

# daniel cuende interview

R&D Manager, Cuende, Spain



## **Cuende are passionate regarding Out-of-Home Media. Why?**

Because we have researched and studied it since 1991. We understand that it works, that it offers brand awareness, how it impacts directly on sales; and finally we now know how it delivers audience. It will be the last mass media in the digital horizon.

**Cuende have successfully led the development of AEPE's audience measurement currency in Spain. How long did the process take and what have been the outputs of the deployment of the Cuende currency?**

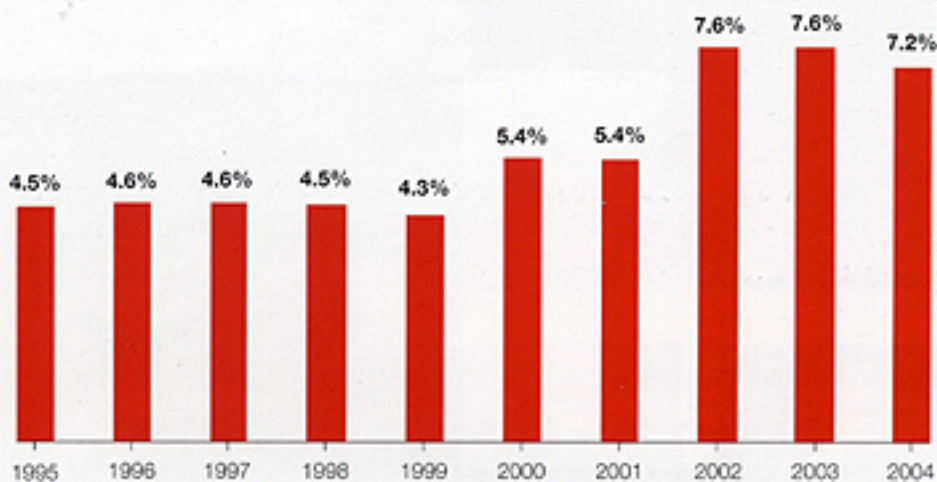
The methodology was designed in 1999 with research managers of media agencies and Out-of-Home companies. There was a test area in one city in 1999. After that, main work started in 2000 and also main developments such as inventory manager software. The release of the first results was in late 2000. After that there has been yearly fieldwork updates and continuous improvements in the whole system. The biggest output was the 'Optimiser Software', it is a tool that is able to redesign or to create new panel networks/packages from scratch with several criteria such as maximum reach, minimum cost and panels close to specific points of interest such as car dealers or superstores. Other highlights have been the integration of Transit (Bus) and subway/trains in the system. The last milestone introduced has given the user the option to calculate instantly the audience on any new site.

**Has there been an increase in focus by advertisers on Out-of-Home media as a consequence of the accountability factor?**

There has been a very positive impact in the Out-of-Home industry. Now Out-of-Home is just like other mass media, with similar data. Even advertisers themselves are buying the audience data for direct planning. There has been an increment of Out-of-Home in the media market share, which is still in bad shape and has been since 2001.

## **Out-of-Home Market Share Evolution in Spain**

### **GEOMEX INFLUENCE**



Source: Infoadex.

**Cuende's focus is to be inclusive of advertising agencies, poster specialists and operators in the developmental aspect of your methodology. Why have you pursued that path?** To build a currency it is required that buyers and sellers agree in the whole system. To trust the data, they have to be involved, to understand it, they have to be able to check and validate it. We want to engage the industry.