



Eye-tracking research

- The effective reach of media objects is higher at the Pier than in the Lounge.
- Passenger mindset seems to influence the effective reach of media objects.
- Object position is key for high visual impact and to target specific segments.
- Attractive media content results in higher mental impact of a media object.

Connecting brands to the world at Amsterdam Airport

Schiphol

Eye-tracking research

Our aim is to answer the question: what is the effective reach of media objects in the Lounge and Pier areas at Schiphol Airport?

To measure the effective reach of the objects, we conducted an extensive eye-tracking survey. We worked together with market research firm Ipsos.





This glossary shows the metrics we used in this report and provides their explanation.

- **Lounge:** the Lounge is the area beyond the security checkpoint. It is where passengers enjoy a variety of shopping, entertainment and restaurant options.
- **OD passenger:** origin and destination. These are the travellers who begin their journey in the Netherlands, and fly from Schiphol to their destination.
- **Transfer passengers:** The transfer passenger arrives at Schiphol and flies from here to his or her final destination.
- **Exposure reach:** the percentage of passengers that were exposed to an object. Exposure is defined as the object's presence in the visual field of the passenger, and therefore visible in the eye-tracking data.
- **Exposure time:** the average time in seconds that a passenger was exposed to an object.
- **Attention reach:** the percentage of passengers that looked at a media object. 'Looking' is defined as a moment of eye contact with the object.
- **Attention time:** the average time in seconds that passengers looked at an object.
- **Recall rate:** the ability of a participant to remember a media object and recall the product or brand later.
- **Visual impact:** the percentage of passengers, out of those who were exposed to a media object, who actually looked at it (calculated based on exposure reach and attention reach).
- **Mental impact:** the percentage of passengers, out of those who looked at a media object, who recalled an object (calculated based on attention reach and assisted recall).

What was our approach?

- We intercepted respondents (passengers) while they were entering Lounge 2 or the Pier area.
- They were asked to wear the eye-tracking glasses and continue their journey through the airport and do the same thing as they planned to do before they were intercepted.
- Passengers were not told what the glasses would do, or what we were tracking.
- After 5-15 minutes (depending on whether their route concerned our area of interest) we intercepted them again, took off the eye-tracking glasses and conducted a short exit interview.
- At the end, the respondents were rewarded with a SeeBuyFly voucher with a €10 value, and the experiment was explained.



With whom did we speak?

We spoke to 74 respondents. Each respondent was categorised as business or leisure traveller, and as OD or transfer. This resulted in the following segment distribution:

	Business	Leisure
Lounge	18	20
Pier	16	20
Total	34	40

	OD	Transfer
Lounge	20	18
Pier	24	12
Total	44	30

- We recruited a mix of passengers travelling on their own or together.
- Passengers wearing glasses or heavy make-up were excluded.

When did the fieldwork take place?

The fieldwork took place across four weekdays, between 10:00 and 18:00.

Where did we recruit respondents?

- Passengers were intercepted at the following locations:
 - **Lounge:** in the corridor after the transfer filter (at the root of Pier D), upstairs after the passport check and near the information/meeting point.
 - **Pier:** where passengers enter the corridor to the G and H Pier, right after Starbucks.

Why these locations?

Schiphol Media
Eye-tracking research

G-Pier
= new standard

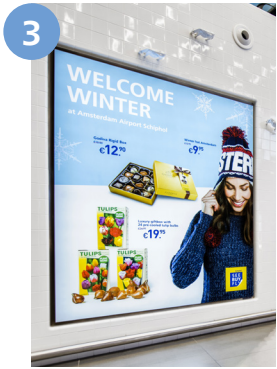
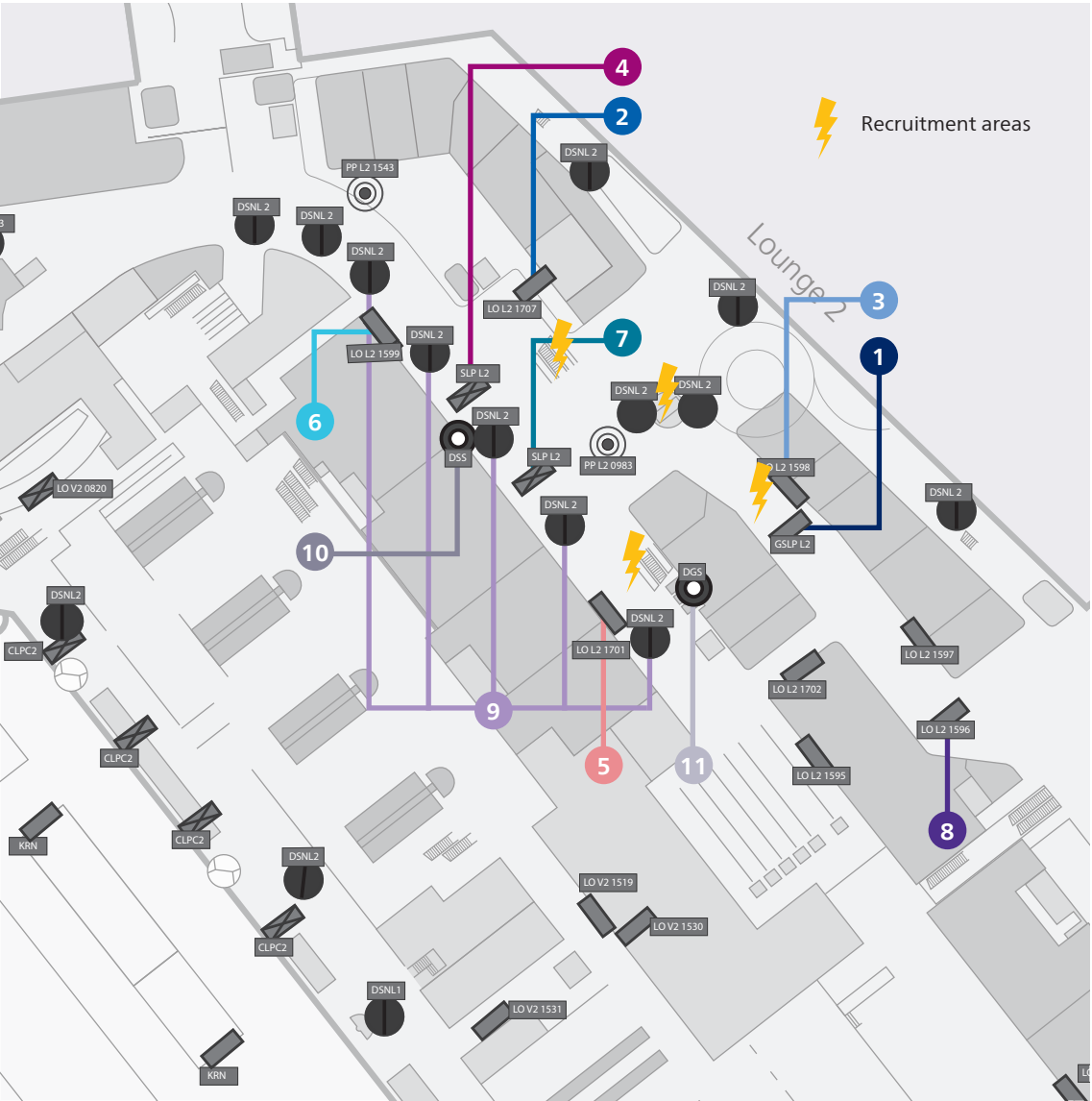
Lounge 2
= new standard

Both Transfer
and OD

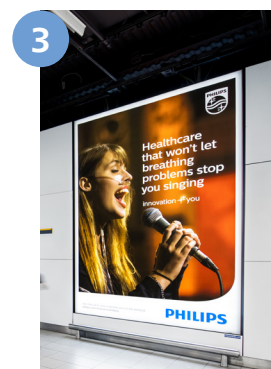
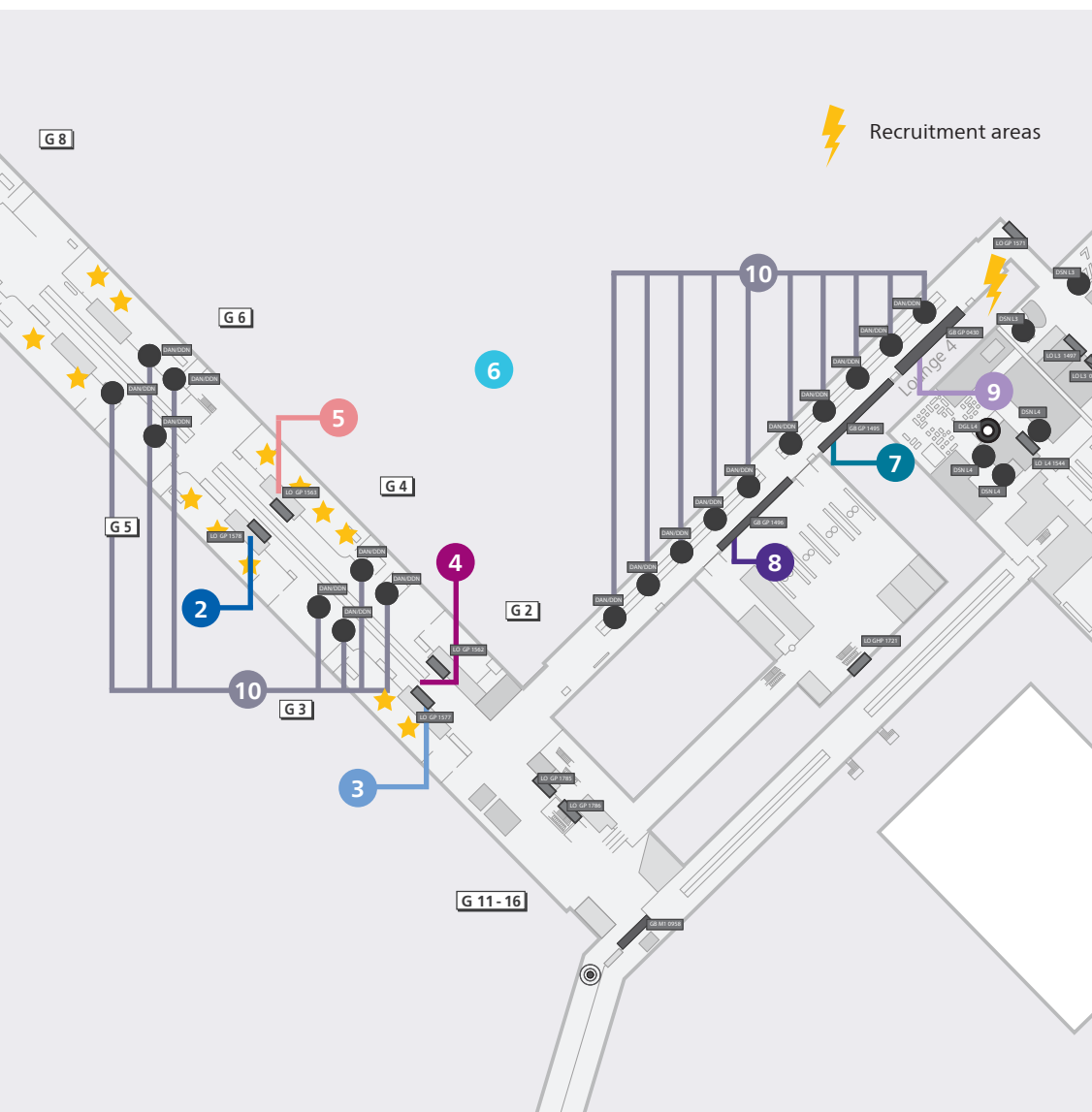
Both business
and leisure



The media objects in the Lounge



The media objects at the Pier



How we set up the analysis



Correcting for segment representation

Although we recruited the four segments in more or less equally distributed groups, this is not the real representation of the segments at Amsterdam Airport Schiphol. Therefore, the data shown in this report is corrected for real-life representation of segments at Schiphol Airport.

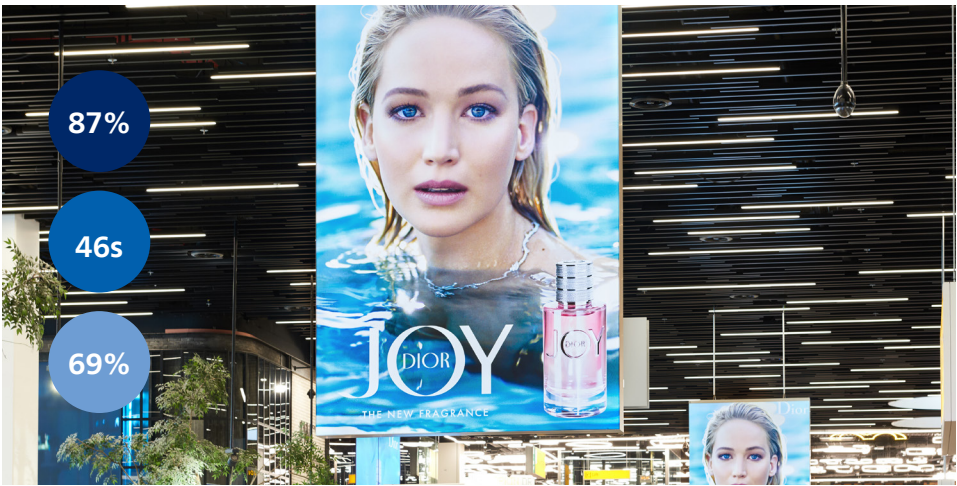
Thus, if we indicated that a table shows a ‘weighted average’, this is an average based on the weighting factors as shown in the table below:

Segment	Study representation	Real representation	Weighting factor
Business - OD	20 - 27%	20%	0.2
Business - Transfer	14 - 19%	12%	0.12
BLeisure - OD	24 - 32%	43%	0.43
Leisure - Transfer	15 - 22%	25%	0.25
Total	74 - 100%	100%	1

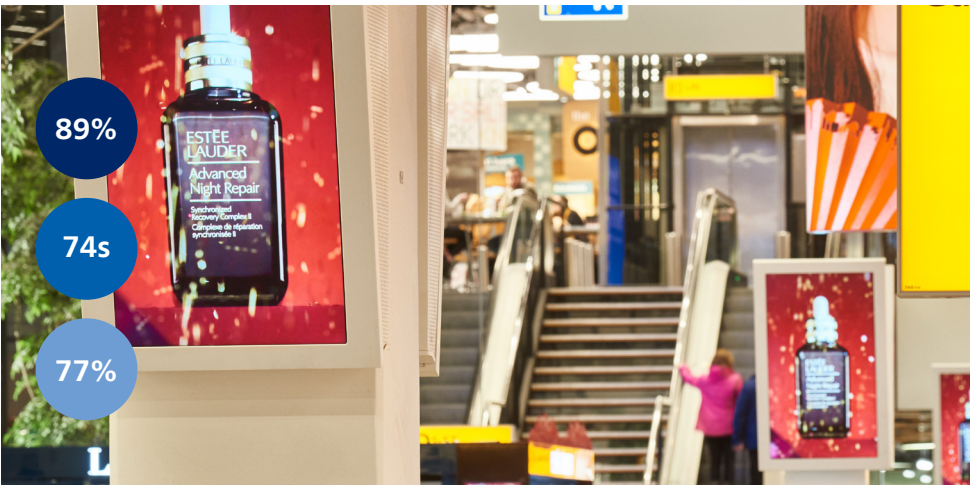
Digital Shopping Screen Lounge 2



Shopping Lightbox Package Lounge 2



Digital Shopping Network Lounge 2



Lounge 2 Travel Retail Lightbox



Results



% of passengers that have the opportunity to see media



S Seconds the object was in sight for the passenger



% of passengers that made eye contact with the object

Digital Departure Network



Giant G-pier Banner - 25 meters



Airbridge



G1-pier Giant Portrait Lightbox



Results

- % of passengers that have the opportunity to see media
- S Seconds the object was in sight for the passenger
- % of passengers that made eye contact with the object

Overview Lounge

	Lounge weighted average of all objects* N= 38	Business N=18	Leisure N=20	OD N=20	Transfer N=18
Exposure reach (%)	69	68	67	75	59
Exposure time (%)	30.8	28.0	31.4	31.7	28.4
Attention reach (%)	38	42	35	41	32
Attention time (s)	0.8	1.0	0.8	0.9	0.9
Recall (%)	7.5	10	5	10	5
Visual impact (conversion exposure to attention)	53%	61%	52%	55%	54%
Mental impact (conversion attention to recall)	20%	24%	16%	26%	14%

Overview Pier

	Lounge weighted average of all objects* N= 38	Business N=18	Leisure N=20	OD N=20	Transfer N=18
Exposure reach (%)	83	83	84	84	84
Attention reach (%)	68	60	67	63	66
Attention time (s)	2.2	2.1	2.4	2.1	2.4
Recall (%)	20	22	18	19	23
Visual impact (conversion exposure to attention)	80%	72%	85%	77%	82%
Mental impact (conversion attention to recall)	23%	24%	25%	29%	33%

Comments regarding business/leisure travellers at the Pier:

- * 3 out of 20 leisure participants did not follow the designated walking path determined for the experiment, and therefore were not exposed to the media 2, 3, 4, 5, 11 and 12. Consequently, they were exposed to fewer media on average (8.6 vs. 9.1). When correcting for this (taking them out for exposure reach of the concerning media) we end up with a highly similar exposure reach for those two segments.
- ** for the same reason, leisure travellers did not see the media concerned. We correct for this by taking them out of the exposure reach. This is consequently also reflected in the visual impact.
- *** recall data are also corrected for the three leisure travellers that did not follow the path designated for the study.

Comments regarding OD/Transfer at the Pier:

1 out of 2 transfer and 2 out of 24 OD participants did not follow the path designated for the study, and therefore were not exposed to the media 2, 3, 4, 5, 11 and 12. All data displayed area corrected for this.

Key takeaways



- Passengers who come to Schiphol more often see more media objects in general.
- This means business travellers see more media objects, especially in the Lounge.
- People, and especially leisure passengers, seem to actively remember media objects better at the Piers.
- Objects with a relevant message (electronics next to an electronics store) work best.
- The type of passengers you want to reach (OD/TRF) is very important in the choice of objects.
- High contrast with the background has a strong influence on the percentage of people making eye contact.