



Real. Powerful. Advertising.

Out of Home Advertising



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Out of home advertising (“OOH”) is the fastest growing traditional media in America – more than TV, radio, and print. OOH thrives because OOH is anything *but* traditional. Fueled by unrivaled vision and creativity, OOH advertising will always deliver innovative ways to help advertisers take their message further.

These pages tell the OOH story. What OOH advertising stands for. Why it is so powerful. And why advertising and media professionals should take notice.

OOH advertising is real, powerful, advertising. Read on to see why OOH should be a core part of *your* media mix.



Embracing change

OOH advertising today is a diverse mix of billboards, street furniture, transit, and place-based media. The medium has evolved from paper posters and hand-painted signs, to vinyl and digital billboards, to place-based displays and emerging technologies like geofencing and wireless beacons. Over the years, the only constant has been change. OOH works because OOH as an industry has always embraced change – evolving, transforming, and sometimes even disrupting, in order to stay relevant in today's digital landscape.



Why OOH is a core media buy

- | | |
|-------------------|--|
| Creative | Big, bold, immersive storytelling that only OOH can deliver. |
| Relevant | Audience + Location + Data means OOH is always on target. |
| Innovative | Practical innovations that all advertisers, big and small, can implement and scale. |
| Integrated | OOH amplifies other media in an integrated plan, and drives mobile, social, and digital. |
| Effective | OOH is the second fastest-growing ad medium for a reason. It delivers huge reach with superior ROI, while complementing digital impressions in the real world, closest to the point of sale. |

The OOH promise

A core media buy

In today's world of clicks, likes, and page views, OOH advertising is a core media buy. OOH is more creatively impactful, more contextually relevant, and more of a media amplifier than ever before. It's the real thing. OOH can't be blocked, skipped, or viewed by bots. It is always on, surrounding audiences with real, powerful, advertising, wherever consumers live, work, travel, shop, and play.



What OOH stands for

Creatively impactful

- Big, bold, beautiful creative
- Larger-than-life storytelling
- Wide range of sizes, shapes, and formats

Contextually relevant

- Right message, right audience, right time, right place
- Can target by location, demographic, day-part, behavior
- Unparalleled place-based engagement

Media amplifier

- Dramatically extends reach and frequency
- Most effective driver of mobile, social, and digital
- Mass reach and viral potential make campaigns bigger

Ubiquitous

- Real-life impact in a digital world
- Always on
- Can't be blocked, skipped, or viewed by bots

Connected

- Wireless, beacons, augmented reality, and other tech connect and engage
- Connected digital networks and buying platforms
- Full partner in integrated media planning

Data-driven

- Geo-location, audience measurement, and advanced data analytics for better targeting, insights, and ROI

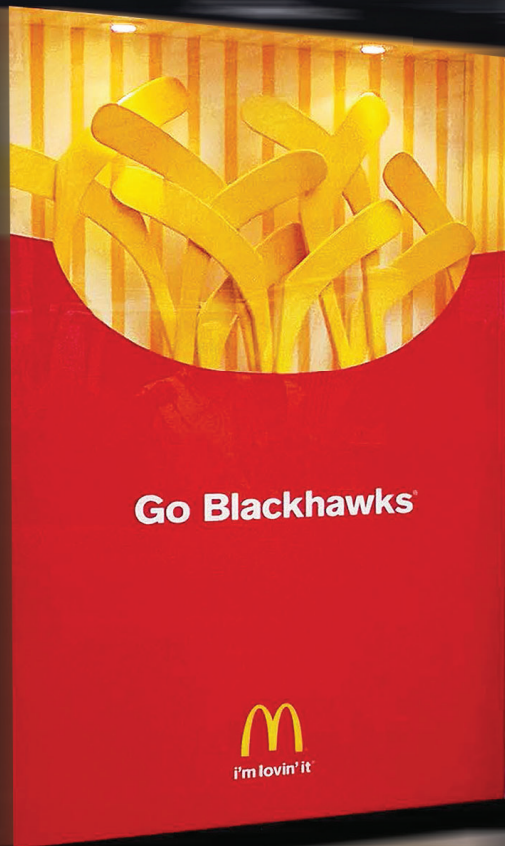
Accountable

- Customer-focused and results-driven

Innovative

- Forward-thinking, digitally native, media fluent

OOH by the numbers



Many of the most innovative and creative brands in the country are the largest OOH advertisers, including Amazon, Apple, Chevrolet, Coca-Cola, Comcast, Facebook, Geico, Google, McDonald's, and Netflix.

THE VALUE OF OOH

- Over the past decade, OOH has been the **second fastest-growing ad medium** in the US, and it's projected for double-digit growth in 2022. Only digital advertising has grown faster, and OOH is consistently the fastest growing traditional medium.
- Top OOH spenders include tech brands like **Amazon, Apple, Facebook, Google, and Netflix.**
- Consumer notice of OOH advertising has **grown almost 50%** compared to pre-pandemic rates of notice.
- OOH viewers are younger and more affluent than the general US population. The highest indexing OOH demographic is adults ages 16 – 34, a challenging segment for traditional media to reach. Among Gen Z and Millennials, **67%** report recently seeing OOH ads reposted as social media.
- OOH delivers superior ROI. For every \$1 spent on OOH approximately \$5.97 in sales is generated, outperforming digital display, print and radio. Plus, OOH increases the ROI of search by 40% when added to a media plan. Modeling research recommends OOH media plan share at 9%-17%. Unless brands are utilizing OOH at these levels, their media plans are likely not optimized.
- OOH is **more effective** in driving consumer traffic to stores than mobile, or mobile plus desktop media.
- OOH **drives more online activity** per ad dollar spent than TV, radio, print, and banner ads. OOH generates over 3 times the level of expected online activation based on share of ad spend.
- Two-thirds of OOH viewers, ages 16+, were prompted by an OOH ad to engage in an action on their smartphone, and 43% used their smartphone to search for a brand advertised in OOH media.



Real. Creative. Advertising.

Real. Relevant. Advertising.

Real. Effective. Advertising.

Real. Ubiquitous. Advertising.

Real. Connected. Advertising.

Real. Immersive. Advertising.

Real. **Powerful.** Advertising.



Out of Home Advertising Association of America

The Out of Home Advertising Association of America ("OAAA") is the national trade association for the out of home advertising industry, representing nearly 800 member companies. Founded in 1891, OAAA is a passionate advocate and a progressive thought leader that protects, unites, and advances the interests of out of home advertising. OAAA's strategic focus includes advocacy, government affairs, marketing, communications, and operations. To learn more, visit oaaa.org.



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