How do you measure the DAY-GLO® difference?

Is there a difference, and what does it mean?

Every outdoor advertiser recognizes that Day-Glo fluorescent color is brighter, bolder and adds more impact to outdoor advertising. But just how much difference does it really make, you've asked us.

Frankly, we couldn't tell you.

So to find out we commissioned Telcom Research Inc. of Teaneck, N.J., the acknowledged leader in measurement of outdoor, to objectively measure the visual impact difference on designs using fluorescent color and those using conventional color.

Day-Glo Color Corp. placed no restrictions on Telcom Research Inc. in selecting either the outdoor boards to be tested or location or the testing technique. Regardless of outcome the research had to be an objective measurement that could withstand the most rigid scrutiny of anyone knowledgeable in outdoor advertising.

What the study measured

- Time it took viewer for first notice of outdoor boards.
- Total viewing time of outdoor boards.
- Viewers who took a second look at outdoor boards.
- Viewing time of boards in sunlight vs. shade.

How the study was conducted

■ While it would be easy to show the superiority of fluorescent color in situations where outdoor boards were either back-lit or in haze, all comparisons were made under the two most common forms of lighting: direct lighting vs. boards in shade.

■ Two matched sample cells of 150 each were used for the study. Each cell consisted of half men/half women and half smokers/half non-smokers.

Fluorescent vs. non-fluorescent boards were compared in direct light vs. indirect light with a simulated drive through the New York/New Jersey area while an electronic recorder measured eye movement reactions:

a. At what distance the billboards were first noticed.

b. Which boards were read.

c. How much readership was taking place.

d. How much time was spent on each of the board's visual elements.

What the study did not measure

- Visual interest of the outdoor boards.
- Graphics.
- Message Retention.
- Message Believability.
- Specific Playback.

The only comparisons were made for the exact matched boards in sunlight and shade. Two outdoor boards were of painted bulletin size (Winston Lights and Delta Airlines) and two were of 24 sheet size poster panels. (Majorska Vodka and Eveready Batteries).

Measured Time For First Notice		Fluorescent Color	Conventional Color
	75% Sooner	1.2 Sec.	2 Sec.

DAY-GLO® fluorescent color is seen SOONER

Tested outdoor advertising boards incorporating the use of fluorescent color were seen 75% sooner than boards using conventional color.

Boards using fluorescent color in their design were first noticed in the elapsed time of 1.2 seconds, while the boards tested that used conventional color were first noticed in the average elapsed time of 2.0 seconds.

Measured Time Sunlight vs. Shade

	Fluorescent Color	Conventional Color	% Gain in Viewing Time
Sunlight	1 Sec.	0.8 Sec.	25%
Shade	1.4 Sec.	0.5 Sec.	180%

DAY-GLO® fluorescent colors work LONGER HOURS

Tested outdoor boards using fluorescent color averaged 1 second of viewing time in direct light and 1.4 seconds of viewing time in shade, while conventional color only boards were viewed an average of 0.8 seconds in direct light and 0.5 seconds in shade. Fluorescent outdoor advertising boards enjoy a 30% increase in viewing time in shade, while conventional color boards suffer a 65% decrease in viewing time in shade.

Gain in Viewing Time	Fluorescent Color	Conventional Color
116% Longer	1.3 Seconds	0.6 Seconds

DAY-GLO® fluorescent color holds reader attention LONGER

Tested outdoor boards using fluorescent color were viewed an average of 1.3 seconds, while the boards that employed the use of conventional color were viewed an average of 0.6 seconds.

Measured Viewers Who Took A Second Look		Fluorescent Color	Conventional Color
	59% More Re-examination	70%	44%

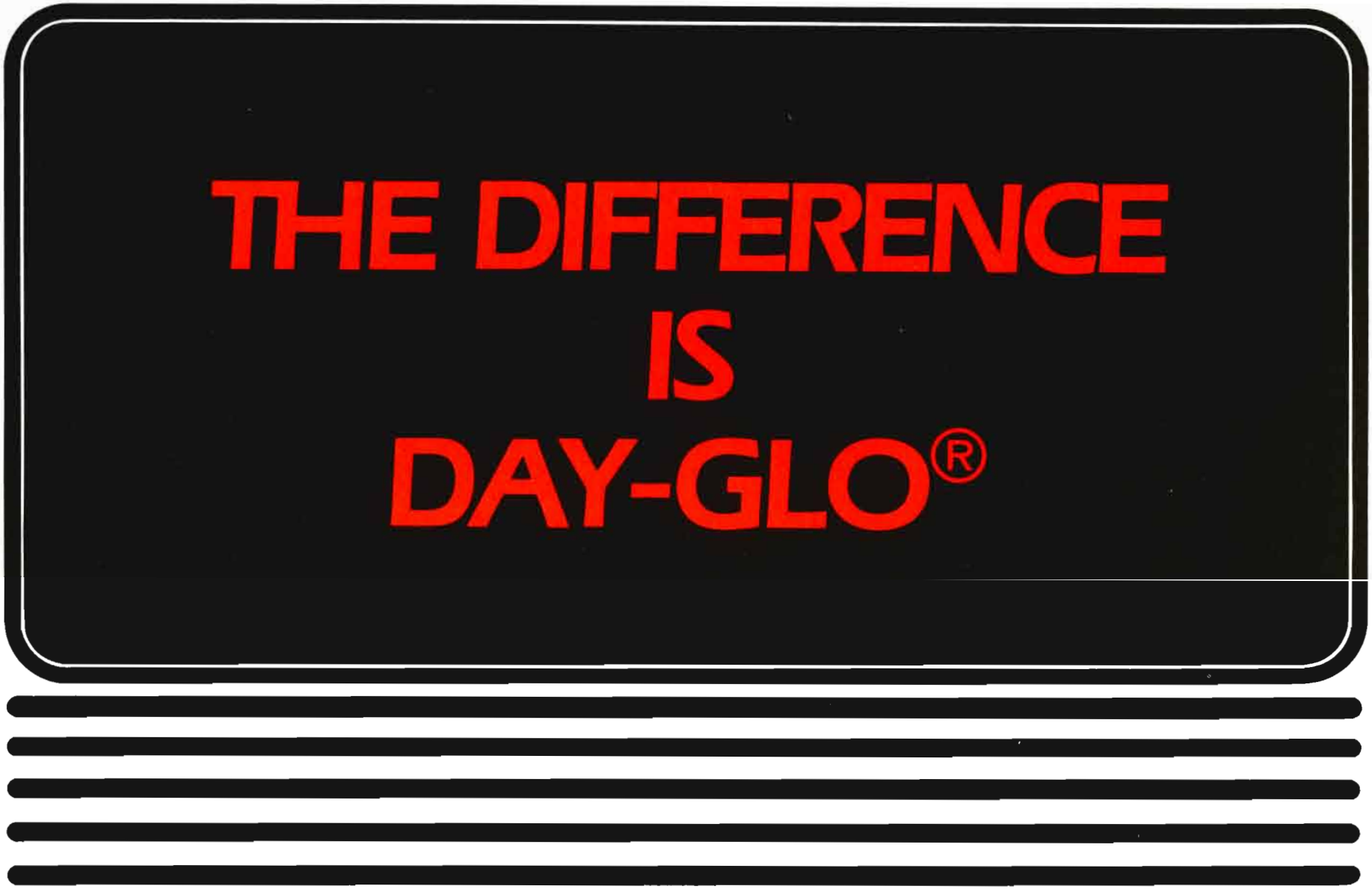
DAY-GLO® fluorescent color brings readers back for a SECOND LOOK

Tested outdoor boards using fluorescent color achieved 59% more copy re-examination than boards using conventional color.

Boards using fluorescent color in their design, when viewed at 325 and 80 feet, were re-examined by 70% of the respondents, while the boards using conventional color only were re-examined by 44% of the respondents.

Conclusion to be drawn from Telcom viewer study

Smart outdoor users can protect and enhance their investment with fluorescent color


THE DIFFERENCE
IS
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