

OOH is Highly Relevant with Consumers



noticing OOH ads more than pre-COVID



noticing OOH ads much more



noticing OOH ads much more in cities of 1M+



85% of Viewers Find OOH Ads Useful

Types of OOH ad messages consumers find most useful:

42%
special offers and promotions

38%
COVID safety and hygiene

29%
awareness of new business/service

25%
advertiser services and business hours

21%
advertiser website or social media information



Digital Media Consumption Grew During the Pandemic, But:

74% concerned with data privacy, and use of personal information/behavior for online ad targeting

62% frequently skip online ads due to digital device burnout

39% actively trying to spend less time on their phone, computer, or reduce TV viewing

Consumers Rate a Wide Variety of OOH Product Ads as Most Relevant

-  **63%** Retail
-  **62%** Fast Food
-  **60%** Food & Beverages
-  **55%** Health Services
-  **54%** Consumer Tech
-  **52%** Automotive
-  **43%** Insurance
-  **43%** Financial Services