

A 3D grid of dark blue cubes, with one cube in the center-left highlighted in bright yellow. The cubes are arranged in a perspective view, creating a sense of depth. A semi-transparent grey rectangle is overlaid on the right side of the image, containing the title text.

TouchPoints 2019 – What's New

**TOUCH
POINTS**



Outdoor Advertising

TOUCH
POINTS

Types of cars owned



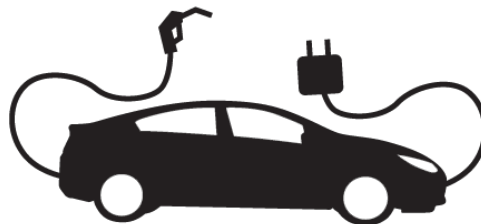
Petrol



Diesel



Electric



Hybrid

None

One

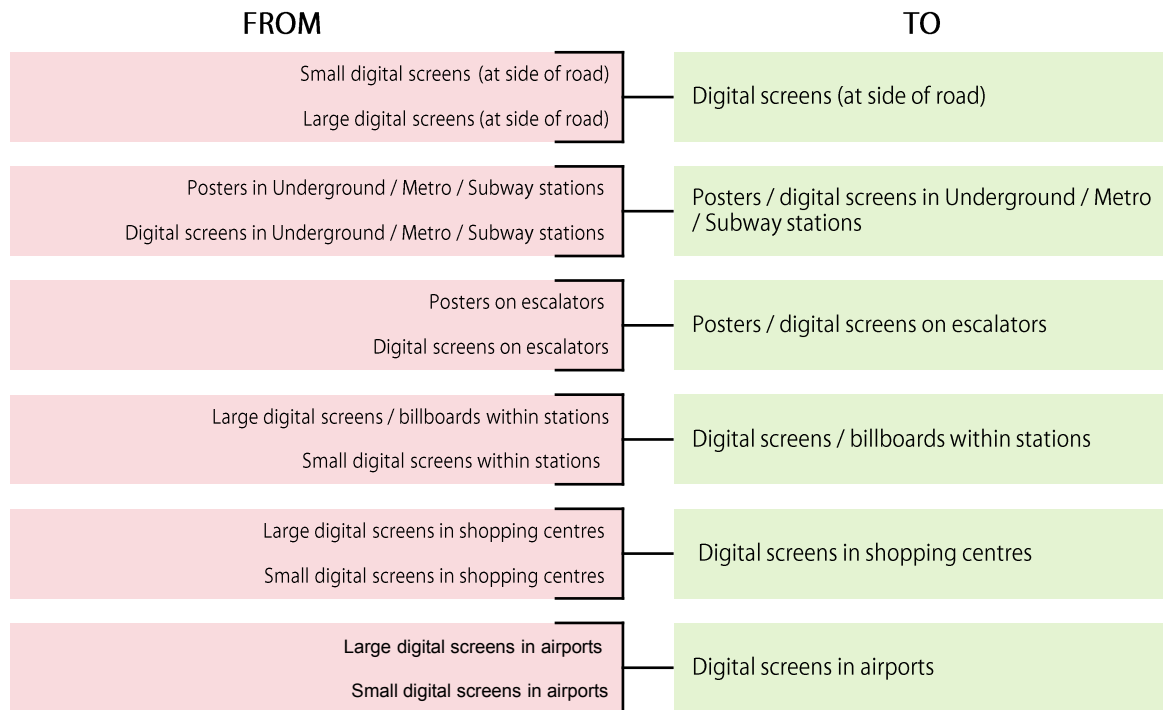
Two

Three+

Q: How many of each of these types of car do you have in your household?

**TOUCH
POINTS**

Simplifying outdoor advertising



Q: Thinking of all the places you might see advertising outdoors, please indicate how often you notice the following types

**TOUCH
POINTS**

New Outdoor sites



Posters / digital screens in
supermarkets



Posters / billboards / digital
screens in supermarket
carparks

Q: Thinking of
all the places
you might see
advertising
outdoors,
please
indicate how
often you
notice the
following
types

**TOUCH
POINTS**

New Outdoor Statements

Statements
about
posters.

I prefer digital posters that contain specific local information such as the current weather

I find digital / moving posters more engaging than others

Posters often alert me to limited time events / offers (e.g. cut prices etc.)

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know/Not applicable

TOUCH
POINTS



Shopping

**TOUCH
POINTS**

New Centres and Stores

New Shopping Centres

MANCHESTER
ARNDALE



St David's
Dewi Sant

intu 
Merry Hill

New home furnishing stores

Dreams

FURNITURE
Village

Tapi
carpets

Shopping
centres /
home
furnishing
stores
visited in
last 3
months

TOUCH
POINTS

New shopping Statements

Statements
about
shopping

Social media helps me discover new products and services

I like to wait for key sales dates to make certain purchases (e.g. Black Friday, Boxing Day, New Year Sales etc.)

I prefer to go to supermarkets or shops where I get everything I need in one place

Definitely agree

Tend to agree

Neither agree nor disagree

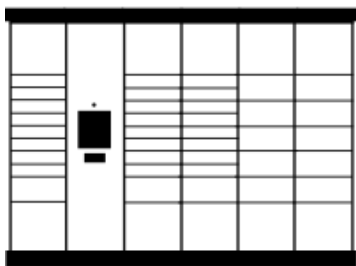
Tend to disagree

Definitely disagree

Don't know/Not applicable

TOUCH
POINTS

Delivery services



Parcel locker



Apps or websites
used for tracking a
delivery



Online returns using a
courier or authorised
return service

Q: Delivery
services
aware of
and usage

Aware		
Used in last 3 months	Used but not in last 3 months	Never used

**TOUCH
POINTS**

Stores visited

Visited in person in past 3 months



Visited in person in past 4 weeks

Used website or app



New stores

EVANS



URBAN
OUTFITTERS

Miss Selfridge

New online only stores



PRETTYLITTLETHING

Q: Visited
in the past
4 weeks

Q: Used its
app or
website in
the past 4
weeks

TOUCH
POINTS

New Addressed Mail Statements

Good quality printing and material in a piece of mail makes me think better about the organisation that has sent it

I sometimes keep mail items as they're a useful prompt to remind me to do something

If I get a piece of mail that may be of interest to someone else, I'll pass it on to them

I prefer to receive paper bills / statements

Definitely agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Definitely disagree

Don't know/Not applicable

Statements about Mail / Post

TOUCH
POINTS