



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.





## Why OOH is a core media buy

- |                   |  |
|-------------------|--|
| <b>Creative</b>   | Big, bold, immersive storytelling that only OOH can deliver.   |
| <b>Relevant</b>   | Audience + Location + Data means OOH is always on target.  |
| <b>Innovative</b> | Practical innovations that all advertisers, big and small, can implement and scale.  |
| <b>Integrated</b> | OOH amplifies other media in an integrated plan, and drives mobile, social, and digital.   |
| <b>Effective</b>  | 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

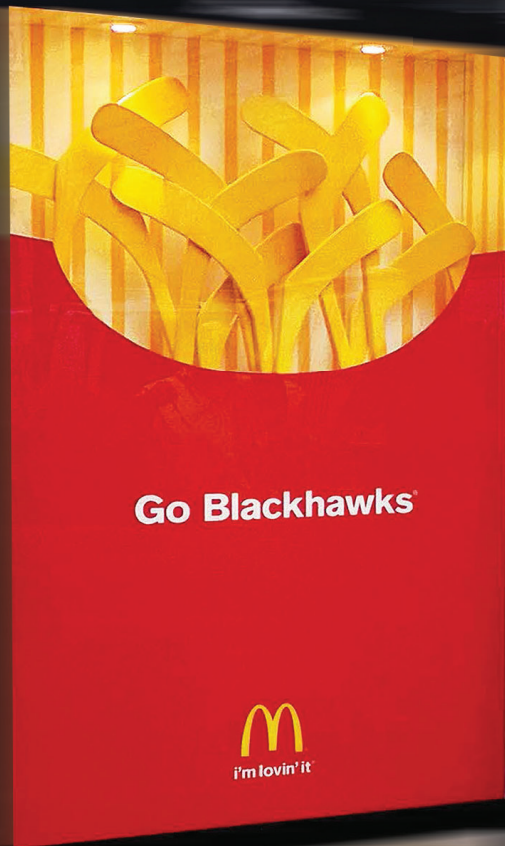
## Accountable

- 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, American Express, Apple, Coca-Cola, Coors, Disney, Dunkin, McDonald's, T-Mobile, and Uber.



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# THE VALUE OF OOH

- Over the past decade, OOH has been the second fastest-growing ad medium in the US, and it is projected to be a top performer again in 2024.
- Top OOH advertisers include iconic US brands like Amazon, American Express, Apple, Coca-Cola, Coors, Disney, Dunkin, McDonald's, T-Mobile, and Uber.
- Almost 90% of US adults noticed an OOH ad in the last month, and nearly 80% of viewers engaged with an OOH ad in the past 60 days.
- Over three-quarters of US adults recently used their smartphone to engage with an OOH ad, and 43% of the actions were online purchases. OOH drives online activation more efficiently than TV, digital display and video, radio, and print.
- Over two-thirds (68%) of shoppers notice OOH ads on their way to retail stores, and almost half (42%) say OOH ads impact their in-store purchase decisions. Multicultural consumers are even more likely to notice OOH on their way to shop (Black: 78%, Hispanic: 76%, Asian: 73%).
- OOH viewers are younger, more diverse, and more affluent than the general US population. The highest indexing OOH audiences are adults 18 – 34, HHI of \$100K+, and Asian and Hispanic Americans.
- OOH produces higher consumer ad recall than TV, podcasts and radio, print, and online ads, because 85% of OOH viewers find the ads useful.
- OOH has higher net advertising favorability among consumers than all forms of digital media, radio, podcasts, and streaming audio, and billboards are rated more favorably than any ad medium.
- Over half of social media users report noticing OOH ads reposted on their feeds, and over 60% of TikTok, Instagram and Facebook users report noticing them.
- OOH delivers a strong revenue return on ad spend (RROAS) and drives improved brand perceptions throughout the marketing funnel. Research typically shows OOH should receive higher allocation to optimize overall media mix ROI.



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](http://oaaa.org).



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