week in front of digital office screens.







71% of Professionals share their trips with 2+ riders, with 1 in 4 traveling with 4-5 riders on their trips.



Viewer Attention

97% of Professionals pay attention to digital screens in their office buildings.

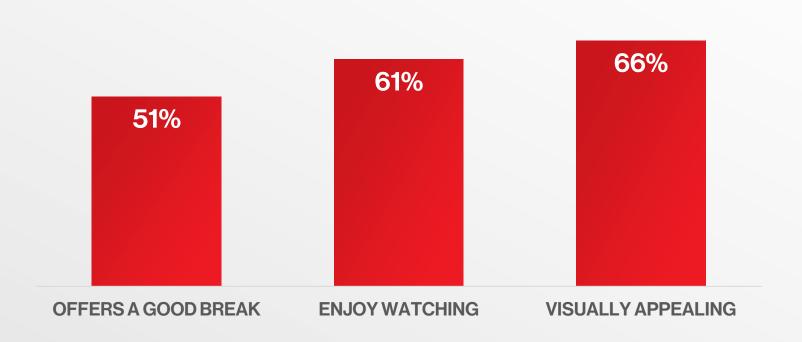
97% of Gen Zs pay attention to digital office screens.

99% of Decision Makers pay attention to digital office screens.



What do they think?

2 in 3 Decision Makers find digital screens visually appealing



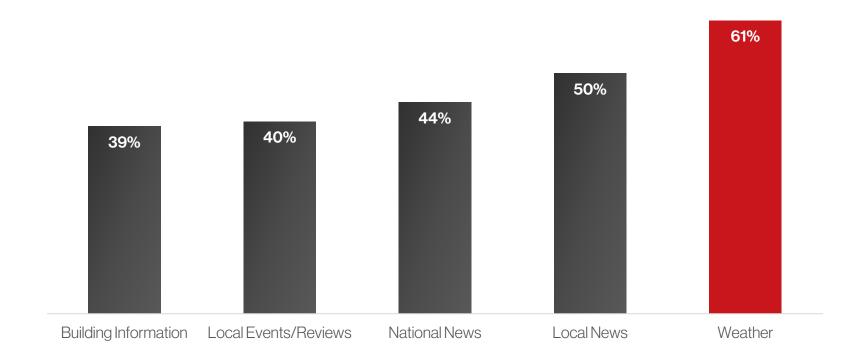
71% of Gen Zs enjoy watching digital screens in their office building.

Utilizing digital office screens provides a platform to speak directly to Gen Zs – and they aren't tuning it out!



What type of content do they like?

"Did you find the content displayed on office building screens **satisfying**?"



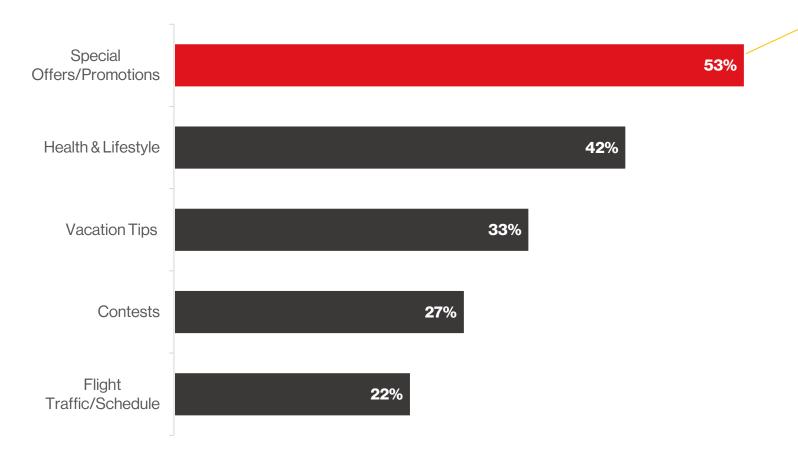
The top 5 enjoyed content types on digital office screens are weather, local news, national news, local events and building information.

Knowing that individuals taking elevators during their day value both local and national news is significant for advertisers in both realms looking to effectively advertise their product or service to these audiences.



What do they want to see more of?

"What type of content **do you wish to see** on office building screens?"



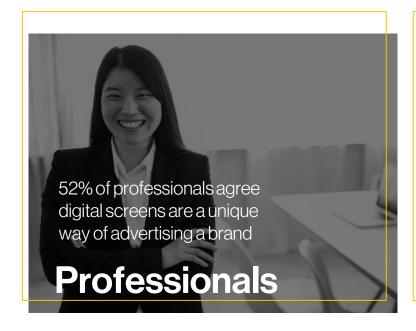
53%

of people want to see more special offers and promotions.

Professionals
working in an office
building are ready
for more exposure
to brands in
elevators.

Audiences Agree...

Beyond its visual appeal, digital screens offer professionals a unique and effective way to learn about a brands and events







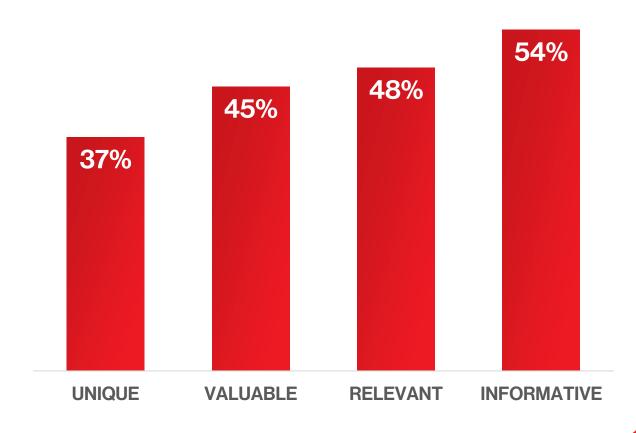
Digital natives, Gen Z, rely on digital screens for ideas

67% agree advertising content gives them purchasing ideas

60% agree entertainment content gives them an idea about what to watch when returning home

Professionals believe ads on digital office screens are







Digital office screens can play a role in Professionals' path to purchase.

AWARENESS

97% of professionals pay attention to office screens.

CONSIDERATION

80% of those who paid attention shopped for items

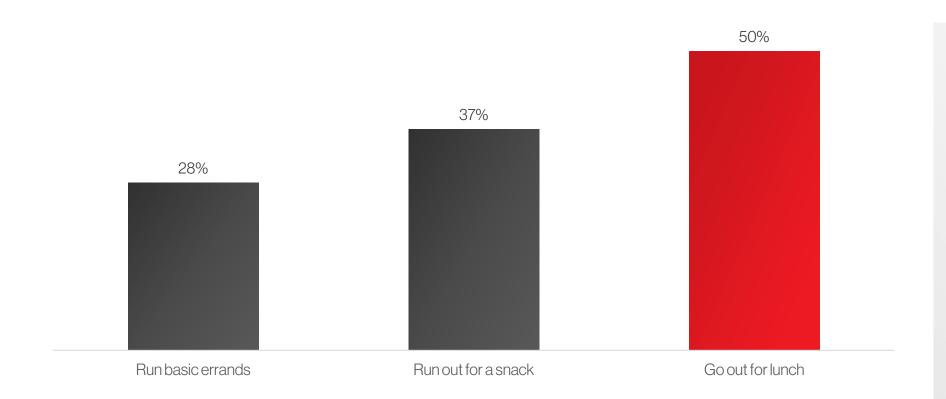
PURCHASE

74% of those who paid attention converted to a purchase.



Personal Activities

"During a typical workweek, which of the following **personal activities** do you do during work hours?"



Office workers are back to a "new normal" that integrates personal activities at work, incurring an average of 4.5 elevator trips per day.



44% of Professionals shop in-store close to work.

57% of Gen Zs in-store shop close to work.

43% of Decision Makers in-store shop close to work.



71% of respondents spend up to 1 hour per day at work using their computer for personal use.



68% of Professionals make purchasing decisions at work. **69%** of Gen Z make purchasing decisions at work.

In the last year, Decision Makers have made purchasing decisions for...

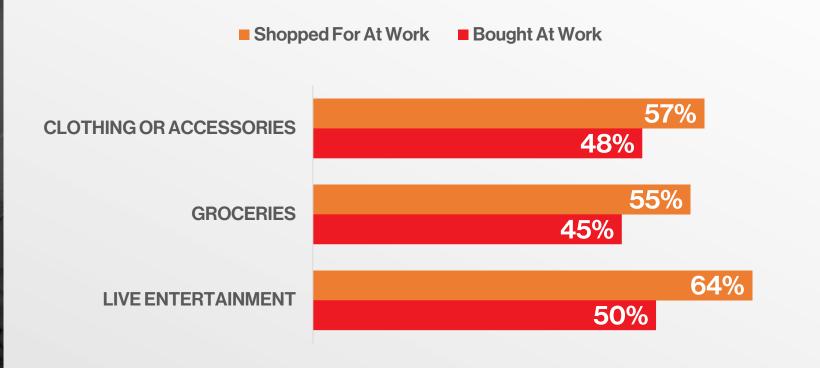






Top 3 categories with highest conversion (75%+)

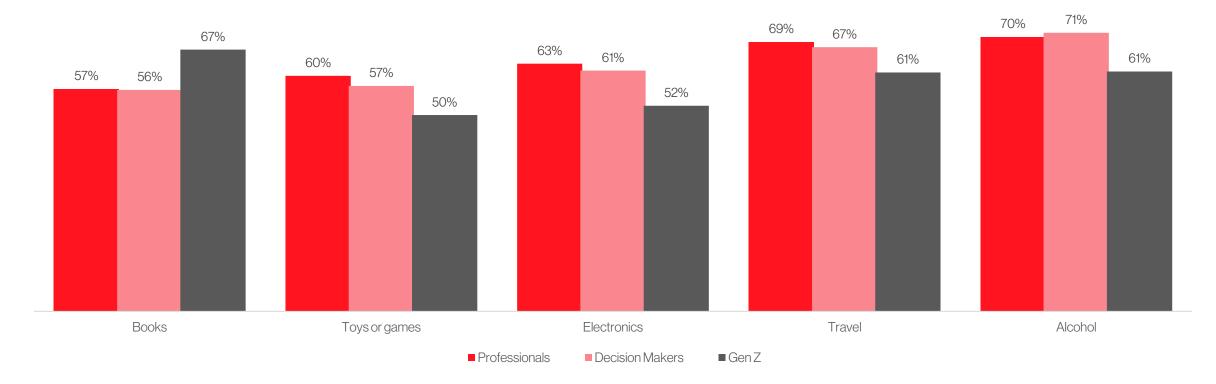
"Which items have you **shopped for or bought online** while at work in the past 12 months?"



Conversions At Work

Moderate conversion items (55-75%) include alcohol, travel, electronics, toys & games and books.

Of those who **shopped**, here's what they **bought**...





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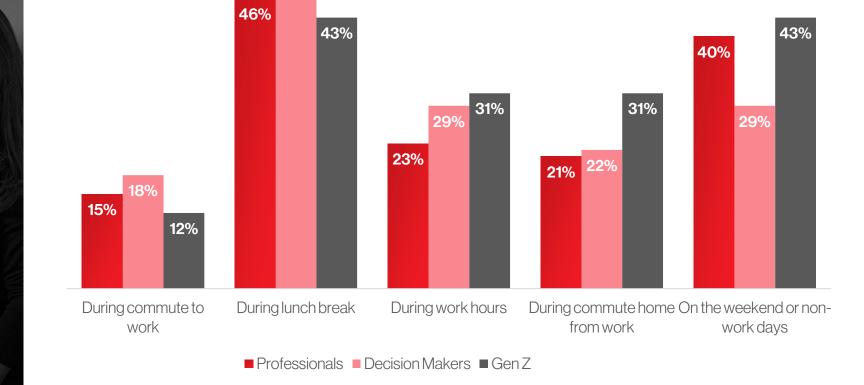
Action Taken

62% of Professionals took action after being exposed to inoffice advertisement.

In-office screens can act as a catalyst, prompting purchases.

When do you take action after Ad Exposure?

55%
Of Decision Makers take action on their lunch break.



Who Office Screens Reach

An advertising category analysis which uncover **opportunities** of inoffice screens, what businesses they can benefit, and which audiences they reach.



Trave







136 Index – I seek out adventurous experiences when I travel

139 Index – The best vacations involve as many activities as possible

131 Index – I want every aspect of my vacation to be luxurious

118 Index – Travel and accommodation discounts have a huge impact on my travel plans

120 Index – Taken a trip outside of Canada (past 12 months)

123 Index – Intend to spend \$5000+ (next vacation)

145 Index – Visit Europe

157 Index - Visit California

165 Index - Visit Hawaii

181 Index – Taken 1-2 business trips (past 12 months)

184 Index – Intend to take a business trip (next 12 months)

216 Index Intend to stay in a hotel (next business trip)

240 Index – Intend to travel by car (next business trip)

175 Index – Intend to travel by air (next business trip)



Investors

149 Index Traded Last 6 Months

Personally Used/Contributed To Last 6 Months

183 Index Stocks/Bonds

165 Index ETFs

136 Index Mutual Funds

131 Index RRSPs

181 Index Household Income \$200K+

Banking

149 Index Intend to switch banking institution (next 12 months)

114 I seldom make a financial move without consulting an expert

Manulife

110 Index I am very good at managing my money

Institutions Personally Use

111 Index

HSBC 177 Index
President's Choice Financial 139 Index
CIBC 131 Index
RBC 124 Index
BMO 124 Index
Scotiabank 116 Index
TD 116 Index







125 Index Spend \$2500+ A Month On Credit Cards

143 I use my credit card mostly for business

Credit Card Brands Currently Have

American Express

106 Index

Mastercard

103 Index

Visa

101 Index

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Source: Vividata Winter 2024 – OOH exposure to digital screens At Place of Work (Elevators or Lobby): Adults 18+



Online Shoppers

146 Index I generally prefer to buy things online rather than in store

219 Index Shop online a couple of times per week

145 Index Spend \$401+ a month online shopping

177 Index Convenience of online shopping is more important than price

Purchased Online (Past Month)		Events Personally Participate (Online/In-Store)	
Cosmetics/Skincare	243 Index	Prime Day	140 Index
Tickets (concerts, sporting events, movies, theatre) Clothing (Men's & Women's)	221 Index 102 Index	Back-to-School	128 Index
		Cyber Monday	122 Index
		Black Friday	117 Index