

LIST OF REFERENCES

- Acquisti, A. & Spiekermann, S. 2011. Do interruptions pay off? Effects of interruptive ads on consumers' willingness to pay. *Journal of Interactive Marketing*, 25(4):226-240. [Online] Available from: <http://www.sciencedirect.com/science/article/pii/S1094996811000326> [Accessed: 2010-12-20].
- Advantage. 2011. *The annual guide to radio in South Africa*. [Online] Available from: <http://www.advantagemagazine.co.za/files/2011/10/Radio-Guide-2011.pdf> [Accessed: 2011-12-20].
- AMA. 2007. *Marketing's evolving identity: defining our future*. American Marketing Association. [Online] Available from: <http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Public%20Policy%20Marketing/TACS/summary%20fall%2007/MarketingsEvolvingjppmfall07.aspx> [Accessed: 2011-12-20].
- Arens, W.F., Weigold, M.F. & Arens, C.A., 2008. *Contemporary advertising*. New York: McGraw-Hill/Irwin.
- Babbie, E. & Mouton, J. 2005. *The practice of social research*. Cape Town: Oxford University Press.
- Bearden, W.O., Ingram, T.N. & LaForge, R.W. 2007. *Marketing- principles and Perspectives*. 5th ed. San Francisco: McGraw-Hill.
- Belch, G.E. & Belch, M.A. 2001. *Advertising and promotion an integrated marketing communications perspective*. 5th ed. Boston: McGraw Hill Higher Education.
- Belch, G.E. & Belch, M.A. 2012. *Advertising and promotion an integrated marketing communications perspective*. 9th ed. Boston: McGraw Hill Higher Education.
- Benjamin, C. 2011. *World Cup pushes out-of-home advertising beyond estimates*. Business Day, 8 March 2011. [Online] Available from: <http://www.businessday.co.za/articles/Content.aspx?id=136507> [Accessed: 2011-07-30].
- Berneman, C. & Kasparian, M.J. 2003. Promotion of cultural events through urban postering - an exploratory study of its effectiveness. *International Journal of Arts Management*, 6(1):40-49.
- Bernstein, D. 2005. *Advertising outdoors: watch this space*. London: Phaidon Press.
- Bhargava, M., Donthu, N. & Caron, R. 1994. Improving the effectiveness of outdoor advertising: Lessons from a study of 282 campaigns. *Journal of Advertising Research*, 34(2) Mar-Apr: 46-55.
- Blakeman, B. 2007. *Integrated marketing communication: creative strategy from idea to implementation*. Plymouth: Rowman & Littlefield.
- Bloom, D. 2000. Measuring the audience to poster advertising. *International Journal of Market Research*, 42(4):395-411.
- BOO Alternative Media Communications. 2010. *World Cup fever blasts across Braamfontein*. Bizcommunity.com Daily Industry industry news. [Online] Available from: <http://www.bizcommunity.com/PressOffice/PressRelease.aspx?i=119666&ai=32051> [Accessed: 2011-08-30].
- Caelli, K., Ray, L. & Mill, J. 2003. Clear as mud: toward greater clarity in generic qualitative research. *International Journal of Qualitative Methods*, 2(2)Spring:1-24.

- Chang, Y., & Thorson, E. 2004. Television and web advertising synergies. *Journal of Advertising*, 33(2):75-84.
- Clow, C.E. & Baack, D. 2010. *Integrated advertising, promotion, and marketing communitarian*. 4th ed. Upper Saddle River, New Jersey: Prentice Hall.
- Comutanet. 2011. *ComutaNet's annual commuter DNA study*. Seminar presented by Comutanet. July 2011. Sandton.
- Cooper, D.R. & Schindler. P. 2006. *Marketing Research*. New York, USA: McGraw-Hill.
- Corbin, J. & Strauss, A. 2008. *Basics of qualitative research. Techniques and procedures for developing grounded theory*. 3rd ed. Los Angeles, CA: Sage.
- Creswell, J. W., & Plano Clark, V. L. 2009. *Designing and conducting mixed methods research*. 2nd ed. Thousand Oaks, CA: Sage.
- Davidson, T. 2001. *Outdoor advertising: a view from the industry*. Paper presented to the 20th Annual South African Transport Conference, South Africa, 16 - 20 July. [Online] Available from: <http://www.xumamedia.com/downloads/outdooradvertising.pdf> [Accessed:2012-04-20].
- Davis, D.S., Golcic, S.L., Boerstler, C.N., Choi, S. & Oh, H. 2012. Does marketing research suffer from methods myopia? *Journal of Business Research*. [Online] Available from:<http://www.sciencedirect.com/science/article/pii/S01482963120005251> [Accessed: 2012-05-01].
- de Charmoy, M. 2012. *Out of home claiming its rightful share of adspend through quality research*. OHMSA. 29 Feb 2012. [Online] Available from: <http://www.ohmsa.co.za/index.cfm?x=news&company=1&article=44&nl=9&click=web&subsection=7&langu=1> [Accessed: 2012-04-06].
- de Gregorio, F. & Sung, Y. 2010. Understanding attitudes toward and behaviours in response to product placement: A consumer socialization framework. *Journal of Advertising*, 39(1):83-96.
- Delpont, C.L.S. & Fouche, C. B. 2010. The qualitative research report. In: De Vos A.S, Strydom, H., Fouche, C. B. & Delpont, C.L.S. (eds.) *Research at grass roots. For the social sciences and human service*. 3rd ed. Pretoria: Van Schaik.
- Denzin, N. K. & Lincoln, Y. S. 2005. *The Sage handbook of qualitative research*. 3rd ed. London:Sage.
- Dey, I. 2005. *Qualitative data analysis: A user-friendly guide for social scientists*. Taylor & Francis: London. [Online] Available from:http://www.drapuig.info/files/Qualitative_data_analysis.pdf [Accessed: 2012-03-29].
- Donthu, N. & Bhargava. M. 1999. Sales Response to Outdoor Advertising, *Journal of Advertising Research*, 39 (4):7-18. Available from:<http://www.accessmylibrary.com/article-1G1-60072297/sales-response-outdoor-advertising.html> [Accessed: 2012-09-30].
- Donthu, N., Cherian, J. & Bhargava, M. 1993. Factors influencing recall of outdoor advertising, *Journal of Advertising Research*, 33(3):64-72.
- Du Plessis, E. 2005. *The advertised mind: Ground-breaking insights into how our brains respond to advertising*. London: Kogan Page.

- Du Plessis, F., Bothma, N., Jordaan, Y. & Van Heerden, N. 2010. *Integrated marketing communication*. 2nd ed. Claremont, South Africa: New Africa Books.
- Du Plooy, A.T. & Du Plessis, G. 2011. *Exploring the effectiveness of minibus taxis as an advertising medium in an emerging market*. Paper presented at the Thirteenth Annual International Conference of the Global business & Technology Association, Istanbul, 12-16 July:757- 764.
- Du Preez, J. 2007. Tapping into transit media market. Marketingweb. [Online] Available from: <http://www.marketingweb.co.za/marketingweb/view/marketingweb/en/page72308?oid=81264&sn=Marketingweb+detail> [Accessed 2011-03-09].
- Duncan, T. 2002. *IMC: using advertising and promotion to build brands*. Boston: McGraw-Hill.
- Duncan, T. 2005. *IMC: Using advertising & promotion to build brands*. 2nd ed. Boston: McGraw-Hill.
- Duncan, T. & Caywood, C. 1996. Concept, process, and evolution of IMC. In Thorson, E., Moore, J. (Eds), *Integrated communication: synergy of persuasive voices*. Mahwah, New Jersey: Lawrence Erlbaum.
- Duncan, T. & Moriarty, S.E. 1998. A communication-based marketing model for managing relationships. *Journal of Marketing*, 62(2):1-13.
- EACA. 2000. *Selecting a media agency*. The European Association of Communications Agencies. [Online] Available from: http://www.eaca.be/_upload/documents/guidelines/SelectingmediaagencyFINAL.pdf [Accessed: 2011-09-19].
- Dunn, M. & Davis, S. 2004. Creating the brand-driven business: it's the CEO who must lead the way. *Handbook of Business Strategy*, 5(1):241-245.
- Ehlers, L. 2002. *The development of a framework for structuring integrated communication in South African organisations*. Thesis: University of Pretoria.
- Eun, H.Y. & Kim, H.S. 2009. *An affectability consumer's attitudes toward advertising-based interactive installation in public transportation*, Paper presented at the International Association Society of Design Research Conference, 18 - 22 Oct 2009, Seoul, Korea, 99 - 112.
- Ewing, M.T. 2009. Integrated marketing communications measurement and evaluation. *Journal of Marketing Communications*, 15(2-3):103-117.
- Ewing, M. T., Du Plessis, E. & Foster, C. 2001. Cinema advertising re-considered. *Journal of Advertising Research*, 41(1):78-85.
- Finne, A. & Grönroos, C. 2009. Rethinking marketing communication: from integrated marketing communication to relationship communication. *Journal of Marketing Communications*, 15(2-3):179-195.
- Gambetti, R.C. 2010. Ambient communication: how to engage consumers in urban touch-points. *California Management Review*, 52(3):34-51. [Online] Available from: <http://www.jstor.org/stable/10.1525/cmr.2010.52.3.34> [Accessed: 2011-08-27].

- Gentile, C., Spiller, N. & Noci, G. 2007. How to sustain the customer experience: an overview of experience components that co-create value with the customer. *European Management Journal*. 25:395-410.
- Goi, C.L. 2009. A Review of Marketing Mix: 4 Ps or More? *International Journal of Marketing Studies*, 1(1):2-15.
- Gombeski, W.R., Miller, P.L. & Levine, M.J. 1999. Measuring the effects of street pole banners on consumer awareness and preference. *Journal of Hospital Marketing*, 13(1):1-12.
- Graffiti. 2010. Impact Media takes Nike to new heights with Life Centre campaign. [Online] Available from: <http://www.bizcommunity.com/PressOffice/PressRelease.aspx?i=120254&ai=50086> [Accessed: 2011-02-02].
- Gray, J. 2008. How to move into moving media. *Journal of Marketing*, 11(5):40-41. [Online] Available from: http://www.sabinet.co.za/abstracts/mfsa1/mfsa1_apr_2008_a24.html [Accessed:2011-07-30].
- Grimwood, S.J.T. 2010. An empirical investigation into the combined effect of sequence and cross-media exposure on audience attitudes. [Online] Available from: <http://ir.canterbury.ac.nz/handle/10092/4870> [Accessed: 2012-06-20].
- Grove, S., Carlson, L. & Dorsch, M. 2007. Comparing the application of integrated marketing communication (IMC) in magazine ads across product type and time, *Journal of Advertising*, 56 (1):37-54.
- Hackley, C. 2010. *Advertising and promotion: an integrated marketing communication approach*. 2nd ed. Sage: London.
- Harwood, T.G. & Garry, T. 2003. An overview of content analysis. *The Marketing Review*, 3:479-498.
- Hays, S., Page, S.P. & Buhalis, D. 2012. Social media as a destination marketing tool: its use by national tourism organisations. *Current Issues in Tourism*, (1):1-29.
- Heath, R.G. & Feldwick, P. 2008. Fifty years using the wrong model of advertising. *International Journal of Market Research*, 50(1):29-59. [Online] Available from: http://www.bath.ac.uk/management/news_events/pdf/07-02-08.pdf [Accessed: 2012-05-04].
- Henning, E. Smit, B. & van Rensburg, W. 2010. *Finding your way in qualitative research*. Pretoria: Van Schaik.
- Higgs, B. & Polonsky, M.J. 2007. *New media: embedding IMC within broader marketing strategy*. Paper presented at International Conference of the Australian and New Zealand Marketing Academy. Dunedin: New Zealand, 1500-1508. [Online] Available from: <http://dro.deakin.edu.au/eserv/DU:30016332/polonsky-newmediaembedding-2007.pdf> [Accessed: 2012-05-04].
- Holm, O. 2006. Integrated Marketing Communications: from tactics to strategy. *Corporate Communications: An International Journal*, 11(1):23-33.
- Hsieh, H.F. & Shannon, S.E. 2005. Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9):1277-1288. [Online] Available from: http://www.hu.liu.se/larc/utbildning-information/scientific-methodology/course-literature-and-links/1.253567/Qualitative20Content20Analysis_1.pdf [Accessed: 2012-03-29].

Hutton, J. G. 1999. The definition, dimensions, and domain of public relations. *Public Relations Review*, 25:199-214.

Ignite idea management. 2010. Project concern: International. March 18th, 2010. [Online] Available from: <http://www.ignitesa.co.za/category/case-studies/> [Accessed: 2012-03-30].

Iveson, K. 2012. Branded cities: outdoor advertising, urban governance, and the outdoor media landscape. *Antipode*, (44):1:151-174. [Online] Available from: <http://www.ingentaconnect.com/content/bpl/anti/2012/00000044/00000001/art00009> [Accessed: 2012-04-05].

Jordaan, P.A. 2002. *A rationale for the effective management of outdoor information transfer*. Thesis. University of Pretoria.

Jupiter drawing room. 2010. Hyundai, Cape Town: Vuvuzela. [Online] Available from: <http://www.chrisrawlinson.com/2010/06/hyundai-cape-town-giant-vuvuzela> [Accessed: 2012-07-14].

Jurca, M.A. 2010. The forms of unconventional advertising - a theoretical approach. *Management and Marketing from Craiova*, (2):323-333. [Online] Available from: http://www.mnmk.ro/documents/2010ed2/15_Alina%20Jurca%20FFF.pdf [Accessed: 2010-04-05].

Katz, H. 2010. *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. 4th ed. London: Taylor and Francis-Routledge.

Kelle, U. 2007. Computer-assisted qualitative data analysis. In: Seale, C., Gobo, G., Gubrium, J.F. and Silverman, D. (Eds.) *Qualitative Research Practice*. London: Sage Publications.

Keller, K.L. 2001. Mastering the marketing communication mix: micro and macro perspectives on integrated marketing communication programs. *Journal of Marketing Management*, 17(7-8):819-847.

Kim, J., McMillan, S.J. & Hwang, J.S. 2005. Strategies for the super bowl of advertising: an analysis of how the web is integrated into campaigns. *Journal of Interactive Advertising*. [Online] Available from: <http://jiad.org/article69> [Accessed: 2011-11-11].

Kitchen, P. J., Brignall, J., Li, T. & Jones, G. S. 2004. The emergence of IMC: A theoretical perspective. *Journal of Advertising Research*, 44(1):19-29.

Kitchen, P.J. & Burgmann, I. 2010. Integrated marketing communication. In: Sheth, J.N. and Malhotra, N.K. (eds). *International Encyclopedia of marketing* Chichester: Wiley - Blackwell.

Kitchen, P.J. & Schultz, D.E. 2001. *Raising the Corporate Umbrella*, Palgrave, Basingstoke.

Kitchen, P.J. & Schultz, D.E. 2009. IMC: New horizon/false dawn for a marketplace in turmoil? *Journal of Marketing Communications*, 15(2): 197-204.

Kitchen, P.J., & D. Schultz. 2003. Integrated corporate and product brand communication. *Advances in Competitiveness Research*, 11(1):66-86.

- Kliatchko, J. 2005. Towards a new definition of integrated marketing communications (IMC). *International Journal of Advertising*, 24(1):7-33.
- Kliatchko, J. 2008. Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27(1):113-160.
- Knowledge Factory. 2009. Geo-demographic segmentation tool improves insights [Online] Available from: http://www.themarketingsite.com/live/content.php?Item_ID=4705 [Accessed: 2012-05-04].
- Knowledge Resources. 2010. *Branded entertainment*, Seminar on the future of interactive advertising. 24 March 2010. Crown Plaza.
- Koekemoer, L. 2005. *Marketing Communication*. Juta: Lansdowne, South Africa.
- Kotler, P. & Armstrong, G. 2001. *Principles of marketing*. Prentice Hall, Upper Saddle River, New Jersey.
- Kotler, P. & Keller, K.L. 2006. *Marketing Management*. 12th ed. Upper Saddle River, New Jersey: Prentice Hall.
- Lamb, C.W., Hair, J.F., McDaniel, C., Boshoff, C. & Terblance, N.S. 2003. *Marketing*. 2nd ed. South-African Edition. Cape Town:Oxford University press.
- Lane, R.W., King K.W. & Reichert T, 2011. *Kleppner's advertising procedure*. Upper Saddle River, New Jersey: Prentice Hall.
- Lauterborn, B. 1990. *New marketing litany: four Ps passé: C-words take over*. *Advertising Age*. 61(41):1-10.
- Lee, W. & Callcott, M, F. 1994. Billboard advertising: a comparison of vice products across ethnic groups. *Journal of Business Research*, 30(1):85-94.
- Leedy, P.D. & Ormond, J.E. 2010. *Practical research: planning and design*. 9th ed. Upper Saddle River, New Jersey: Pearson.
- Leo Burnett Media. 1997. *Riding the boards. How Consumers Look at Out-of-Home Advertising*. [Online] Available from: <http://www.oaaa.org/images/upload/research/200324847572083611150.pdf> [Accessed: 2008-07-14].
- Lichtenthal, J.D., Yadav, V. & Donthu, N. 2006. Outdoor advertising for business markets. *Industrial Marketing Management*, 35(2):236-247.
- Lincoln, Y.S. & Guba, E.G. 1985. *Naturalistic inquiry*. Beverly Hills, CA: Sage.
- Lopez-Pumarejo, T.A. & Myles, B. 2009. The renaissance of outdoor advertising: from Harlem to Hong Kong, *American Journal of Business*, 24(2):33-40.
- Luck, E. & Moffatt, J. 2009. IMC: Has anything really changed? A new perspective on an old definition. *Journal of Marketing Communication*, 15(5), 311-325.
- Lyann, M.L.M. 2006. Managing the power of synergy: an exploration of the combined effects between television, print and web advertising. Paper presented at the Hawaii International Conference on Social Sciences Marketing Management (12th Ed.). Prentice Hall. [Online] Available from: <http://www.casestudywithsolution.com/frmPaper0d22.html> [Accessed: 2012-07-14].

- MacNamara, J. 2005. Media content analysis: Its uses; benefits and best practice methodology. *Asia Pacific Public Relations Journal*, 6(1):1-34.
- Magna Global. 2011. *Advertising forecast*. Magna Global. [Online] Available from: <http://www.neoadvertising.com/ch/wp-content/uploads/2011/06/2011-MAGNAGLOBAL-Advertising-Forecast-Abbreviated.pdf> [Accessed: 2012-03-05].
- Maggs, J. *The Annual 2009/10*. Sandton: Future publishing.
- Mayring, P. 2000. *Qualitative content analysis*. Forum: Qualitative Social Research, 1(2). [Online] Available from: <http://217.160.35.246/fqs-texte/2-00/2-00mayring-e.pdf> [Accessed: 2012-03-29].
- Mehta, A. 2000. Advertising attitudes and advertising effectiveness. *Journal of Advertising Research*, 40:67-72. [Online] Available from: citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.12.8755&rep=rep1&type=pdf [Accessed: 2012-05-04].
- Meyer, C. & Schwager, A. 2007. *Understanding Customer Experience*. Harvard Business Review, February:117-26.
- Merriam, S.B. 2009. *Qualitative research a guide to design and implementation*. San Francisco: Jossey-Bass.
- Miles, M.B. & Huberman, A.M. 1994. *Qualitative data analysis: an expanded sourcebook*. 2nd ed. Thousand Oaks: Sage.
- Moldrich, C. 2010. New independent research proves Out-of-Home is a smart investment. [Online] Available from: <http://www.pacificbreeze353.com/newsletters/index.cfm?y=article&company=1&article=2133&nl=371&click=web&subsection=252&language=1> [Accessed 2011-12-20].
- Moriarty, S.E., Mitchell, N., & Wells, W. 2012. *Advertising & IMC: Principles and Practice*. Upper Saddle River, New Jersey: Pearson.
- Mouton, J. 2001. *How to succeed in your Master's and Doctoral studies: A South African guide and resource book*. Pretoria: Van Schaik.
- MOVE. 2009. Measurement of Outdoor Visibility and Exposure. [Online] Available from: <http://www.moveoutdoor.com.au/> [Accessed: 2011-07-30].
- Mudeliar, T. 2008. Pollutant or purposeful? Mobile outdoor media investigated. *Journal of Marketing*, 11(5):30-38. [Online] Available from: SABINET: SA ePublications:http://0-search.sabinet.co.za/innopac.up.ac.za/webz/images/ejour/mfsa1/mfsa1_dec_2007_a21.pdf [Downloaded: 04/03/2010].
- Nagel, P. & Louw, S. 2004. Mass media advertisements: Responses to selected advertisements in semi-urban Limpopo. *Communicatio*, 30(2), 98-113.
- Naik, P. A. & Peters, K. 2009. A hierarchical marketing communications model of online and offline media synergies. *Journal of Interactive Marketing*, 23(4):288-299.
- Naik, P.A. & Raman, K. 2003. Understanding the impact of synergy in multimedia. *Journal of Marketing Research*, 40: 375-88.
- Neuendorf, K.A. 2002. *The content analysis guidebook*. Thousand Oaks, CA:Sage.
- Nieuwenhuis, J. 2007. Qualitative research designs and data gathering techniques. In Maree, K. (ed.) *First Steps in Research*. Pretoria: Van Schaik.

- Nowak, G.D. & Phelps, J. 1994. Conceptualizing the integrated marketing communications' phenomenon: An examination of its impact on advertising practices and its implications for advertising research. *Journal of Current Issues and Research in Advertising*, 16(1):49-66.
- Nysveen, H. & Breivik, E. 2005. The influence of media on advertising effectiveness. *International Journal of Market Research*, 47(4): 383-405.
- O'Guinn, T.C., Allen, C.T. & Semenik, R.J. 2000. *Advertising*, 2nd ed. Cincinnati: South-Western College Publishing.
- OAAA¹. 2012. *Facts and Figures*. Outdoor Media Association of America, [Online] Available from: <http://www.oaaa.org/marketingresources/factsandfigures.aspx>. [Accessed: 2012/04/04].
- OAAA². 2012. *Outdoor media formats*. Outdoor Media Association of America, [Online] Available from: <http://www.oaaa.org/marketingresources/outdoormediaformats.aspx> [Accessed: 2012/05/05].
- OHMSA. 2010. *TBWA Hunt Lascares rocks the OHMSA awards 2009*. Out of Home Media Association of South Africa. [Online] Available from: <http://www.ohmsa.co.za/index.cfm?x=newsvviewer&rowid=46> [Accessed:2012/05/05].
- OHMSA. 2012¹. *OOH classification matrix*. Out of Home Media Association of South Africa. [Online] Available from: http://www.ohmsa.co.za/Out_of_Home_Classification_Matrix.pdf [Accessed: 2012-02-06].
- OHMSA. 2012². OHMSA responds on SAARF funding crisis. Bizcommunity.com, Jan 2012. [Online] Available from: [/196/19/69923.html](http://www.bizcommunity.com/Article/196/19/69923.html) [Accessed: 2012-02-12].
- OMA Canada. 2012. *OOH media in Canada*. Out of Home Marketing Association of Canada. [Online] Available from: http://www.omaccanada.ca/Sites/omac/multimedias/website%20content/omac_city%20scape_en.pdf [Accessed: 2012-03-30].
- OMA. 2012. *Outdoor formats*. *Outdoor Media Association of Australia*. [Online] Available from: <http://oma.org.au/outdoor-formats/> [Accessed: 2012-02-06].
- OMA Ireland. 2012. *The outdoor media in of Ireland*. The Outdoor Media Association of Ireland. *The Outdoor Media Association*. [Online] Available from: <http://www.oma.ie/oma/www/index.asp?magpage=0> [Accessed: 2012-02-06].
- OMANZ. 2012. *The formats of OOH advertising*. The Outdoor Media Association of New Zealand. [Online] Available from: <http://www.omanz.org.nz/power-of-outdoor/outdoor-formats/> [Accessed: 2012-02-06].
- OMC. 2012. *UK outdoor revenue by environment*. Outdoor Media centre of the United Kingdom. [Online] Available from: <http://www.outdoormediacentre.org.uk/factsandfigures/> [Accessed: 2012-02-06].
- OMD, 2011. SA media facts- 2011. [Online] Available from: <http://www.omb.co.za/samediafacts.asp> [Accessed: 2012-02-06].
- Onwuegbuzie, A. J. & Leech, N. L. 2007. A call for qualitative power analyses. *Quality & Quantity: International Journal of Methodology*, 41: 105-121.
- Osborne, A.C. & Coleman, R. 2008. Outdoor advertising recall: a comparison of newer technology and traditional billboards. *Journal of Current Issues and Research in Advertising*, 30(1):13-30.

- Outdoornetwork, 2010. *OOH advertising: the magic media type*. Presentation to OHMSA. Cape town.
- Patterson, G. 2011. *OOH, Where are we going? The Media online*. 4 July. [Online] Available from: <http://themediainline.co.za/2011/07/ooh-where-are-we-going/> [Accessed: 2012-03-2].
- Patton, M. Q. 2002. *Qualitative research & evaluation methods*. 3rd ed. Thousand Oaks, CA: Sage.
- Pauwels, L. 2005. Posters, billboards and grassroots media relating to TB and AIDS in the Free State and Lesotho. *Acta Academica*, 1:337-353.
- Percy, L. 2008. *Strategic Integrated Marketing Communications*. Elsevier: Oxford
- Philport, J. 2011. EYES ON ratings declared official currency for OOH by TAB board of directors. Traffic audit bureau for media measurement (TAB). 1 Oct. [Online] Available from <http://www.eyesonratings.com/home.aspx> [Accessed: 2012-05-04].
- Pitta, D.A., Weisgal, M. & Lynagh, P. 2006 Integrating exhibit marketing into integrated marketing communications. *Journal of Consumer Marketing*, 23(3):156-166.
- Primedia. 2010. *Outdoor Media: the basic*. July. Presentation by Primedia Outdoor.
- Provantage. 2010. *Taxi targeting: using the nerve centre of the township*. Presentation by Provantage Media.
- Rajagopal, X. 2011. Impact of radio advertisements on buying behaviour of urban commuters. *International Journal of Retail & Distribution Management*, 39(7):480-503. [Online] Available from: http://sibresearch.org/uploads/2/7/9/9/2799227/rajagopal_wp-04-2010.pdf [Accessed: 2012-05-04].
- Raply, T. 2007. Interviews. In: Seale, C., Gobo, G., Gubrium, J.F. & Silverman, D. (Eds.) *Qualitative Research Practice*. London: Sage Publications, 15-33.
- Riffe, D., Lacy, S. & Fico, F.G. 2005. *Analyzing Media Messages: Using Quantitative Content Analysis in Research*. 2nd ed. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Rosewarne, L. 2007. Pin-ups in public space: Sexist outdoor advertising as sexual harassment. *Women's Studies International Forum* 30:313-325.
- SAARF. 2012. *SAARF Segmentation Tools CD*. South African Research Foundation.
- SAMOAC. 2008. *South African manual for outdoor advertising control*. [Online] Available from: <http://www.environment.gov.za/samoac/SAMOAC2008/3%20-SAMOAC%202008%20section%202-2.pdf> [Accessed: 2012-03-30].
- Saunders, M., Lewis, P. & Thornhill, A. 2009. *Research methods for business students*. 5th ed. Harlow, Essex: Pearson.
- Shimp, T.A. 2003. *Advertising, promotion & supplement aspects of integrated marketing communication*. USA, Ohio Thomson: South Western.
- Shimp, T.A. 2010. *Advertising promotion and other aspects of integrated marketing communications*, 7th ed. Mason: South Western Cengage learning.

- Shirley, B. 2012. *You got me at Hello* [Online] Available from: <http://www.stonesoup.co.za/component/content/article/126-you-got-me-at-hello> [Accessed: 2012-07-14].
- Schultz, D. E. 2006. Media synergy: The next frontier in a multimedia marketplace. *Journal of direct data and digital marketing practice*. 8(1):13-29.
- Schultz, D.E., Block. M. & Raman, K. 2009. Media synergy comes of age — Part I. *Journal of Direct, Data and Digital Marketing Practice*, 11:3-19.
- Schultz, D.E. & Pilotta, J.J. 2004. Developing the foundation for a new approach to understanding how media advertising works, Paper presented at ESOMAR WAM Conference, Geneva, Switzerland. [Online] Available from: http://www.esomar.org/web/research_papers/Conjoint-Analysis_841_Developing-the-foundation-for-a-new-approach-to-understanding-how-media-advertising-works.php. [Accessed: 2012-07-20].
- Schultz, D. E. & Schultz, H. F. 1998. Transitioning marketing communication into the twenty-first century. *Journal of Marketing Communications*, 4(1):9-26.
- Schultz, D. E., Tannenbaum, S. I. & Lauternborn, R. F. 1993. *Integrated marketing communications: Pulling it together and making it work*. Lincolnwood, Illinois: NTC Business Books.
- Sissors, J.Z. & Baron, R.B. 2010. *Advertising media planning*. 7th ed. New York: McGraw Hill.
- Smith, P.R. & Taylor, J. 2004. *Marketing communication: An integrated approach*. 4th ed. London: Kogan Page.
- Stake, R. E. 2010. *Qualitative research: studying how things work*. New York: Guilford Press.
- Stammerjohan, C., Wood, C.M., Chang, Y & Thorson, E. 2005. Empirical investigation of the interaction between publicity, advertising, and previous brand attitudes and knowledge. *Journal of Advertising* , 34(4): 55-67.
- Surhone, L.M. & Timpledon, M.T. 2010. *Out-of-home advertising*. Beta script publishing: London.
- Tang, T., Newton, G.D, & Wang, X. 2007. Does synergy work? An examination of cross-promotion effects, *International journal on media management*, 9(4):127-134.
- Tapp, A. 2005. Media neutral planning: a strategic perspective. *Database Marketing and Customer Strategy Management*, 12(2):133-41.
- Taylor, C.R. & Franke, G.R. 2003. Business perceptions of the role of billboards in the U.S. Economy. *Journal of Advertising Research*, (June):150-161.
- Taylor, C.R., Franke, G.R. & Bang, H. 2006. Use and effectiveness of billboards: Perspectives from selective-perception theory and retail-gravity models. *Journal of Advertising*, 35(4):21-34. [Online] Available from: <http://www.kgsepg.com/project-id/1851-effectiveness-billboards> [Accessed: 2012-09-30].

- Tesch, R. 1990. *Qualitative research: analysis types and software tools*. London: Falmer.
- The Media Shop. 2011. *The top OOH advertising media advertisers. 1st Quarter 2011*. [Online] Available from: <http://www.mediashop.co.za/Press-Room-News-Archives.aspx#top> [Accessed: 2011-05-01].
- Thomas, B E. & Howard, D.J. 1990. A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, 9(2):121–35. [Online] Available from:http://fabriken.akestamholst.se/akestamholst/files/critique_of_the_hierarchy_of_effects.pdf [Accessed: 2012-05-04].
- Timms, C. 2012. *Transit Media: Looking Back -- Moving Forward*. OH! News March. [Online] Available from: <http://www.ohnews.com/?x=news&company=1&article=56&nl=10&click=web&subsection=7&langu=> [Accessed: 2012-03-30].
- Torp, S. 2009. Integrated communications: from one look to normative consistency. *Corporate Communications: An International Journal*, 14(2):190-206.
- Tracy, S.J. 2010. Qualitative quality: eight “big-tent” criteria for excellent qualitative research. *Qualitative Inquiry*, 16(10):837– 851.
- Turley, L.W. & Shannon, J.R. 2000. The impact and effectiveness of advertisements in a sports arena. *Journal of Services Marketing*, 14(4):323-336.
- van Meurs, A. & Aristoff, M. 2009. Split-second recognition: what makes outdoor advertising work? *Journal of Advertising Research*, 49(1):82-92.
- Vargo, S. L. & R.F. Lusch. 2004. Evolving to a new dominant logic of marketing. *Journal of Marketing*. 68 (January):1-17. [Online] Available from: <http://courses.ischool.berkeley.edu/i210/f07/readings/VargoLusch.pdf> [Downloaded: 2011-12-30].
- Veloutsou, C. & O'Donnell, C. 2005. Exploring the effectiveness of taxis as an advertising medium. *International Journal of Advertising*, 24(2):217–239.
- Voorveld, H. A. M. 2011. Media multitasking and the effectiveness of combining online and radio advertising. *Computers in Human Behavior*, 27:2200-2206.
- Voorveld, H. A. M., Neijens, P.C. & Smit, E.G. 2010. Opening the black box: Understanding cross-media effects, *Journal of Marketing Communications*, 17(2):69-85.
- Wayne, A. 2010. *Text message marketing on outdoor advertising*. [Online] Available from:<http://www.articlesbase.com/marketing-tips-articles/text-message-marketing-on-outdoor-advertising-billboards-get-your-wheels-and-sells-roll-3557456.html> [Accessed 2011-03-20].
- Wells, W., Moriarty, S. & Burnett, J. 2006. *Advertising principles and practice*. Edinburgh Gate, England: Pearsons.
- White, M.D. & Marsh, E.E. 2006. Content analysis: a flexible methodology. *Library trends*, 55(1):22-45.
- Wilson, R.T. & Till, B.D. 2008. Airport advertising effectiveness: an exploratory field study. *Journal of Advertising*, 37(1)Spring:59-72.

- Wilson, R.T. & Till, B.D. 2011. Effects of outdoor advertising: does location matter? *Psychology & Marketing*, 28(9):909-933.
- Woodside, A. 1990. Outdoor advertising as experiments. *Journal of the Academy of Marketing Science*, 18(3):229-37.
- World Outdoor Advertising News. 2010¹. *Steaming Cup for McDonald's* .04 Oct 2011 [Online] Available from: <http://www.pacificbreeze353.com/newsletters/index.cfm?y=article&company=1&article=3752&nl=573&click=web&subsection=6&lang=1> [Accessed: 2012-05-04].
- World Outdoor Advertising News, 2010². Clinique on wrap for International Audience 18 May 2010 [Online] Available from: <http://www.pacificbreeze353.com/newsletters/index.cfm?y=article&company=1&article=1453&nl=262&click=web&subsection=3&lang=1> [Accessed: 2012-05-04].
- Wysong, S. & Beldona, S. 2004. When should a firm use billboard advertising? A conceptual look at differing levels of recall. *Journal of International Business and Entrepreneurship*, 2(2):91-98.
- Yeshin, T. 2006. *Advertising*. London: Thomson Learning.
- Yin, R.K. 2003. *Case study research, design and methods*. 3rd ed. Thousand Oaks: Sage.
- Yin, R.K. 2011. *Qualitative research from start to finish*. New York, NY: Guilford.
- Yun, C. Kim, K. & Stout, P.A. 2004. Assessing the effects of animation in online banner advertising: *Journal of Interactive Advertising*, 4(2)Spring. [Online] Available from: <http://jiad.org/article49> [Accessed: 2012-03-29].
- Yuen, M.L. & Dacko, S. Ambient Marketing: Towards a Modern Definition, In: Patterson, A. & Oakes, S (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool. [Online] Available from: https://marketing.conference-services.net/resources/327/2342/pdf/AM2011_0145.pdf [Accessed: 2012-09-20].
- Yoo, B, Donthu, N. & Lee, S. 2000. An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28:195-211.
- Yudelson, J. 1999. Adapting McCarthy's four P's for the twenty-first century. *Journal of Marketing Education* , 21(April): 60-67.
- Zarantonello, L. & Schmitt, B.H. 2010. Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*, 17(7):532-540.
- Zhang, Y. & Wildemuth, B. M. 2009. *Qualitative analysis of content*. In: Wildemuth, B. (Ed.) *Applications of social research methods to questions in information and library science*. Westport, CT: Libraries Unlimited. [Online] Available from http://www.ischool.utexas.edu/~yanz/Content_analysis.pdf [Accessed: 2012-03-29].

APPENDIX A: THE INTERVIEW GUIDE FOR IN-DEPTH INTERVIEWS WITH OOH ADVERTISING MEDIA SPECIALISTS

Request permission to record the conversation.

Informed consent will be confirmed.

OPENING QUESTIONS

Greetings and informal conversation.

BACKGROUND AND PURPOSE OF THIS STUDY.

Advertisers and general media strategists often depend on the advice of specialists like you with regard to decisions which OOH advertising media should make; how often; which geographic areas or specific locations; and how these media should be integrated into their overall marketing communication strategy. However, very little has been published in the literature on how OOH advertising media planning across platforms should actually be done in South Africa.

So, the purpose is to interview, to understand how you plan and integrate different OOH advertising media platforms - and specifically outdoor advertising, transit advertising media, street and retail furniture advertising, and ambient and digital OOH communication channels.

CONTEXTUALISATION AND INTRODUCTION

1. Please explain to me what role this company plays in the OOH advertising media industry?

(Probe for examples)

THE RELATION BETWEEN THE OOH ADVERTISING MEDIA CAMPAIGN, THE OVERALL IMC AND AN ADVERTISING PLAN

2. What information is communicated in a typical OOH advertising media brief? How do you use this information when planning an OOH advertising media campaign as part of an overall campaign?

(Probe for how the information in the brief is used in planning as part of an overall IMC plan.)

3. Do you think that OOH advertising is equally effective in achieving different types of communication or marketing objectives in the overall plan?

(Give examples, such as creating awareness vs creating positive attitudes vs. behavioural change, Probe for motivation and examples.)

4. Do you typically plan OOH advertising, as a support, or as a leading medium in an overall campaign/plan?

(Probe for examples, reasons, and suggestions.)

5. What role do you play in the creative strategy for an OOH advertising media campaign? Can you offer some practical advice on how to develop an effective creative for OOH advertising media that ties in with the larger campaign?

(Probe for examples and relations with other role players involved.)

PLANNING OF OOH ADVERTISING MEDIA

6. How are the objectives for an OOH advertising media campaign determined? How do these objectives influence your planning decisions?

(Probe for reasons why, the parties involved and the influences. Examples)

7. Can you please explain the major strategies that you use when planning OOH advertising media campaigns?

(Probe for examples. When would each type of strategy be used?)

8. Can you please explain to me the characteristics and qualities of the following major OOH advertising media platforms? How do you choose and apply these platforms in a media campaign?

(Explain the different platforms before commencing)

- Outdoor advertising media
- Street and retail furniture advertising media
- Transit advertising media
- Digital OOH advertising media
- Ambient OOH advertising media

(Probe for type of target market exposure, cost effectiveness, impact, major limitations and listen for other criteria. Any other critical issues? Major types within this category in South Africa? Does planning for the different OOH media options differ? If yes, how? If not, why not?)

EVALUATION AND RESEARCH OF OOH ADVERTISING MEDIA

9. How do you evaluate or compare the OOH audience delivered by different OOH advertising media vehicles included in a campaign? In other words: For example, how do you compare billboard A with billboard B, to decide which one would be the best for a campaign?

(Probe for advertising media audience delivery specific criteria used, the comparison across platforms and the use of software planning tools)

10. How is the effectiveness of OOH advertising media campaigns measured? What is your role in this process?

(Probe for research, methods or techniques used)

APPENDIX B: INFORMED CONSENT FORM

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES DEPARTMENT OF MARKETING AND COMMUNICATION

Title of the study:

**A framework for the planning and integration of out-of-home advertising media
in South Africa**

Research conducted by: Thérèse du Plooy

Cell: 082 826 2737

Dear Participant,

You are invited to participate in an academic research study conducted by Thérèse du Plooy, a doctoral student from the Department of Marketing at the University of Pretoria.

The purpose of the study is to explore how specialists in OOH advertising media in South Africa plan and integrate different OOH advertising media platforms. So, the purpose of the interview is to understand how you plan and integrate different OOH advertising media platforms, specifically outdoor advertising, transit-advertising media, street and retail furniture advertising and ambient and digital out-of-home communication channels.

Please note the following:

- This study involves an in-depth interview.
- Your participation in this study is very important to us. You may, however, choose not to participate; and you may also stop participating at any time, without any negative consequences.
- Please answer the questions as completely and honestly as possible. This should take approximately 2 hours of your time.
- The results of the study will be used for academic purposes, and will be treated with the necessary confidentiality.
- The study will adhere to the ethical guidelines of the University of Pretoria regarding confidentiality of information.
- We will provide you with a summary of our findings on request.
- Please contact my promoter, Dr Lené Ehlers ((012) 4204035/lene.ehlers@up.ac.za) if you have any questions or comments regarding the study.
- By continuing with the interview, you will show that you agree that you have read and understood the information provided above.
- Also that you give your consent to participate in the study on a voluntary basis.
- The research process was a collective, informed by practitioners and academic researchers in media and IMC.

APPENDIX C: OCCURRENCE OF THEMES PER PARTICIPANT WITHIN THE THEORETICAL CONSTRUCTS

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
THEORETICAL CONSTRUCT 1: THE ALIGNMENT OF THE OOH ADVERTISING MEDIA CAMPAIGN THE OVERALL IMC AND ADVERTISING PLAN										
Theme 1.1: Role and function of OOH specialists in the planning of OOH advertising	x	x	x	x	x	x	x	x	x	x
Theme 1.2: The role and specific purpose of OOH advertising in an overall IMC plan	x	x	x	x	x	x	x	x	x	x
Theme 1.3: The influence of the message strategy on OOH advertising media planning			x	x	x	x	x	x	x	x
THEORETICAL CONSTRUCT 2: THE PLANNING OF OOH ADVERTISING MEDIA										
Theme 2.1: Defining the OOH audience based on the target market	x	x	x	x	x	x	x	x	x	x
Theme 2.2: Media objectives and OOH strategies	x	x	x	x	x	x	x	x	x	x
Theme 2.3: Evaluation and selection of the OOH advertising media mix	x	x	x	x	x	x	x	x	x	x
Theme 2.4: Budget and timing	x	x	x	x	x	x	x		x	x
THEORETICAL CONSTRUCT 3: EVALUATION AND RESEARCH OF OOH ADVERTISING MEDIA										
Theme 3.1: Outdoor advertising media audience measurement	x	x	x	x	x	x			x	x
Theme 3.2: The role of research and insight in the planning and evaluation of OOH advertising media	x	x	x	x		x		x	x	x