

# Signeer

## Consultancy Project

### The Challenge

In May 2014 Signeer asked Kingston Business School to help develop its marketing plan for its digital outdoor advertising platform which targeted non-traditional advertisers. The brief included quantifying opportunities in the individual market/geographic sectors, outlining relevant price points, promotional content & activity (digital and non-digital), and potential bundling options by sector. Barriers to purchase should be identified, and strategies to overcome these will be outlined. A low-cost mapping model for traffic/viewing prediction is under development.

### Signeer

Signeer ([www.signeer.com](http://www.signeer.com)) is a small digital online advertising platform which facilitates access to outdoor advertising services (both buying advertising space and leasing it out) to SMEs, NGOs and the general public.

### The Approach

Dr Debra Riley, and a team of researchers from the Department of Strategy, Marketing & Innovation are conducting secondary and primary research of relevant market sectors for Signeer.

Research activity includes i) identifying

publically available data sources; ii) a large scale survey managers across 8 sectors, iii) Depth interviews with key decision makers and iv) Traffic profiling and model development for estimating individual advertising viewership. The project is estimated to take 3-4 months in total. Deliverables include the marketing plan, database of relevant contacts, key literature on WOM, advertising and traffic profiling, and an ongoing online survey. The interactive model estimating viewership based on location is being developed in conjunction with Dr Ian Greatbatch, of the Department of Geography, Geology & Environment.



The project is due for completion in November 2014.