



Out of Home Advertising Association of America

2023

# Discover OOH Agency Day: Austin

Unlock OOH's Potential & Value



September 27, 2023



# Thank You, Sponsors!

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**2023**  
**BBE**  
**AWARDS**

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Today for Tomorrow

# Industry

# Trends



Out of Home Advertising Association of America

It's **2:04** We're open.



*i'm lovin' it*

2255

Going big on digital transformation.

**NANANALIG  
PA RIN AKO  
SA LUNGSOD  
NATIN**

#OurCityNYC

NYC Commission on Human Rights Department of Cultural Affairs

**我不是  
你的替罪羊**

#OurCityNYC

NYC Commission on Human Rights Department of Cultural Affairs

**ĐÂY CŨNG LÀ  
NHÀ CỦA  
CHÚNG TÔI**

#OurCityNYC

NYC Commission on Human Rights Department of Cultural Affairs

**당신을 이쁘  
게 알렸습니다**

#OurCityNYC

NYC Commission on Human Rights Department of Cultural Affairs

**が私たち  
居場所**

#OurCityNYC

NYC Commission on Human Rights Department of Cultural Affairs

Connecting with audiences & communities.



**Capitalizing on consumers' hunger for real life experiences.**



gucci • [Follow](#)

Melrose Avenue



gucci Something emblematic is about to pop up on Melrose.

Starting June 7th, a series of Gucci Pop-ups will showcase the kaleidoscopic aesthetics of the adidas x Gucci collection in an immersive setting. Discover more at the link in bio.

[#adidasxGucci](#)  
[@alessandro\\_michele](#)  
[#AlessandroMichele](#)  
[@adidasoriginals](#)

Edited · 32w



auro.ohx Just husbands things



Showing the ROI to marketers.

THE ORIGINAL  
SPAGHETTI JUNCTION

**G**  
GEORGIA  
AQUARIUM

I-85 S, EXIT 249C

Link

000380

The billboard is a large, rectangular structure with a blue background. It features a large, detailed illustration of a jellyfish with a red and orange bell and purple and red tentacles. The text 'THE ORIGINAL SPAGHETTI JUNCTION' is written in large, white, sans-serif capital letters across the top left. To the right of the jellyfish is the Georgia Aquarium logo, a white stylized 'G' with a fish tail shape. Below the logo, the words 'GEORGIA AQUARIUM' are written in white, sans-serif capital letters. Further down, the address 'I-85 S, EXIT 249C' is displayed in white. The billboard is mounted on a brown metal structure with a 'Link' logo and the number '000380' on the side. The background is a clear blue sky with light clouds.

Shepherding a creative renaissance.

Today for Tomorrow

**Industry**

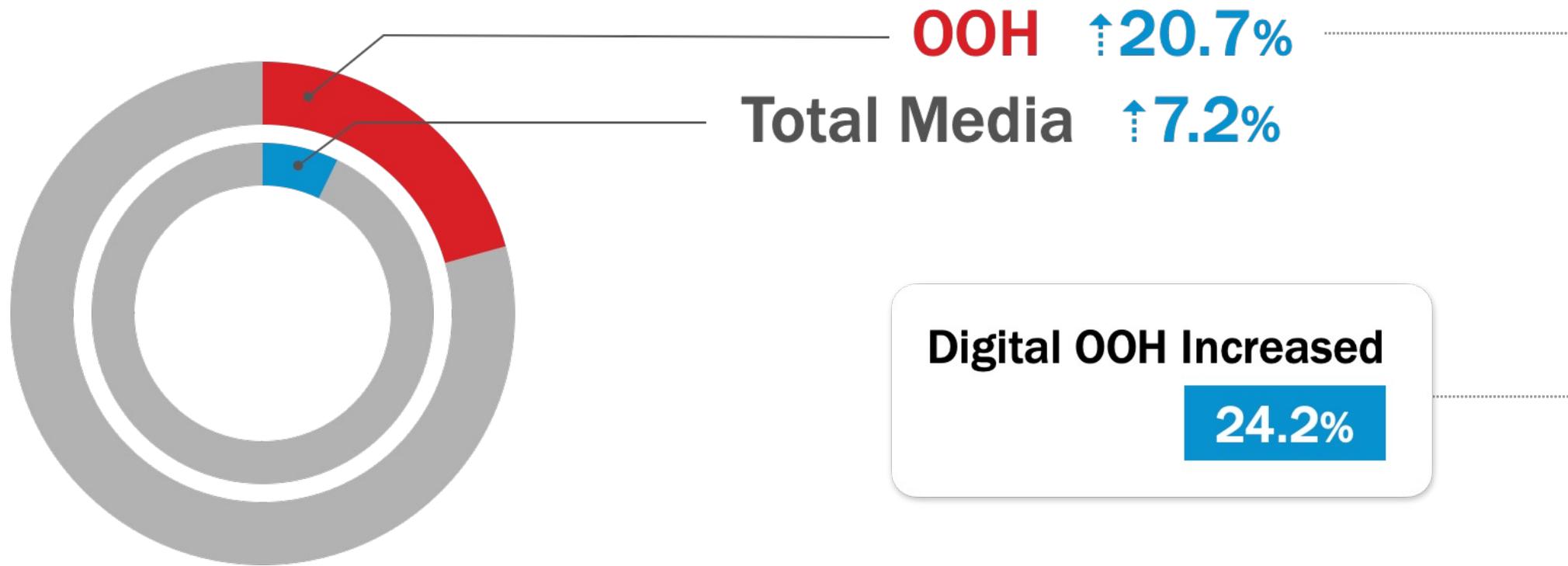
**Growth**



Out of Home Advertising Association of America

# 2022: OOH Fastest Growing Ad Channel

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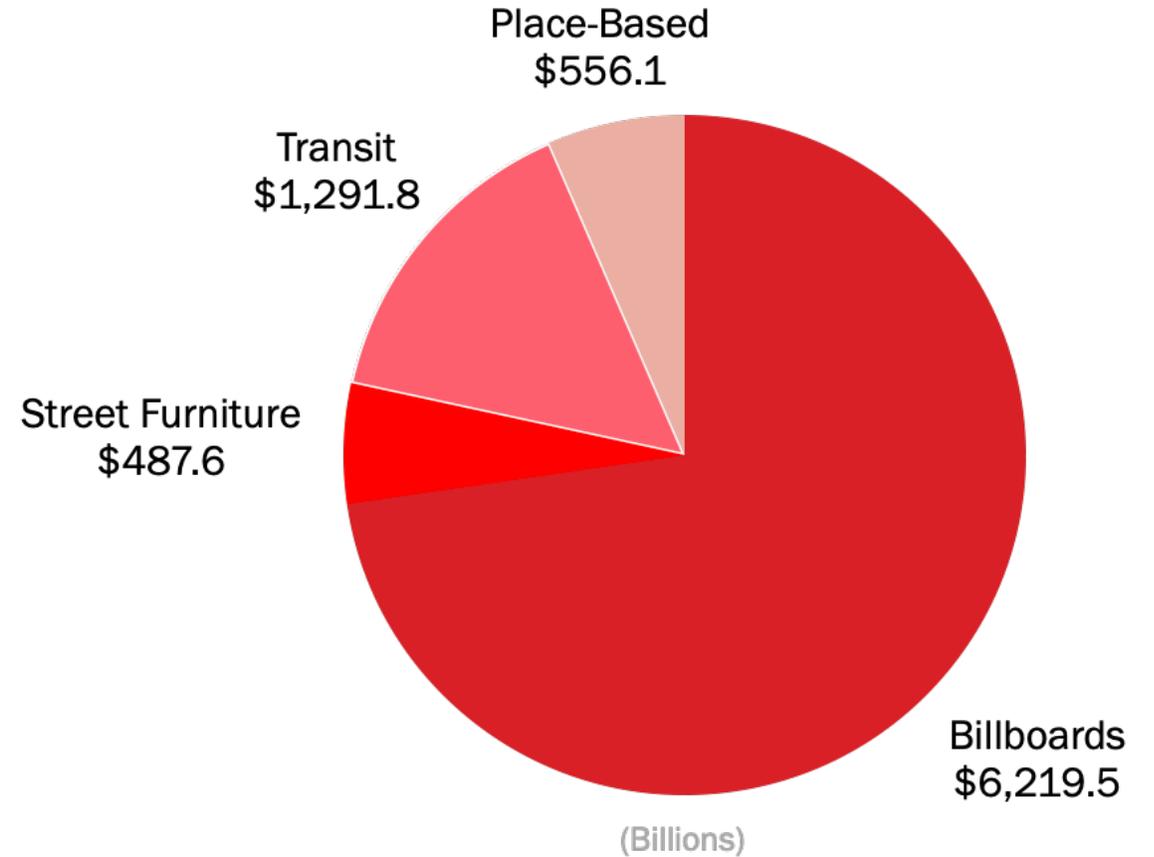
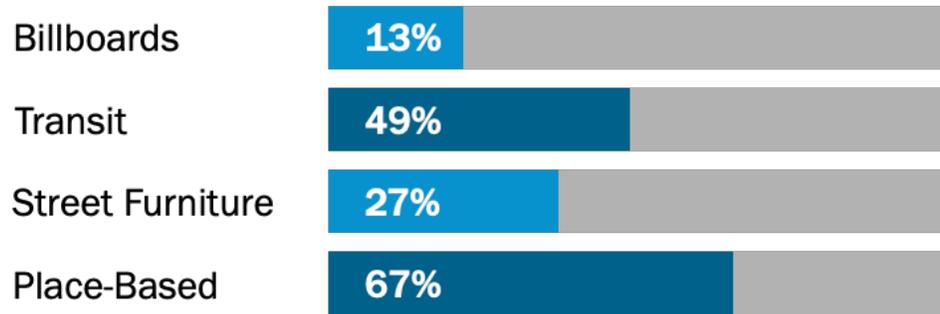


Source: MAGNA



# OOH Ad Spend ↑ 20.7% to \$8.6 Billion

## Growth Across All Category Formats



Source: OAAA

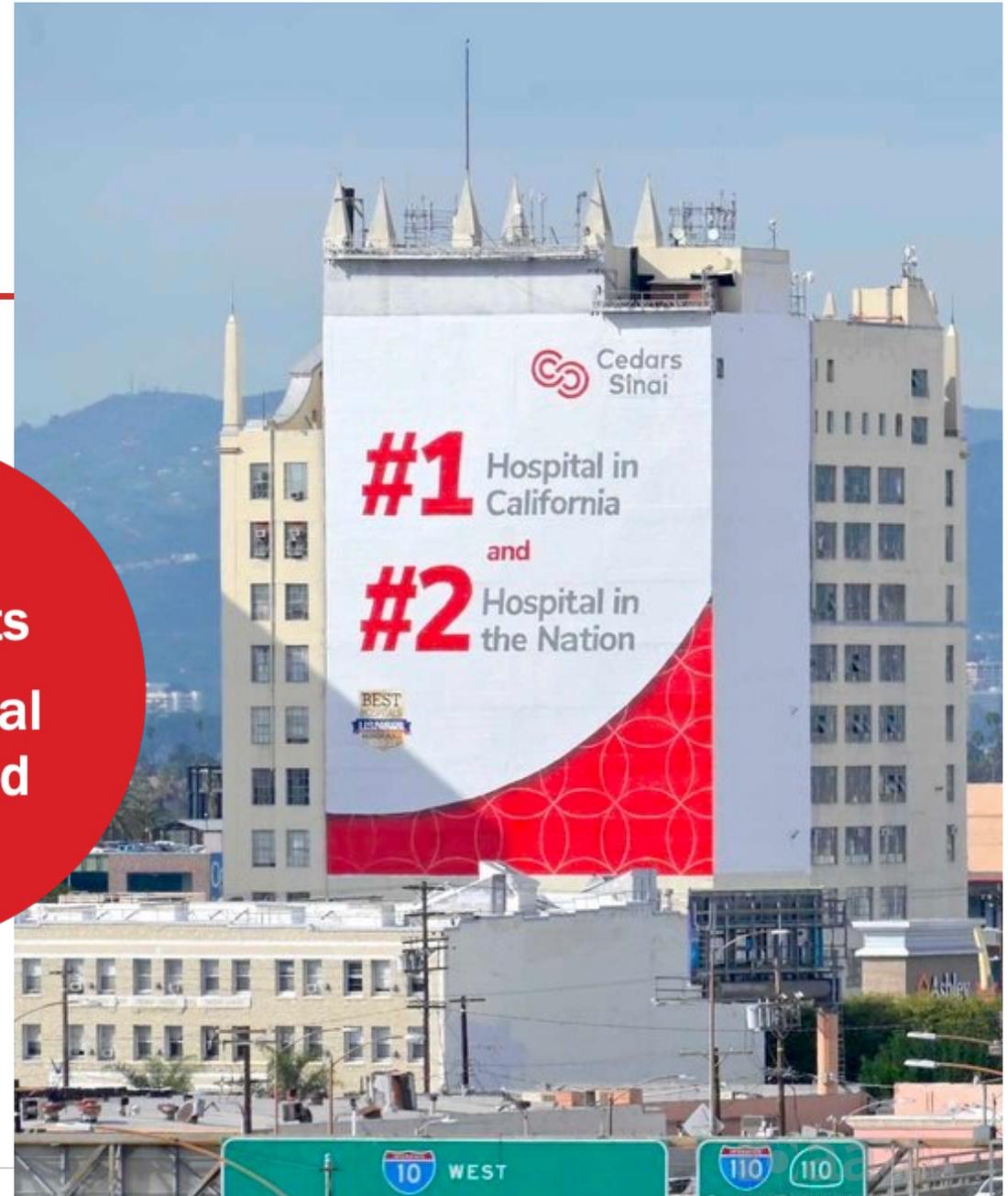


# OOH Ad Spend: Top 10 Product Categories

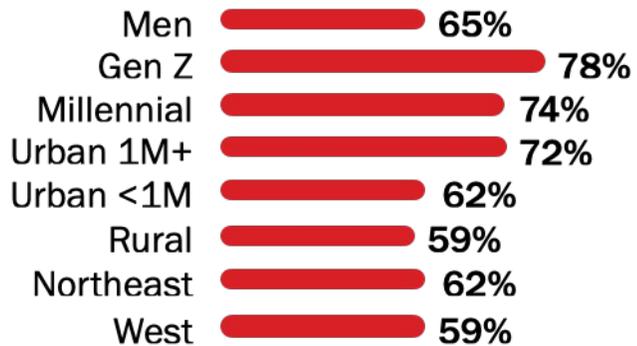
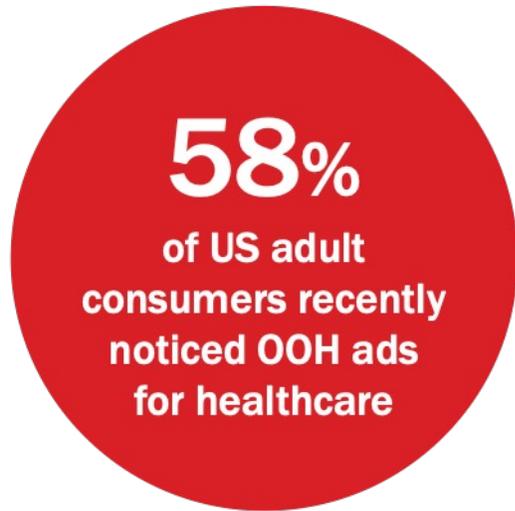
1. Hospitals, Clinics, Medical Centers
2. Legal Services
3. Quick Serve Restaurants
4. Consumer Banking
5. Domestic Hotels & Resorts
6. Colleges & Universities
7. Local Government
8. Television & Cable TV
9. Food Stores & Supermarkets
10. Real Estate Agents, Agency Brokers

**Top 10  
Represents  
1/3 of Total  
OOH Spend**

Source: Vivix



# #1 OOH Product Category: Healthcare



→ **76%** of those who saw a healthcare OOH ad engaged.

(Actions taken among those who engaged)

Searched for the product, company, or facility online



46% Urban 1M+

Asked friends/family if they know about the product, company, or facility online



Visited the product, company, or facility's website



Asked my doctor or other HC provider about the product, company, or facilities



Shared by word-of-mouth information about the product, company, or facility



Engaged with the offering, company, or facility



33% Urban <1M

30% Gen Z

Contacted the company, or facility



Followed the product, company, or facility on social media



Source: The Harris Poll



# Top 10 OOH Advertisers in 2022

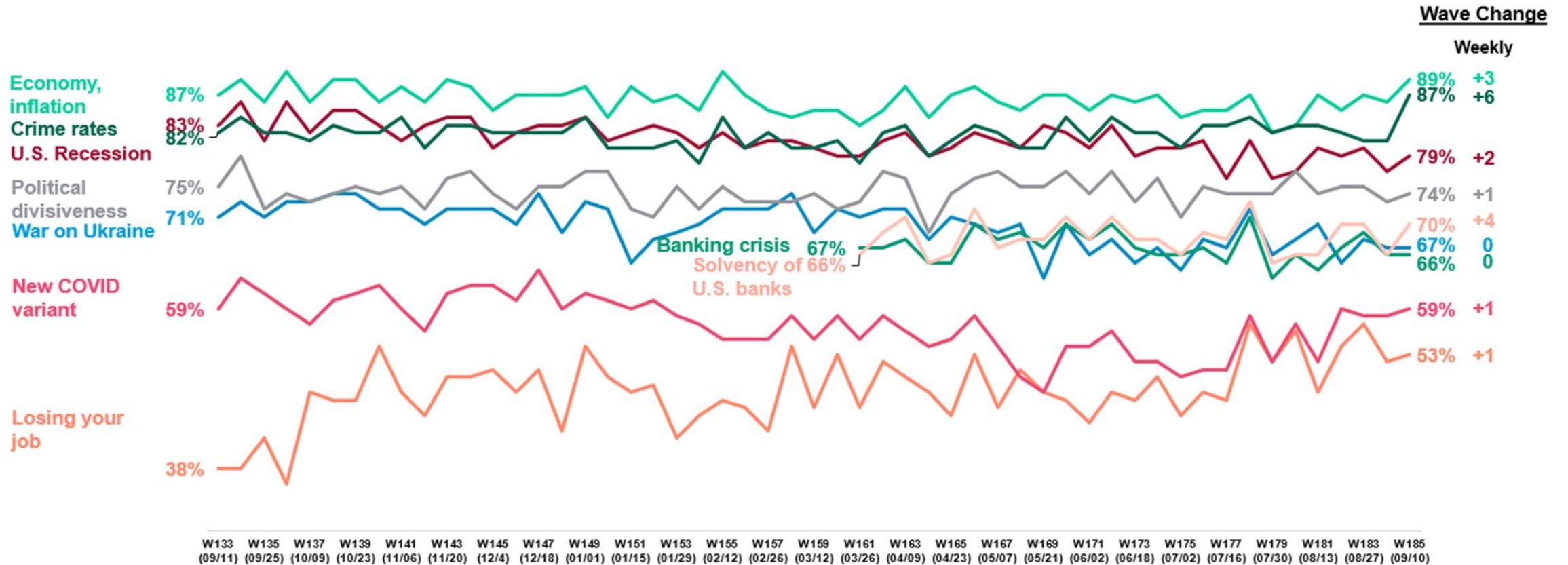
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Source: Vivvix



# As COVID Fears Decrease, Inflation & Recession Concerns Remain High



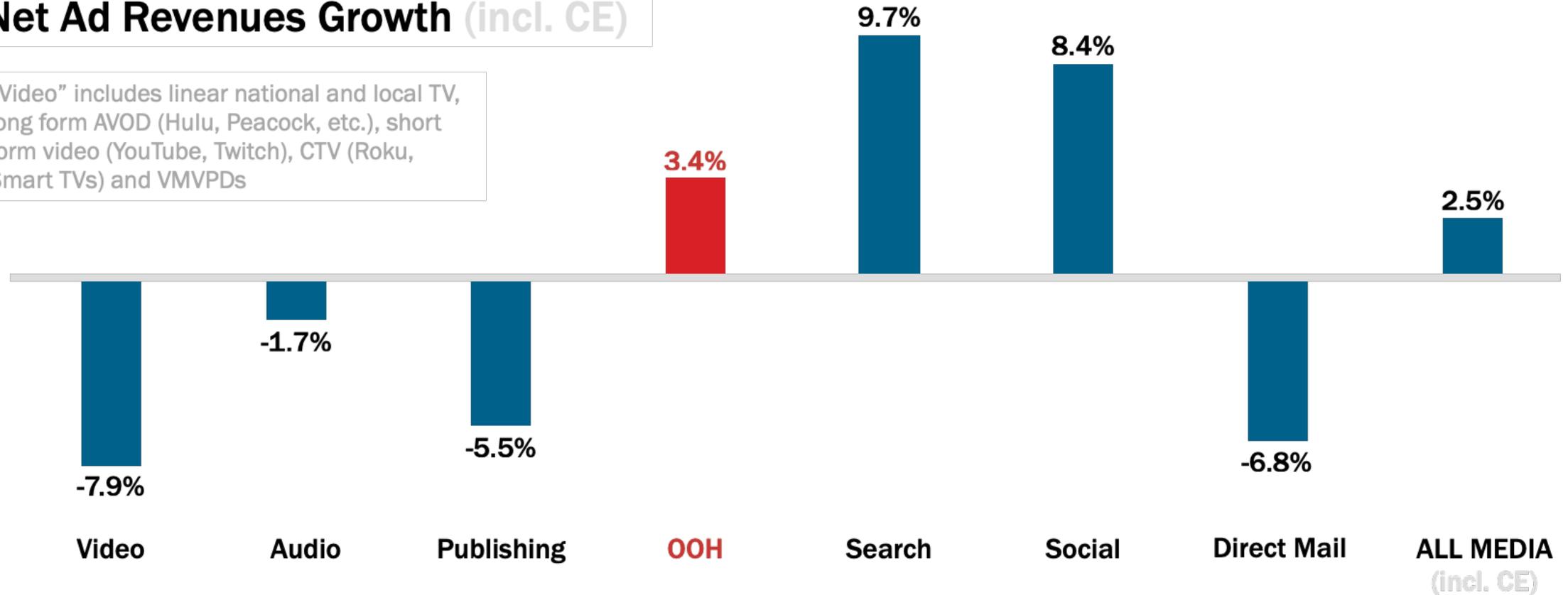
Source: Harris Poll America This Week Tracker (2023)



# 2023 Ad Spend Growth Projections

## Net Ad Revenues Growth (incl. CE)

“Video” includes linear national and local TV, long form AVOD (Hulu, Peacock, etc.), short form video (YouTube, Twitch), CTV (Roku, Smart TVs) and VMVPDs



Source: MAGNA (June 2023) | CE= Cyclical events (Political + Olympics)



Research & Insights

# Digital Transformation



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# Consumer Concerns with Digital Media

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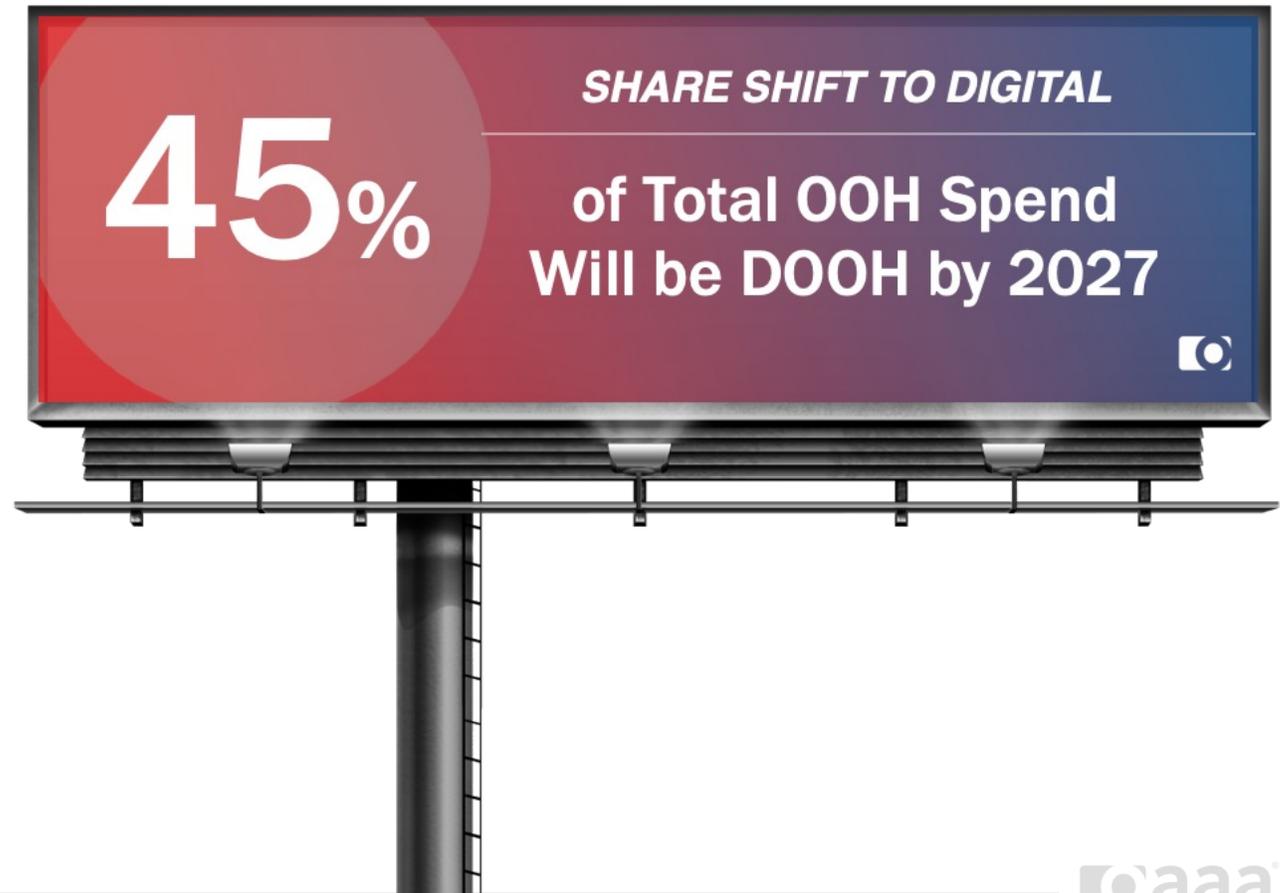
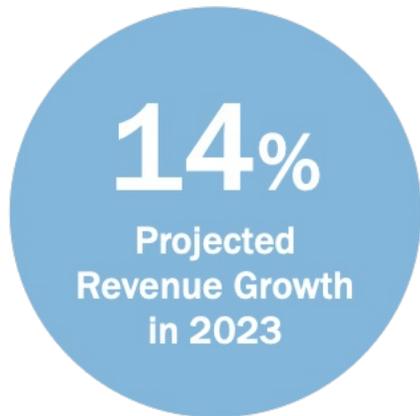
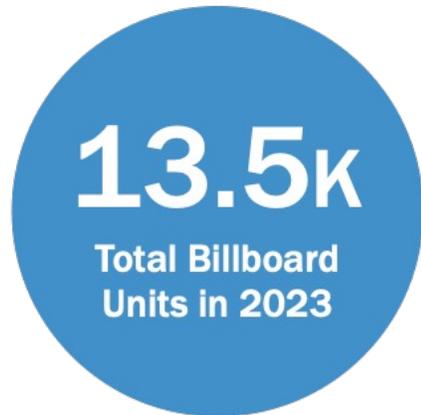
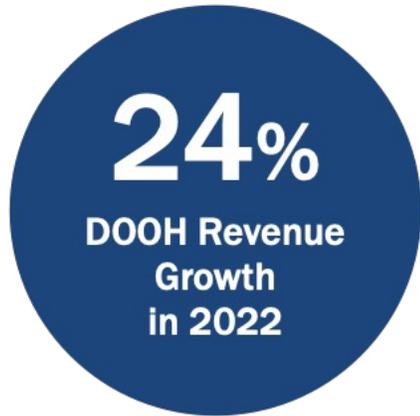


**Consumers are annoyed by ad sponsored digital media content and feeling device fatigue**

- 78%** are annoyed with **ads that interrupt** viewing, listening, and reading experiences
- 73%** are **concerned about personal security** and data when using online devices
- 68%** frequently skip online ads due to **digital device burnout**
- 43%** are actively trying to **spend less time** on their phone, computer, or reduce TV viewing

# Digital: Key Growth Driver for OOH

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Source: MAGNA, OAAA



# Digital OOH Generates Consumer Engagement

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70%

of consumers have recently noticed digital billboard ads

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65%

of viewers took action after seeing digital billboard ads (search, store visit, social media post)

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52%

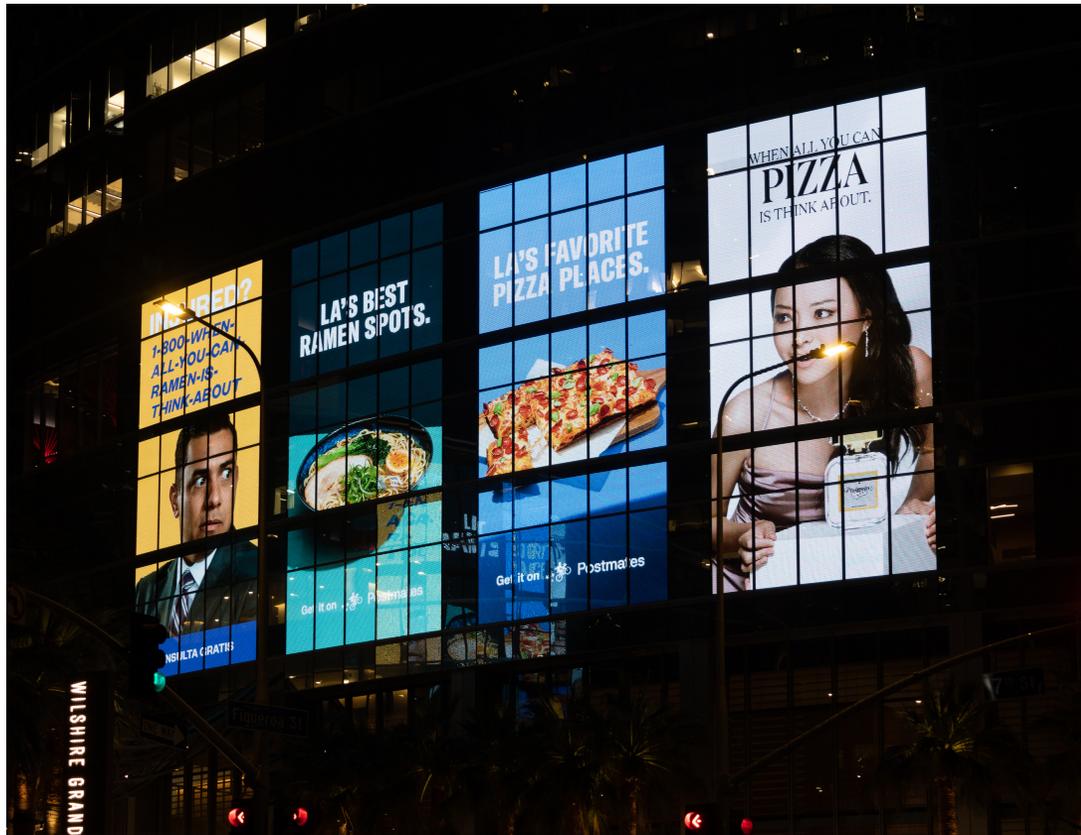
of viewers engaged in a mobile device action (website visit, purchase, access discount)



Source: Morning Consult, Nielsen



# Almost Half Say Contextual OOH Ads Are More Interesting



## Dynamic OOH Ad Content Increases Consumer Interest

Percent who find OOH ads with timely information more interesting than typical ads

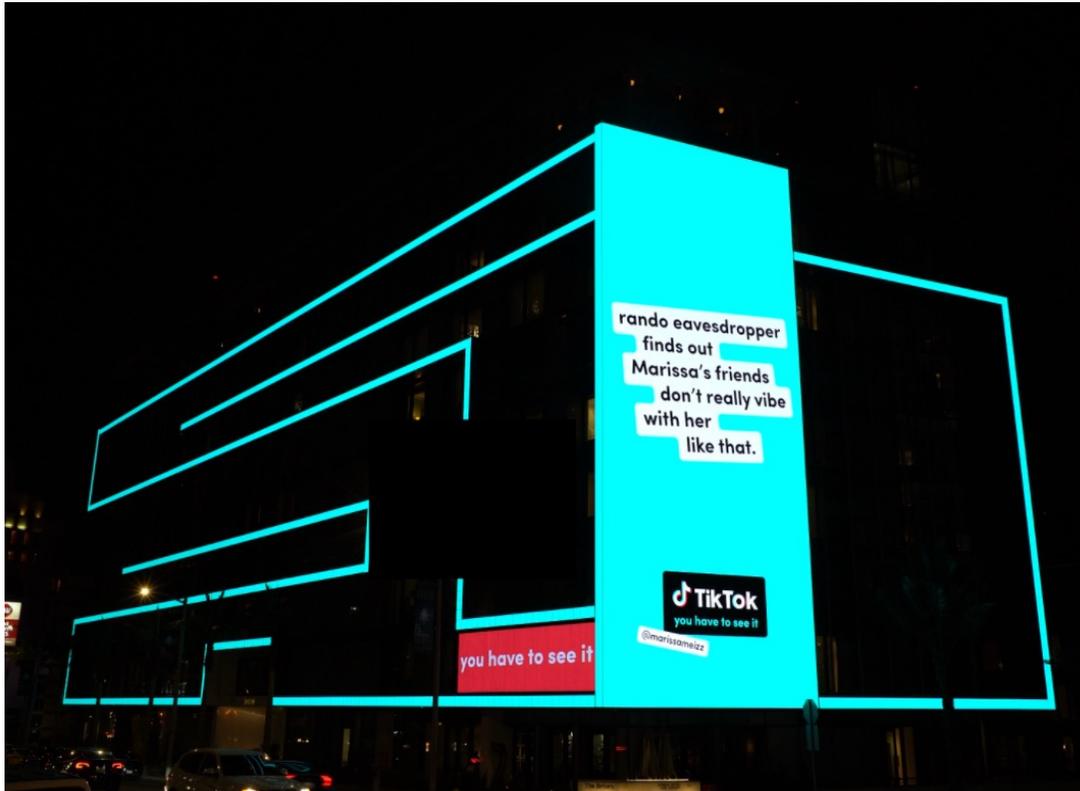
US Adults	40%
Millennials	45%
Bachelor's Degree	45%
Urban Residents	45%
Hispanic Americans	46%
Household Income \$100K+	51%
Adults 30 - 44	51%
Post-Graduate Degree	56%

Source: The Harris Poll



# Programmatic: Significantly Expanding DOOH Opportunities

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Source: eMarketer

Omnichannel Demand-Side-Platform integrations into DOOH Supply-Side Platforms continue to grow

## Programmatic DOOH in 2023:

- Projected growth of 48% over 2022
- Projected to be 23% of DOOH

## Key Drivers:

- Shorter lead times
- Greater flexibility
- Aggregated Scale
- Consistent targeting/data

# VOOH Attributes & Competitive Advantages

**Scale:** 750K+ digital screens across malls, gas stations, transit systems, offices and more.

**Reach:** Top 10 VOOH Networks reach 30% more Adults 18-34 than cable and 31% more than broadcast.

**Premium Inventory:** Delivered on high-quality large screens with 100% viewable ads — no “above or below” the fold and no bots.

**Reliable:** Ever-present. No need to turn on, tune in or click. Cannot be delayed, skipped, or blocked.

**Greater Recall:** DOOH generates up to 82% ad recall – higher than all other media channels. More trusted than other digital channels including online, mobile, and social.



Source: Nielsen, Solomon Partners, Marketing Sherpa



Research & Insights

# Audience

# Journey & Experience



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# Almost 80% of Workers are Commuting



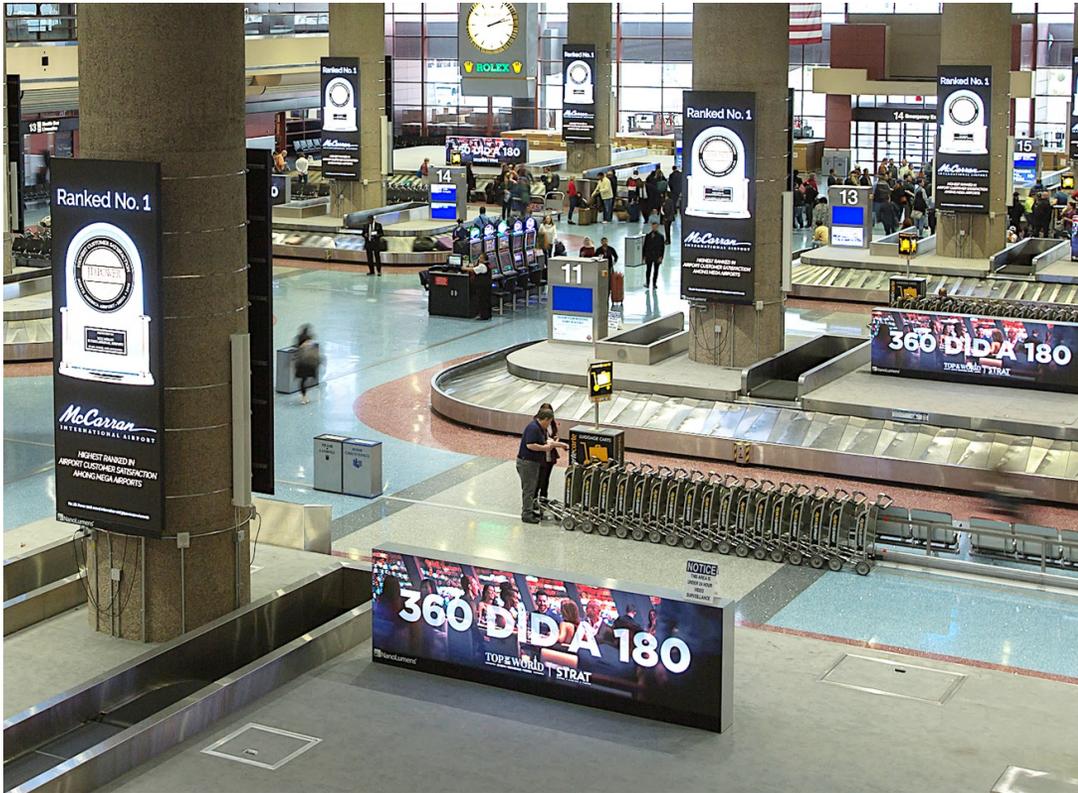
## Commuting to Work - US Adults



Source: Morning Consult



# Transit & Airport Volume Continue to Grow



## US Air Travel

- Up 17% January - May 2023 vs. same period YOY



## Transit Ridership

- US: Up 23.7% in Q1 2023 vs. Q1 2022
  - Bus Up 21% in Q1 2023 vs. Q1 2022

Source: APTA, US DOT



# Consumer Mobility + OOH Reach Drives Ad Notice



## Consumer Mobility Heightens OOH Ad Exposure

**86%** of adults have driven or ridden in a vehicle in the past 30 days

**56%** of adults have walked in a town, city, or downtown in the past 30 days

## OOH's Massive Reach Generates High Consumer Notice

**88%** of adults have seen OOH ads in the past 30 days

**85%** of adults look at OOH ads all, most or some of the time

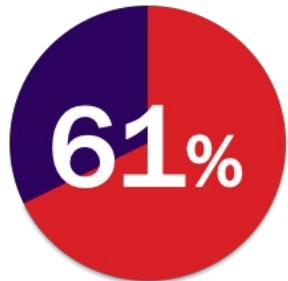
Source: Morning Consult



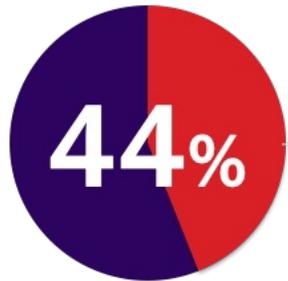
# OOH Complements Consumer Experiences

## Engages When Most Likely to Act

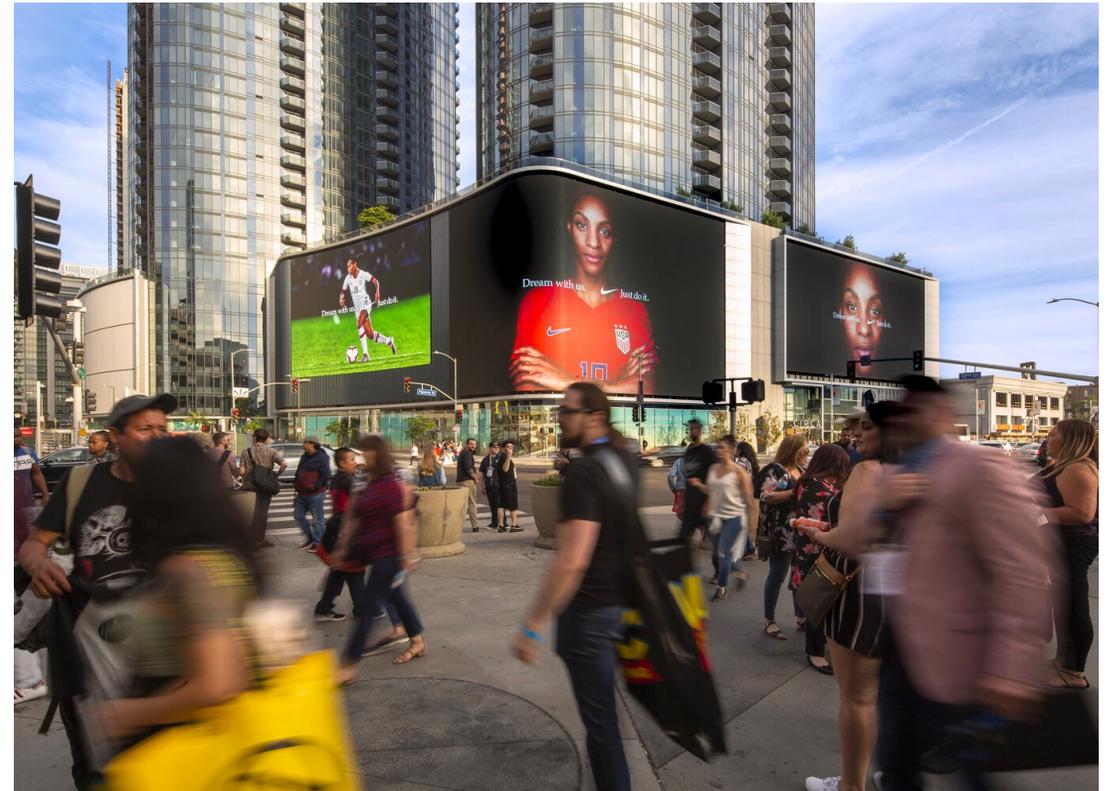
OOH Ads Evoke High Favorability with Consumers



61% of adults view billboard ads favorably, high than any competitive media



44% net favorability rating for OOH ads beats digital media, radio, podcasts, streaming audio



Source: Morning Consult



# Consumers Are Highly Engaged with OOH

## 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

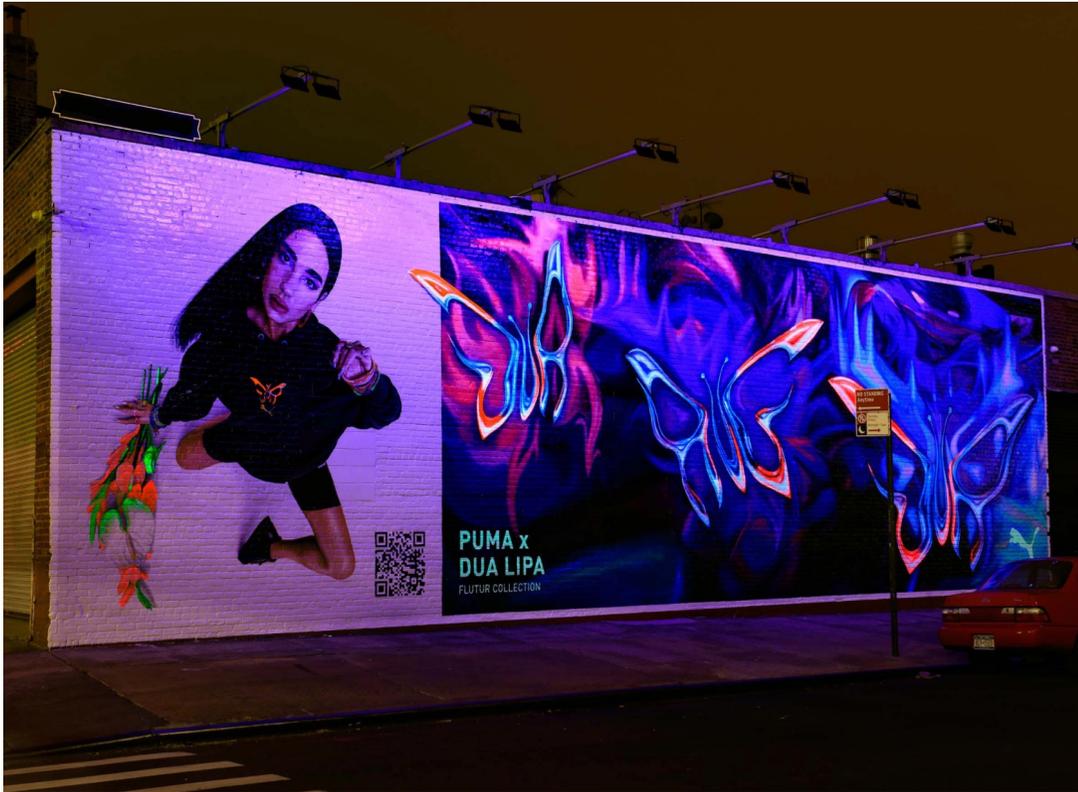
**21%** Advertiser website or social media info



Source: The Harris Poll



# OOH Creative & Engagement Drivers



## OOH Ads that Best Capture Attention & Engagement:

**62%** feature favorite brand or product

**52%** highlight local businesses, artists or events

**51%** feature favorite artist, celebrity or influencer

**48%** provide access to new product from favorite brand (NFC, QR code, SMS)

Source: The Harris Poll



# Colorful, Clever and Coherent Makes the Difference

## OOH Ads Most Likely to Engage Consumers:



- 45%** Colorful and vibrant
- 38%** Portrays something clever or funny
- 36%** Simple design, few words, easy to read
- 32%** Big and bold (e.g., a larger than life mural on a tall building, bus or mobile billboard)
- 19%** Evokes an emotional feeling/has a serious tone
- 17%** Abstract and creative illustration with no words

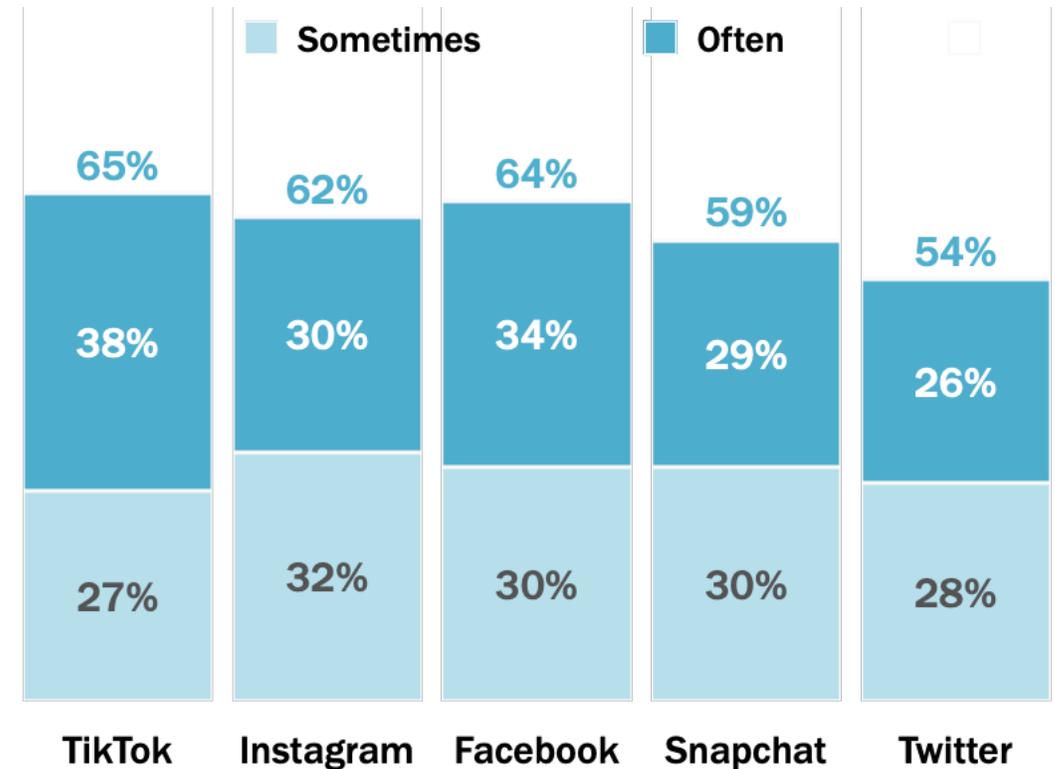


Source: The Harris Poll



# Social Media Users Notice OOH Ads Posted on Platforms

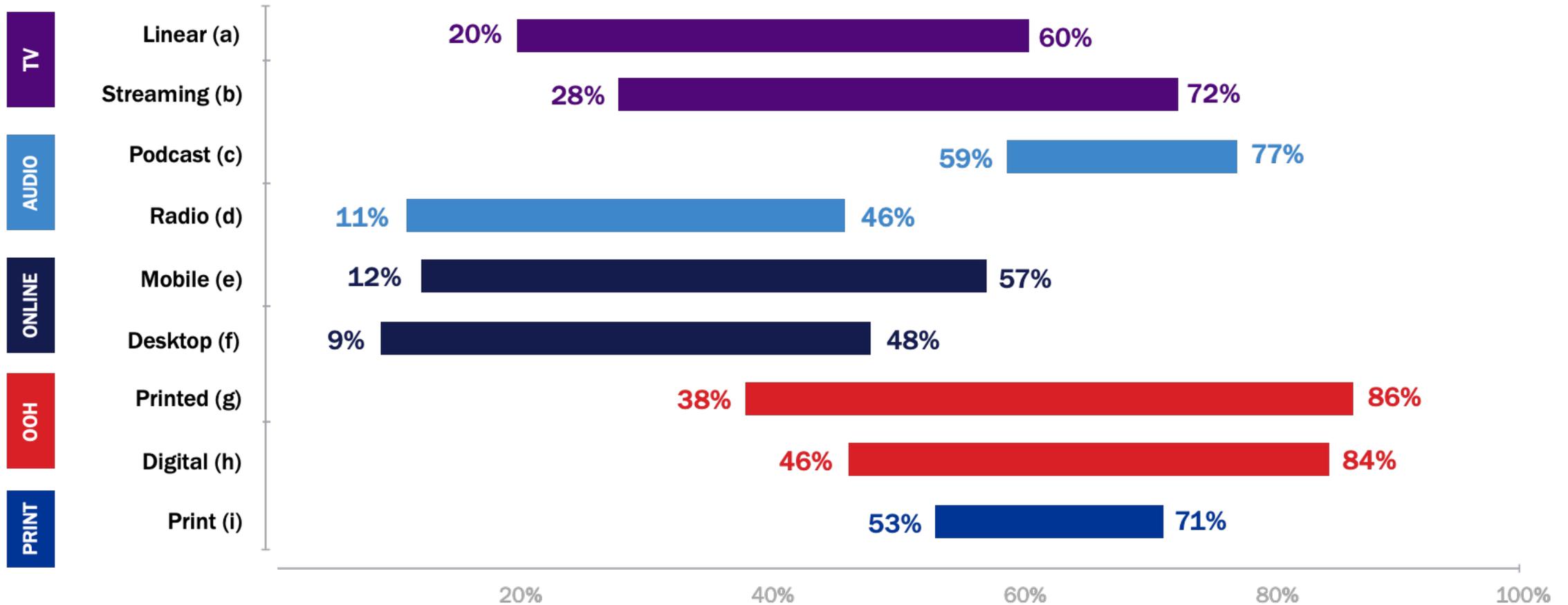
How often do you see out of home advertisements reposted on the following social media platforms?



Source: The Harris Poll



# OOH Generates Highest Ad Recall



Source: Solomon Partners



# OOH's Valuable Audience

## Importance of OOH Ad Messages Reflecting Target Audience Identity.

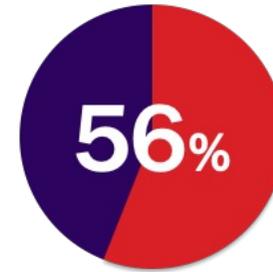
**% more likely to notice OOH ads reflecting their cultural identity**

OOH viewers are younger and have higher income than the general population

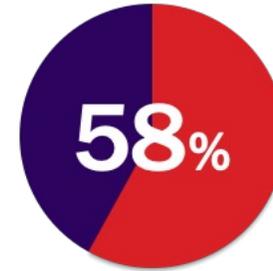
OOH's highest indexing viewers: ages 18 – 44

OOH over-indexes with Asian and Hispanic Americans, and with Black Americans in many OOH formats

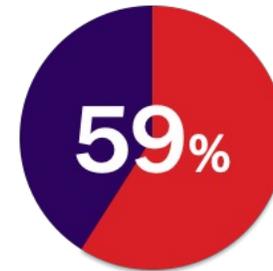
Asian, Black, and Hispanic Americans are more likely more likely to notice OOH ads that reflects their cultural identity



Hispanic Americans



Black Americans



Asian Americans

Source: The Harris Poll, Morning Consult



# OOH Resonates with Multicultural Consumers

## Favorability Toward OOH Advertising Over Indexes with Multicultural Consumers vs. US Adults

Asian Americans	+8%
Hispanic Americans	+14%
Black Americans	+20%

## More Likely to Notice OOH Ads with Directions to Stores/Restaurants vs. US Adults

Black Americans	+7%
Hispanic Americans	+17%
Asian Americans	+27%

## More Likely to Visit Stores/Restaurants within 30 Minutes of Seeing Directional OOH Ads vs. US Adults

Black Americans	+28%
Hispanic Americans	+28%
Asian Americans	+40%



Source: Morning Consult



Research & Insights

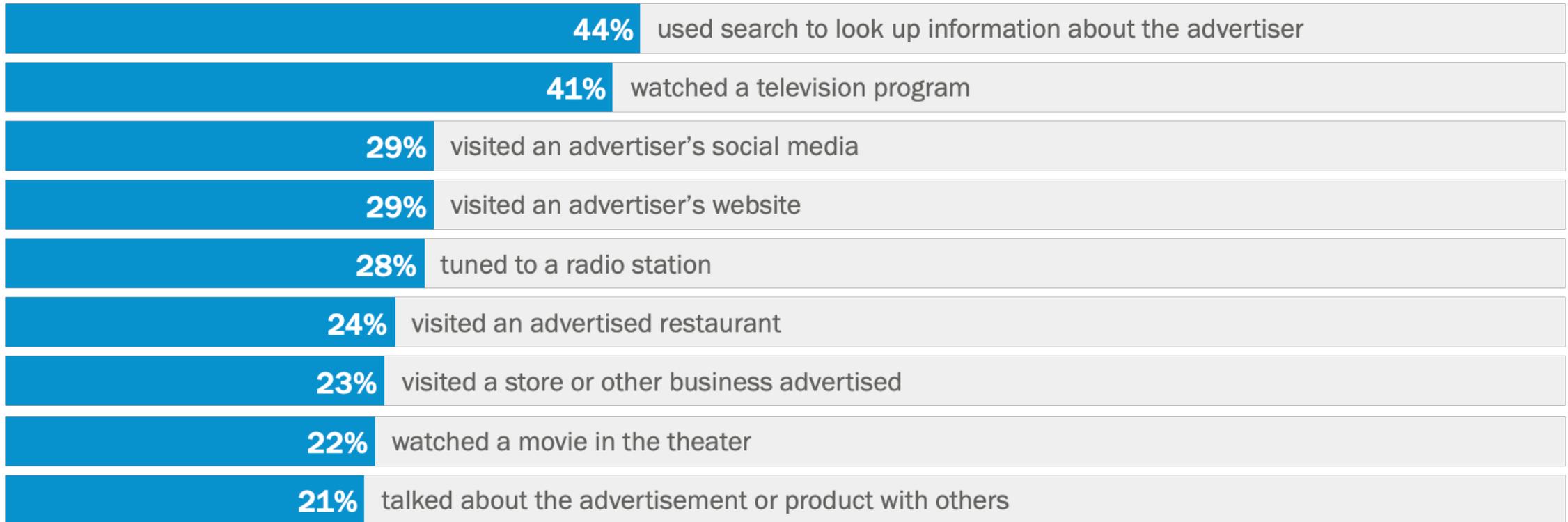
# OOH Action Outcomes



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# Almost Four in Five Act Following Recent OOH Ad Exposure

**78%** of US adults took an action after recently seeing an OOH ad including:



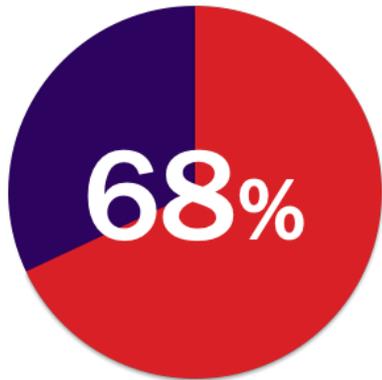
Source: Morning Consult



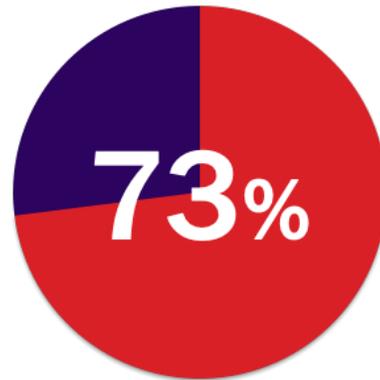
# OOH Influences Consumer Purchase Decisions

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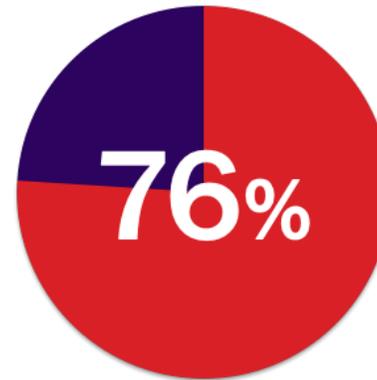
Almost ~70%+ Notice OOH Ads on Their Way to In-Store Shopping



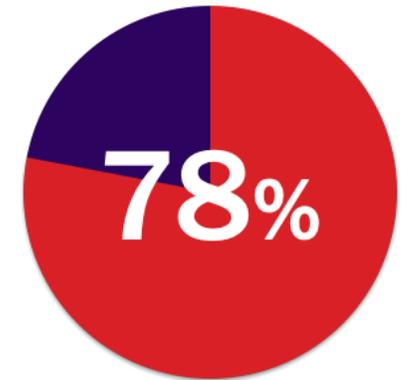
US Adults



Asian Americans



Hispanic Americans



Black Americans

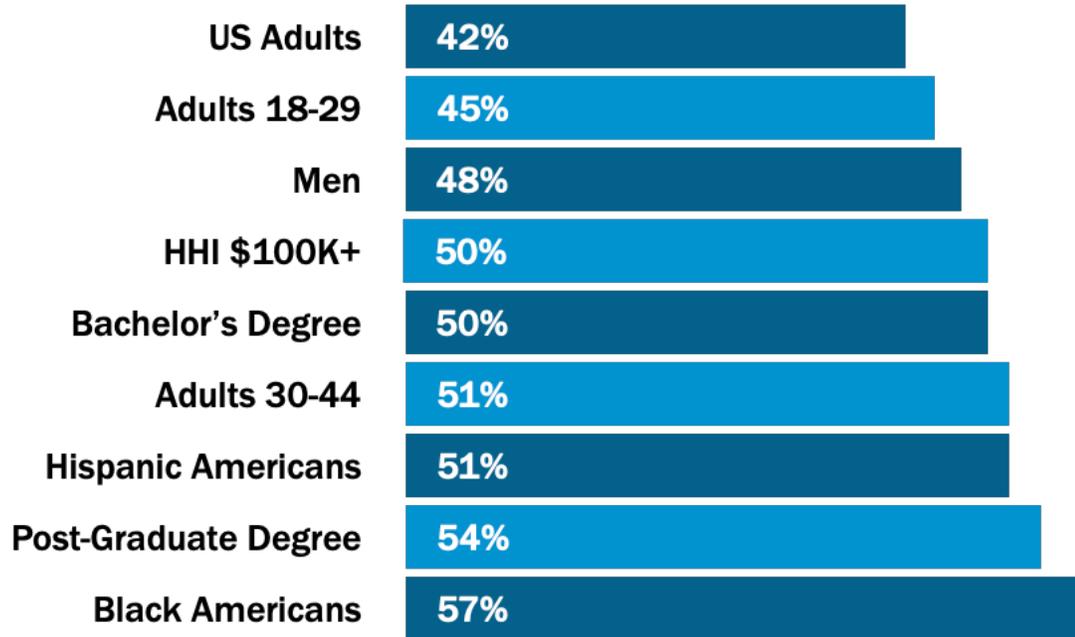
Source: Morning Consult



# OOH Influences Consumer Purchase Decisions



## Almost Half Say OOH Ads Impact In-Store Purchase Decisions



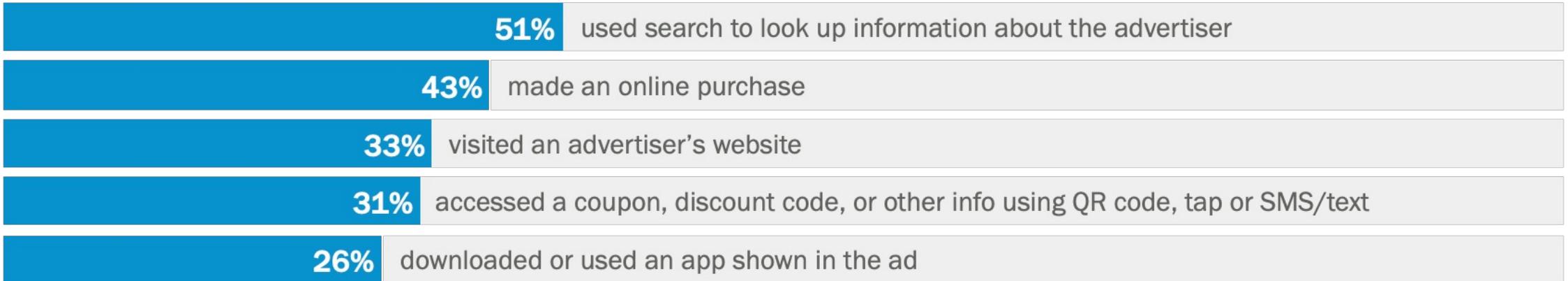
Source: Morning Consult

# OOH Primes Mobile Activation



**76%**

**of US adults took an action on their mobile device after recently seeing an ad including:**



Source: Morning Consult



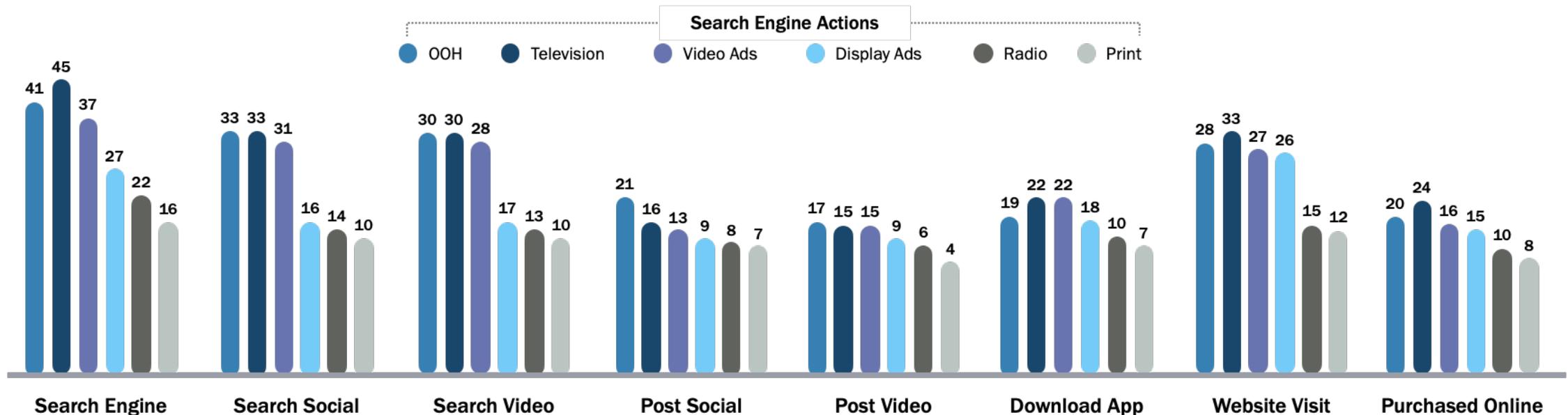
# OOH Most Efficient at Driving Online Activation

## Top Efficiencies - OOH Ads Prompted Consumers to Take Action:

**41%** used a search engine      **33%** visited a website      **21%** posted in social media      **19%** downloaded an app  
**33%** searched social media      **30%** searched for video      **20%** made an online purchase      **18%** posted a video

Interpreting Survey Chart Results | Within the past six months, 41% of US adults used a search engine to look up information after seeing an out of home ad.

Methodology: Conducted online between March 3 and 31, 2022, among a representative sample of 1,580 US residents aged 16-64. Ad spend data supplied by MAGNA | Source: OAAA, Comscore



# OOH Ads Amplify All Media Plans

40%

OOH Boosts  
ROI of Search

Source: Benchmarking



# OOH Key Product Category Ads Most Relevant to Consumers



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

Source: The Harris Poll



**63%**  
Retail



**54%**  
Consumer Tech



**62%**  
Fast Food



**52%**  
Automotive



**60%**  
Food &  
Beverages



**43%**  
Insurance



**55%**  
Health Services



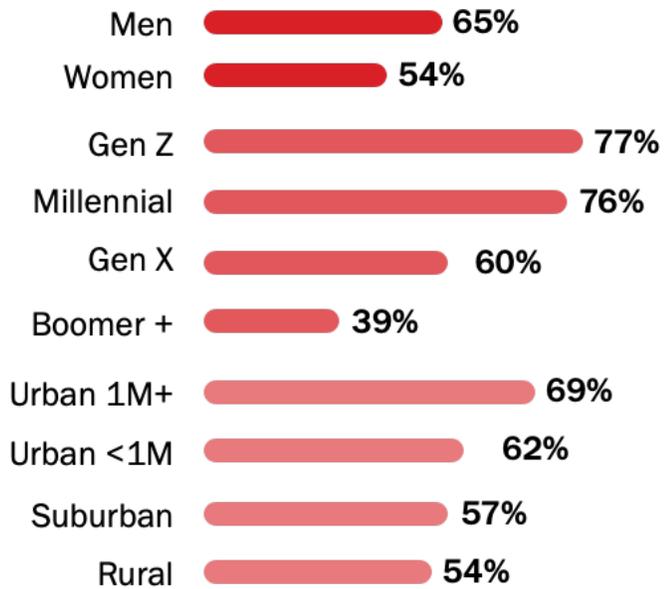
**43%**  
Financial  
Services



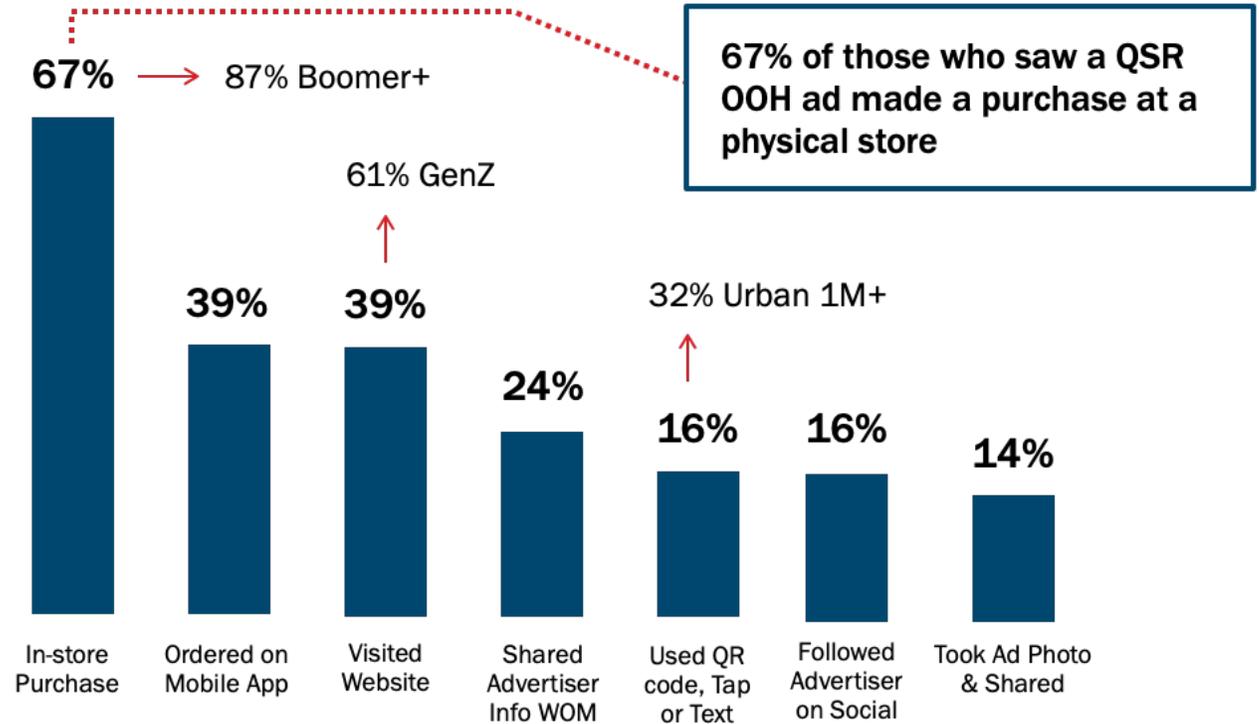
# OOH Reaches QSR Consumers → Drives Sales

## 6 in 10 Recall Seeing OOH QSR Ads Recently

(Especially Younger & Urban Americans)



## OOH QSR Ads Engaged Almost 9 in 10 Recent Viewers



Source: The Harris Poll



# OOH Automotive Ads Generate Consumer Notice & Action



## OOH Automotive Ads Generate Attention

Consumers who recently noticed  
an OOH automotive ad:

**52%** of consumers in  
cities of 1M+ in size

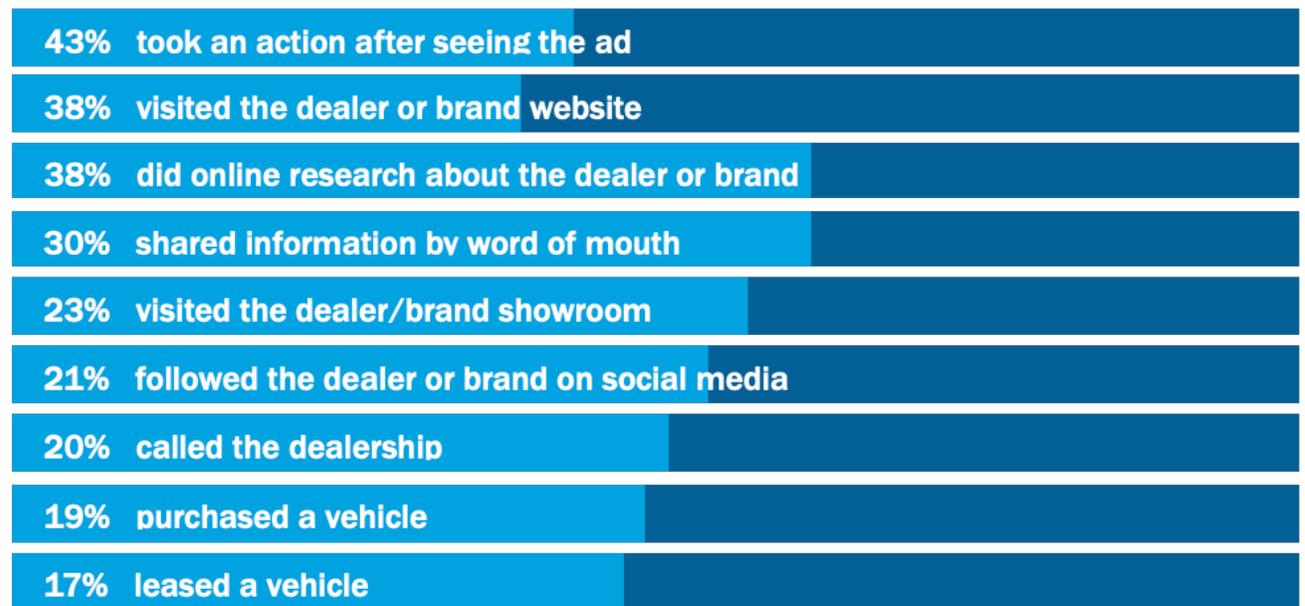
**50%** of Gen Z

**49%** of men and Millennials

**38%** of adult consumers

## OOH Automotive Ads Drive Activation

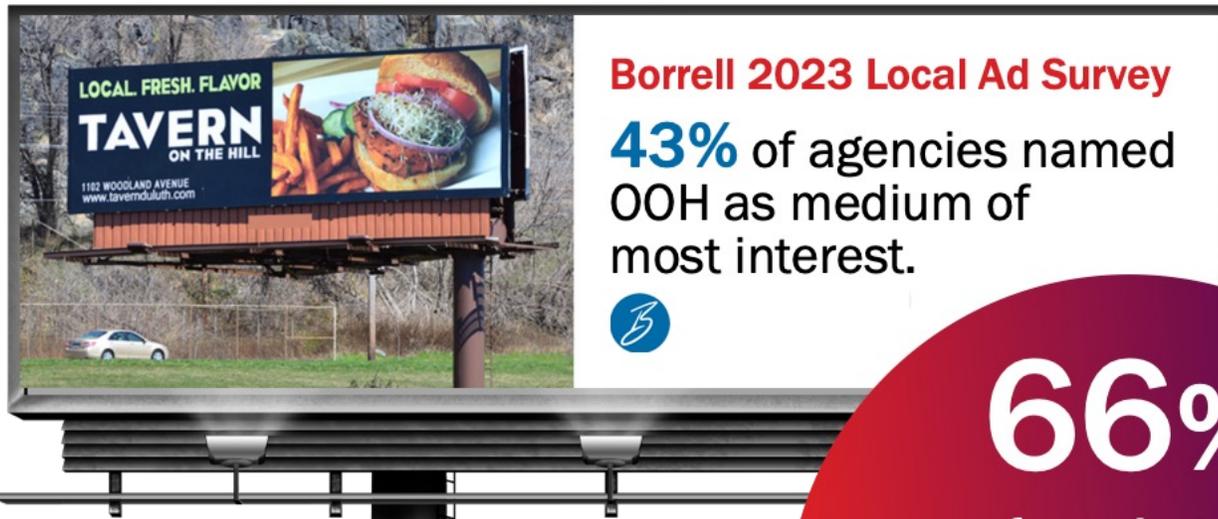
Among those consumers who recently noticed an OOH automotive ad:



Source: The Harris Poll



# OOH Measurement: Performance & Audience

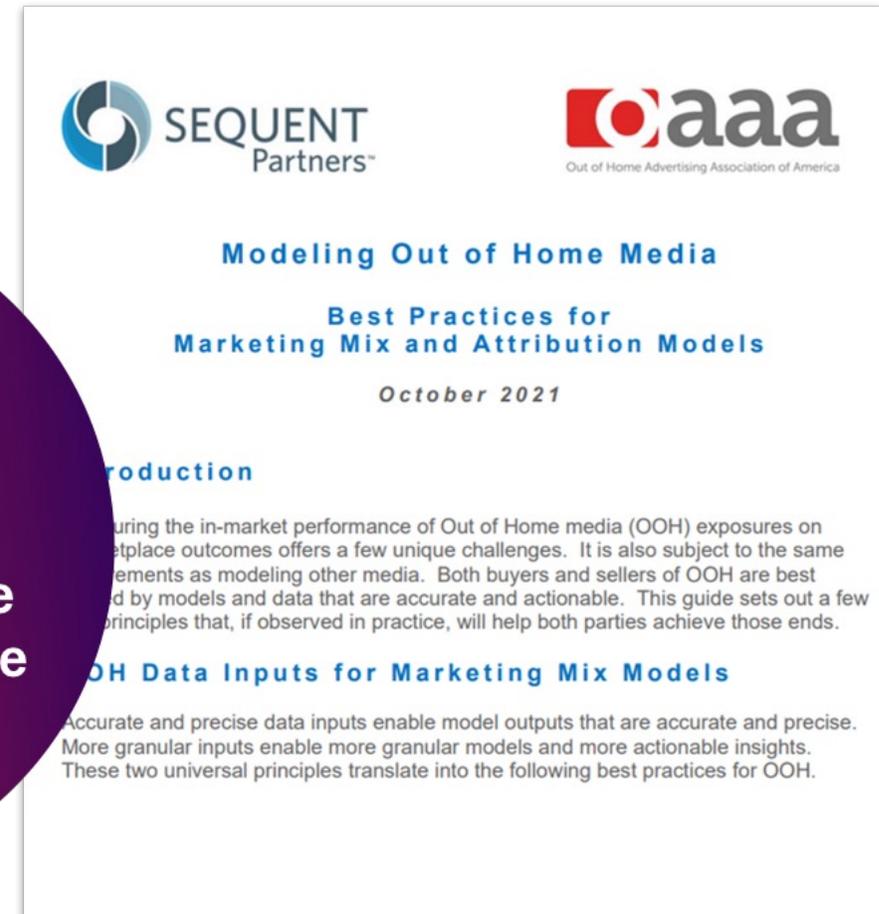


## Borrell 2023 Local Ad Survey

**43%** of agencies named OOH as medium of most interest.



**66%**  
of marketers believe optimizing the media mix is the best way to maximize absolute ROI  
Source: Vivvix



Digital Evolution

# Unlock 00H Transformation



#GoodVibes

LAMAR

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THE NEW  
**GRAND WAGONEER**  
2022 BMW i4 MSO by Kith



2022 BMW i4 MSO by Kith

2022 BMW i4 MSO by Kith

LITTLE SHOP OF HORRORS



TKTS

BROADWAY

1568 BROADWAY

TSX

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Algorand is a carbon-negative blockchain,  
Built sustainably from the beginning.  
Today, we're doubling down,  
Creating more out of less.  
This Earth Day,  
Save energy. Unplug.  
Reconnect with our planet.  
Tomorrow,  
Build a greener future  
on Algorand.

Algorand

Algorand

PERFECT CRIME

IN REALLY  
GEL ALIVE!

THE MUSICAL  
THE MUSICAL  
THE MUSICAL

TS LUGGAGE

Come visit  
our new  
shop  
in  
NYC

SEPHORA

MARRIOTT  
MARQUIS

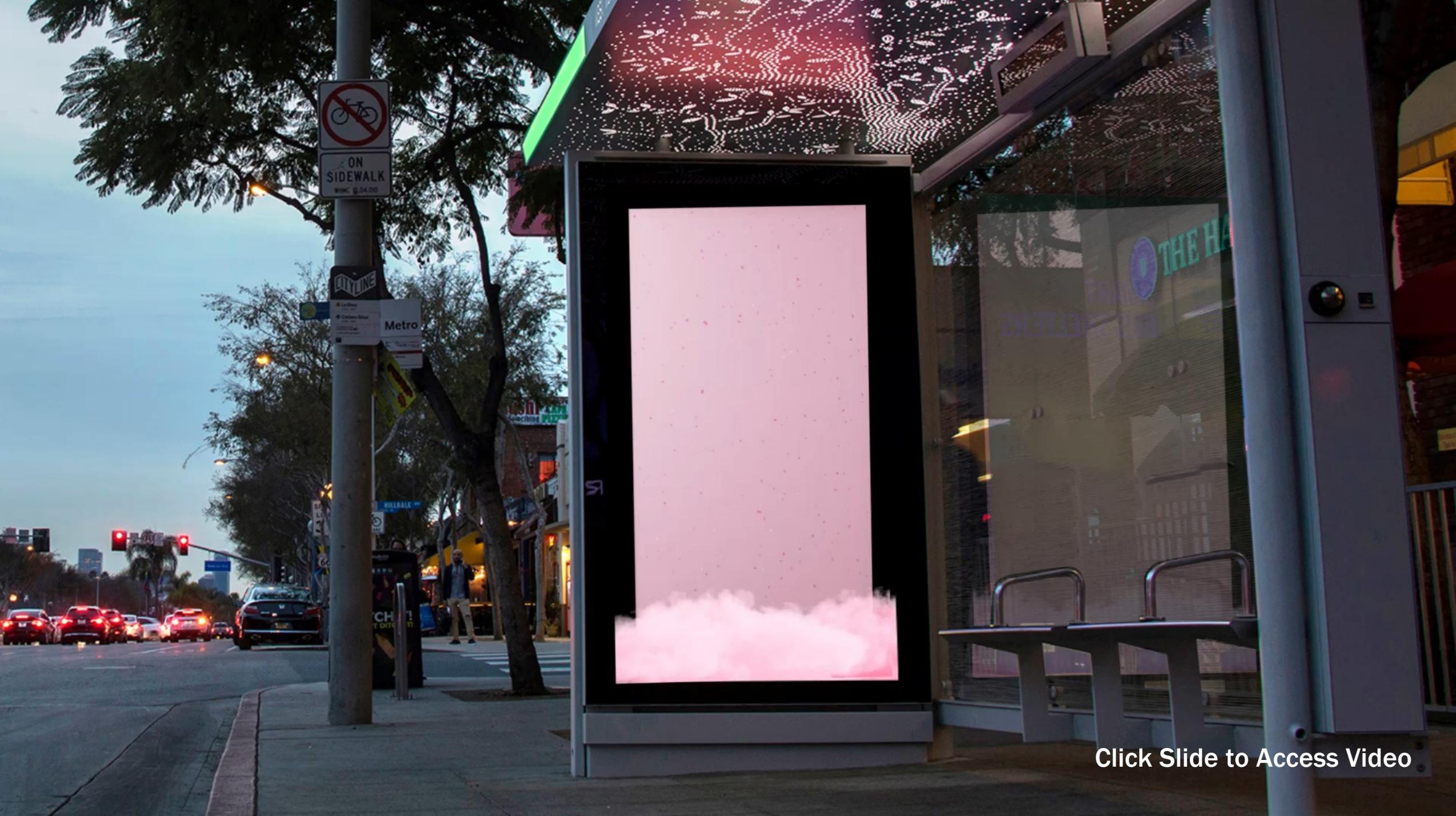
MARRIOTT  
MARQUIS

MARRIOTT  
MARQUIS

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ON  
SIDEWALK  
WMC 0-04-00

CITYLINE

Metro

WILBALL

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UP TO  
65% OFF  
100% OF  
THE TIME

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UNITED.

Speed to market.





2

4 Vestl

5 Ves

stu

nå

1

UNITED  
WE STAND  
WITH  
UKRAINE

 **PLAYOFFS**  
Presented by Google Pixel



VS



**WARRIORS WIN**

126

125

LAMAR

GET INTO  
**PLAYOFF MODE**

PLAYOFFS  
Verify Google Pixel

BUCKS  
CELTICS

LAMAR

abc ESPN TNT

The billboard features a blue background with images of basketball players in action. On the left, a player in a white Milwaukee Bucks jersey is shown. In the center, a player in a white Boston Celtics jersey is depicted. On the right, another player is shown in a blue jersey. The text 'GET INTO PLAYOFF MODE' is prominently displayed in white and blue. Below this, the 'PLAYOFFS' logo is visible, along with the logos for ABC, ESPN, TNT, and TBS. The name 'LAMAR' is written in green at the bottom right of the billboard. The background of the billboard also includes a basketball icon and the words 'PLAYOFFS' and 'MODE'.





[Click Slide to Access Video](#)

**Enhanced consumer engagements.**

**SAY HI TO** *Pearl*

SUBMIT PICS at [LamarLovesPets.com](http://LamarLovesPets.com)

LAMAR

LAMAR

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TOGETHER

Carla Caruso's  
Revelation  
Museum  
HEALTHY  
GROCERY  
TRUCK

HERSHEY'S STORE  
HERSHEY'S  
20 TIMES SO

NBA FINALS 2021  
Presented by YouTube TV  
abc

THE NBA FINALS

#That'sGame

REAL 92.3 LA @real923la  
Looking forward to tonight's finals game Phoenix Suns vs Milwaukee Bucks! Who else is gonna watch?! #NBAFINALS #That'sGame

THIS IS A SUNRISE

that's game

HERSHEY'S STORE  
HERSHEY'S

EDITION

Leveraging data & seamless integration.

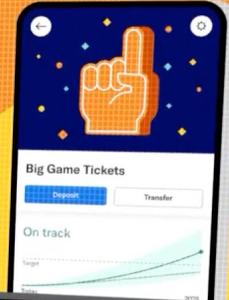
BROADWAY

1568 BR

 **Betterment**

Smart fans invest  
for the long run

Image is hypothetical. Investing involves risk. Performance not guaranteed.



**CLICK**



**Click Slide to Access Video**



OOH increases reach by as much as **340%** when added to a mobile or web campaign.



OOH lifts foot traffic by an average of **68%** when combined with social media messaging.



OOH drives **4X** more online activity per ad dollar spent than TV, radio, and print.



**41%** of adults used search after exposure to an Out of Home ad.



**freshdirect.** + *MOMENTS*  
by **OUTFRONT/**

[Click Slide to Access Video](#)

# LOS ANGELES

## META AUGMENTED REALITY





Meeting marketers' needs.



## Case Study



### Campaign Summary

UGG, a well-known shoe brand, collaborated with Jellyfish and Vistar Media to generate attention, interest, and purchase intent, for their latest collection suitable for any weather.

#### STRATEGY

By leveraging Vistar's programmatic technology and Lamar's DOOH inventory, the campaign reached diverse DOOH venues like taxis, urban panels, and billboards. Vistar's partnership with IBM Watson Advertising enabled weather-triggered messaging for targeted DOOH media display during rainy conditions. UGG enhanced the campaign with a series of impactful creatives featuring renowned celebrities. To retarget exposed consumers, UGG employed device ID passback and their omnichannel DSP, DV360, across multiple media channels to re-engage individuals on their path to purchase.

#### TAKEAWAY

UGG's DOOH campaign effectively used location and weather-based targeting, resulting in increased consumer awareness and purchase intent.

### Performance Highlights

#### APPROACH

- ✓ Weather Triggers
- ✓ Creative Strategy
- ✓ Device ID Passback

#### CONSUMER JOURNEY



Through the use of Vistar's programmatic technology, the DOOH campaign was seen by their target audience when they were more likely to be in-market for rain products.

**+7%** Lift in Awareness

**+6%** Lift in Consideration

**+6%** Lift in Purchase Intent

UGG VISTAR MEDIA jellyfish The Weather Company mfour Display & Video 360



# GOODR + LAMAR

## Case Study



### CAMPAIGN SUMMARY

**OBJECTIVE** The unique sunglass company, goodr, sought to increase awareness, consideration, and purchase intent of goodr sunglasses across 13 markets with a heavy focus in Atlanta, Chicago, Nashville, Philadelphia, and Orlando.

**STRATEGY** With the intent of impacting potential customers, goodr leveraged the power of programmatic and strategically launched their first nationwide DOOH campaign using Lamar screens. The brand used bright and bold creative messaging that focused on its main

selling points. In addition to geo-targeting select markets, goodr used dayparting technology to reach their consumers during high-impact hours. A brand lift study was conducted to understand the impact of exposure to OOH in relation to brand affinity.

**TAKEAWAY** The combination of programmatic data and activation across Lamar's DOOH inventory proved highly effective, driving a greater lift than other retailers across key metrics.

### PERFORMANCE HIGHLIGHTS

#### APPROACH

-  Utilized dayparting technology to exclusively activate media between 5 AM - 10 PM
-  Activated programmatically on Lamar DOOH across 13 unique Tier One DMAs in the US



#### CONSUMER JOURNEY



#### IMPACT

-  **+11%** LIFT IN AWARENESS
-  **+18%** LIFT IN CONSIDERATION
-  **+23%** LIFT IN PURCHASE INTENT

VISTAR MEDIA



Consumer Connections

# Unlock OOH Journeys



# OOH reaches consumers

Drive



Fly



Walk



Ride



Shop



# Brands must become an indispensable part of consumers' lives—how they live, eat, shop, work, & play



# OOH is more relevant than ever

Providing...

- Creative storytelling at scale
- Expanded reach
- Measured impact on business results
- OOH drives better digital media performance
- Without the challenges of digital media



Breckenridge  
BOURBON WHISKEY

WELCOME TO  
COLORFUL  
COLORADO



SCAN FOR WHISKEY

The advertisement is set against a blue wood-grain background. It features a bottle of Breckenridge Bourbon Whiskey tilted to the left, with a stream of amber liquid pouring over a scenic view of snow-capped mountains and a forested valley. A dark wooden sign with white text is positioned in the lower-left corner of the ad. A QR code is located in the lower-right corner, with a small black box containing the text 'SCAN FOR WHISKEY' below it.

OOH better primes you **when**  
**faced with making a decision**



# Increasingly mobile, persistently connected

**93%**

of Dallas adults  
drove or carpoled  
in the last week

**177**

Average miles  
driven per week by  
adults in Dallas

**56 hrs**

Time spent in  
congestion by the  
typical driver in 2022,  
an increase of 28%,  
since 2021

# OOH ads are garnering more attention & favorability

88%

Of adults have **seen OOH ads** in the past 30 days<sup>1</sup>

68%

Of adults **notice OOH ads on their way to a store** to shop in-person<sup>1</sup>

61%

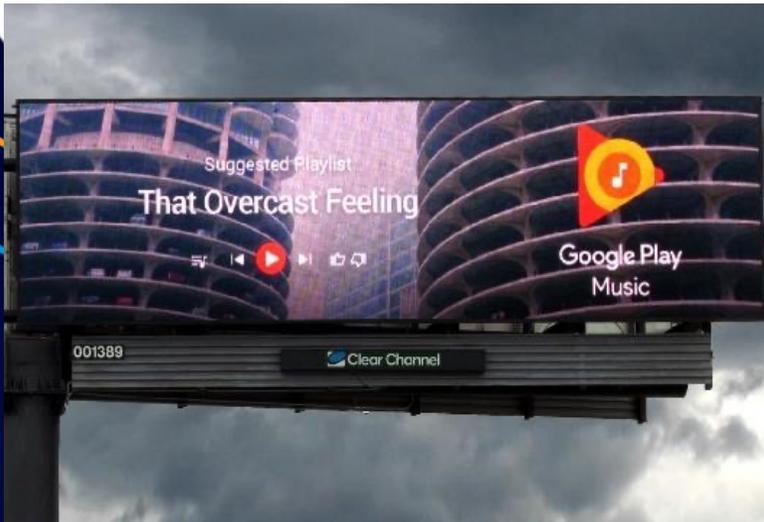
**View billboard ads favorably**, higher than any competitive media<sup>1</sup>

85%

Of viewers **find OOH ads useful**<sup>2</sup>

# DOOH dynamic content capabilities

## Conditional Triggers



## Live Updates



## Social Integration



# Conditional triggers



# Live updates



# Social updates



# Consumers are in control

They want advertising to be **meaningful, relevant & unintrusive** to their experience

78%

Are **annoyed with ads that interrupt** their viewing, listening and reading experiences



73%

are **concerned about personal security and data** when using online devices



68%

Frequently **skip online ads** due to digital device burnout



43%

are actively trying to **spend less time** on the phone, computer, or reduce TV viewing



# OOH drives digital & in-person behavior



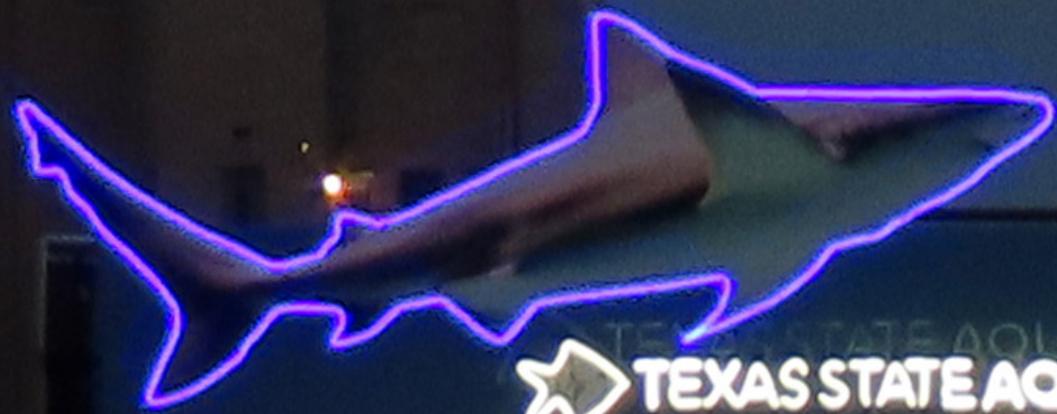
Dollar for dollar,  
**OOH drives online  
& social action**  
more than any  
other media  
channel<sup>1</sup>



78% adults **took  
action with their  
mobile device** after  
seeing an OOH ad  
within the past 60  
days<sup>2</sup>



OOH ads have an  
impact on 42% of  
adults' **in-person  
purchase  
decisions**<sup>3</sup>

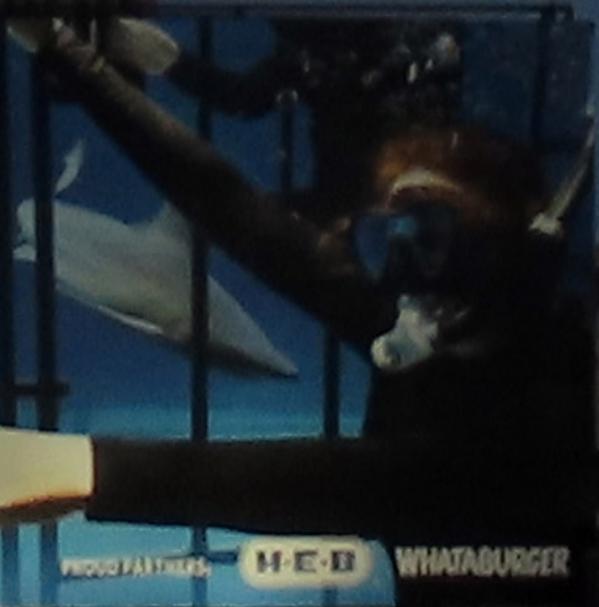


TEXAS STATE AQUARIUM

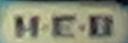
EPIC ENCOUNTERS!

SNORKEL WITH SHARKS

CORPUS CHRISTI, TX



PROUD PARTNERS



WHATABURGER

004002

CLEARCHANNEL

# Platforms leveraging data and analytics



**smartscout**

**VISTAR MEDIA**



**RADARConnect**<sup>™</sup>  
Amplification

**RADARProof**<sup>™</sup>  
Attribution

**RADARView**<sup>™</sup>  
Audience Planning

**RADARSyne**<sup>™</sup>  
Integration  
(BETA)

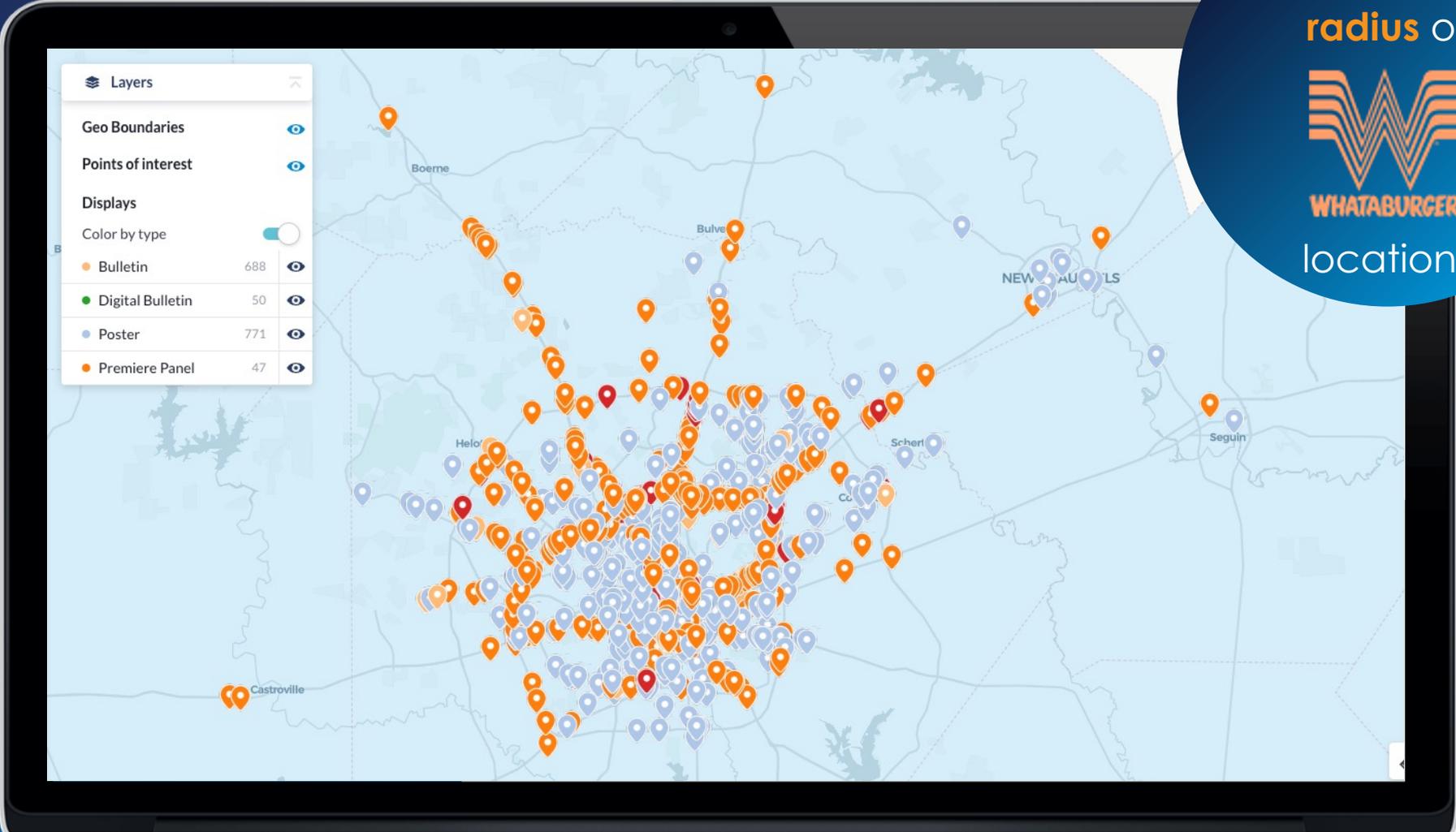
 Clear Channel Outdoor

**RADAR**

 Clear Channel Outdoor

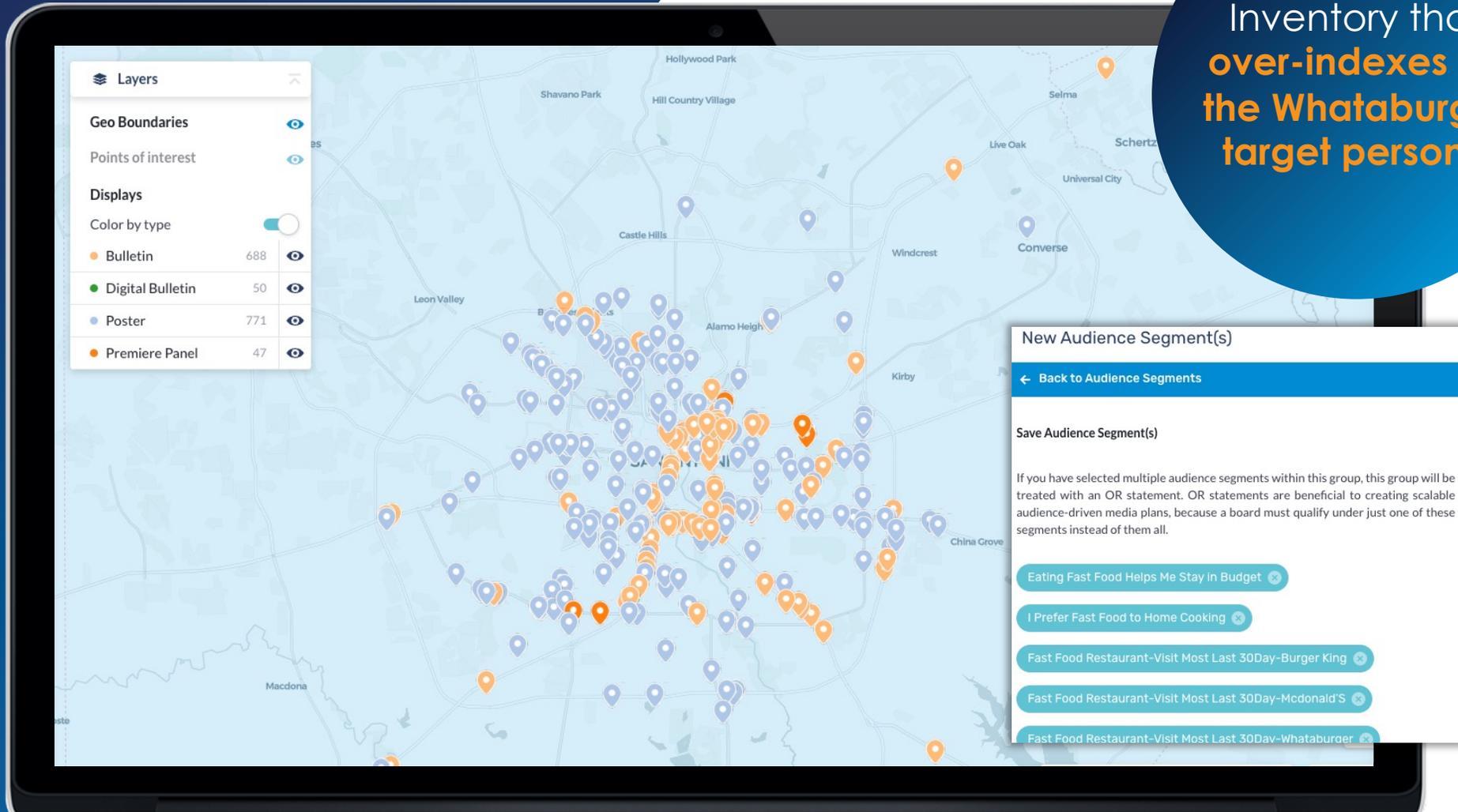
# Proximity scenario

Inventory within a 5-mile radius of  
**WHATABURGER**  
locations



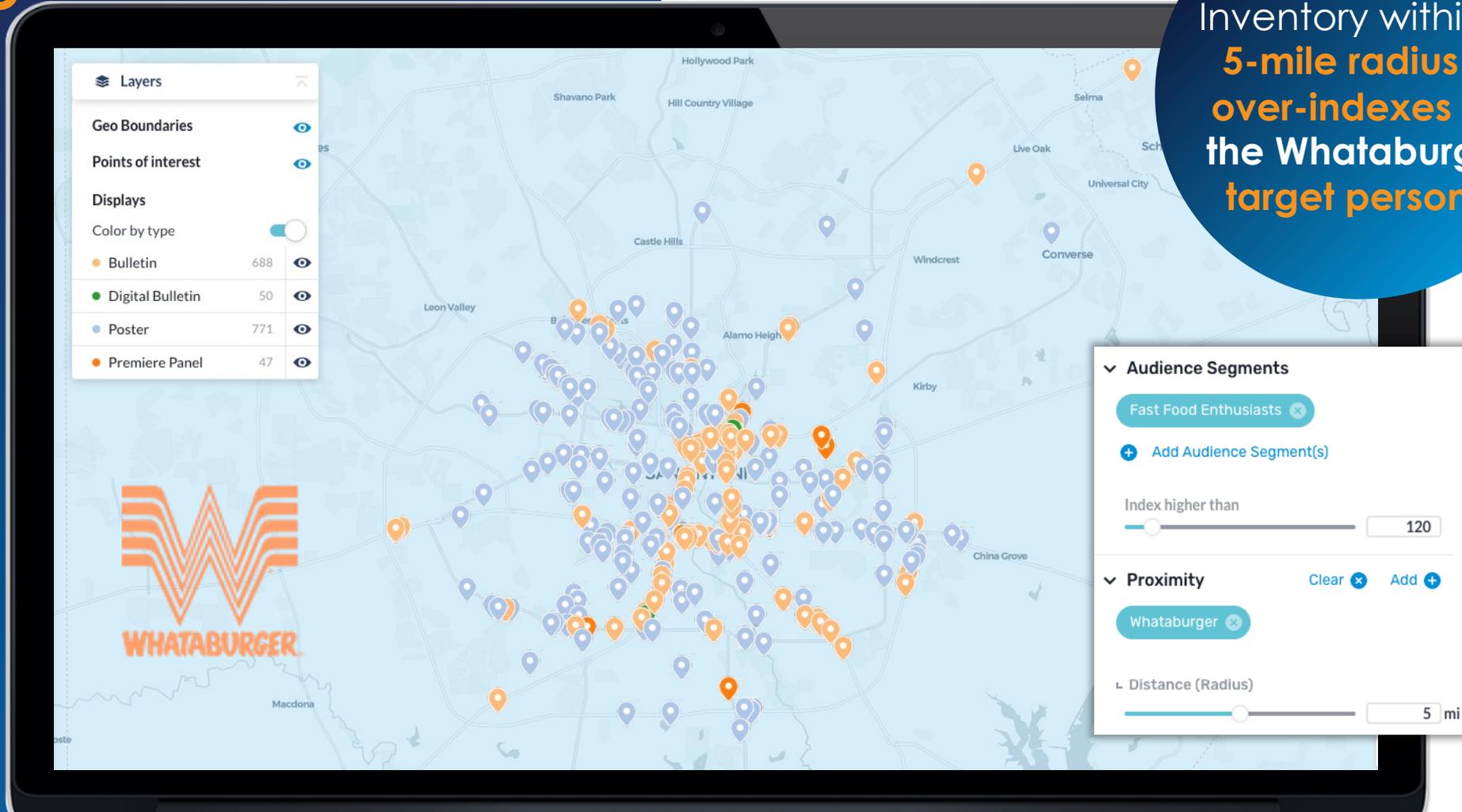
# Demo/behavioral scenario

Inventory that **over-indexes** for the Whataburger target persona



# Proximity + demo/behavioral scenario

Inventory within a **5-mile radius** & **over-indexes** for the **Whataburger target persona**



# Amplify reach & engagement with mobile retargeting

## OOH retargeting



**Geofence billboards** to reinforce messaging amongst exposed OOH audiences

## Location targeting



**Reach qualified consumers** visiting business locations, competitors or other points of interest

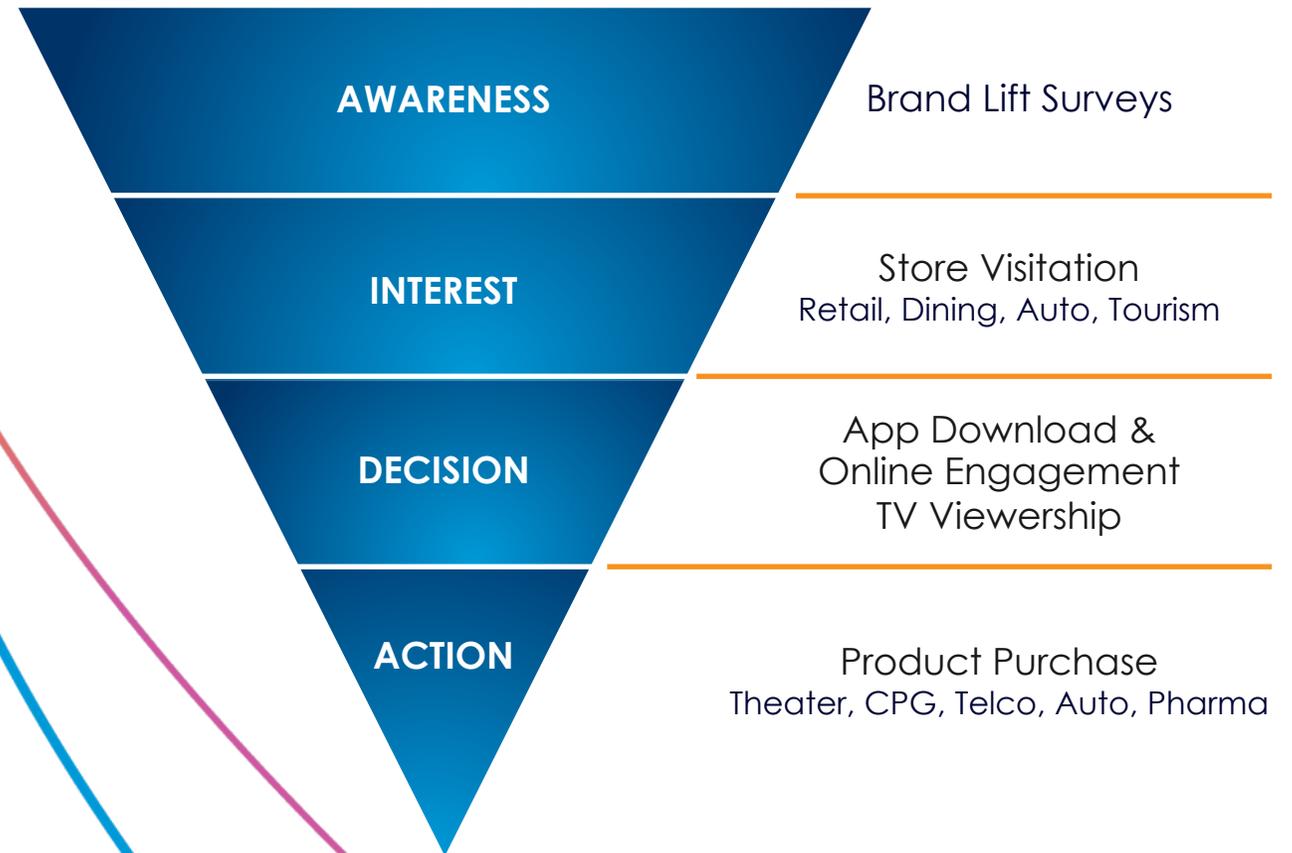
## Audience targeting



**Enhance exposure** amongst desirable audience segments and market areas

# Attribution solutions for a variety of objectives

**Measure OOH impact** on a wide variety of key marketing goals ranging from broad brand impact to specific product purchase.



# Data Clean Rooms

- Enable collaboration against multiple datasets
- Leverage client's 1-party data
- Planning measurement optimization



# Understanding OOH's impact in the media mix



# OOH drives local customers to QSR chain



**OBJECTIVE**

Attract new customers from local neighborhoods across Dallas-Ft. Worth to a new-to-market fast casual chain.

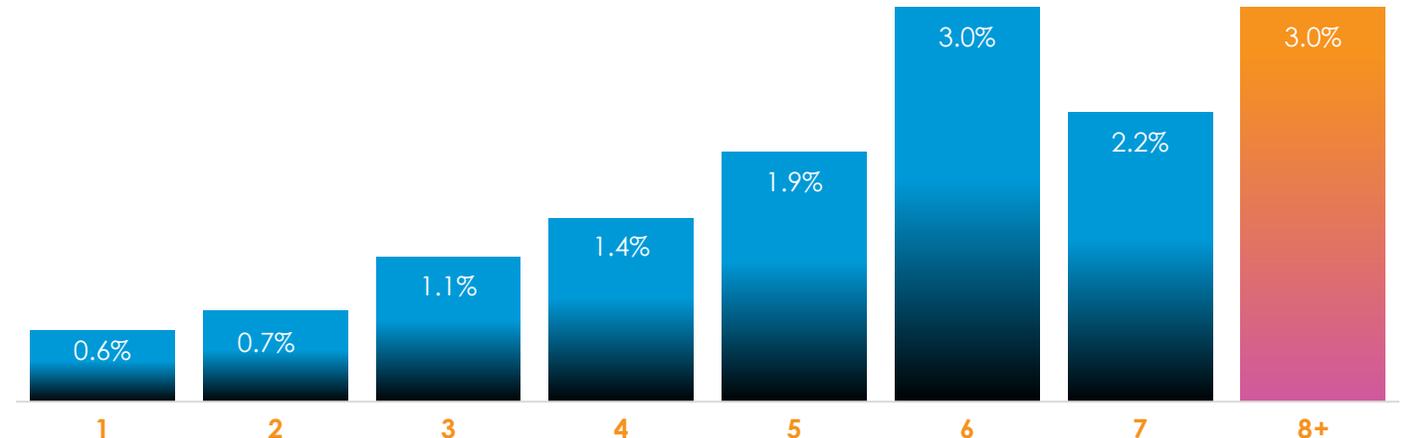
**SOLUTION**

Launch an OOH campaign in proximity to restaurant locations and leverage a mix of printed and digital inventory to drive impressions and store traffic.

The OOH campaign drove a significant number of visits from locals to their neighborhood locations, leading over one-quarter of them to visit within three days of seeing the billboard ad.



Visitation rate by frequency of OOH exposure



# DOOH drives online engagement for Twitch



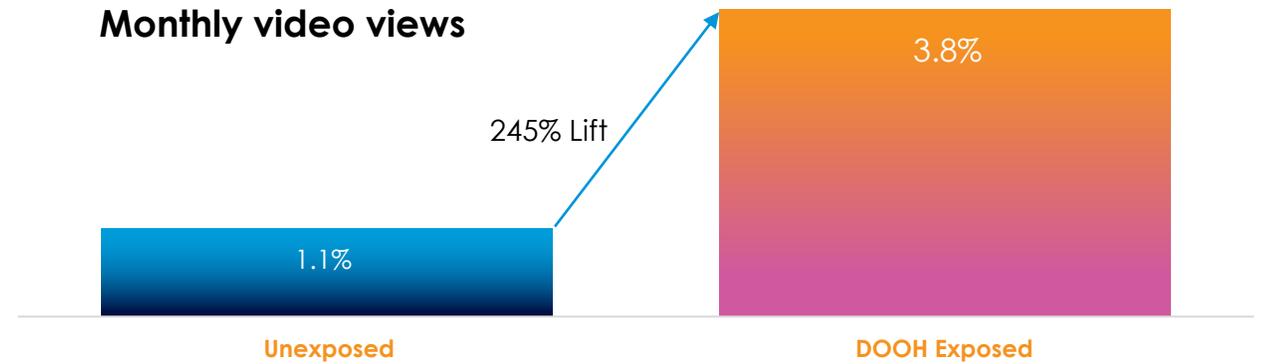
## OBJECTIVE

Increase online engagement for Twitch's Streamer Bowl event across NFL markets.

## SOLUTION

Combine hand-selected DOOH through direct buying with an efficient programmatic plan that offers scale and reaches football fans and gamers that were matched to their Twitch IDs via RADARSync.

The targeted, combined direct + programmatic DOOH campaign delivered **significant lifts in monthly video views, monthly active users and hours watched for Twitch's Streamer Bowl event**. It was also **recognized for Best Use of Programmatic by Adweek and won a Mediapost OMMA award**.





3871,1960

3829,2762

3833,8720

4620,3706

3833,3275

Click Slide to Access Video

Captivating Consumers

# Unlock OOH Experiences





[Click Slide to Access Video](#)



because differences are refreshing.

OUR BEST CREATION IS OUR GAY SON PRIDE PARENTS

Diet Coke

Zesty Blood Orange

Twisted Mango

Ginger Lime

Blueberry Acai

Festive Cherry

Be you.

# 91%

**of consumers reported that they would be more inclined to purchase a brand's product or service after participating in a brand activation or experience.**

EventTrack

**78%**

**of millennials prefer spending money on experiences rather than material possessions.**

Eventbrite



**GRUBHUB**

RESTAURANTS YOU LOVE DELIVERED

SUSHI ROLL  
MAKI  
MISO  
SUSHI ROLL  
MISO  
MAKI





Amelia ST

OR  
Envy NAILS & SPA

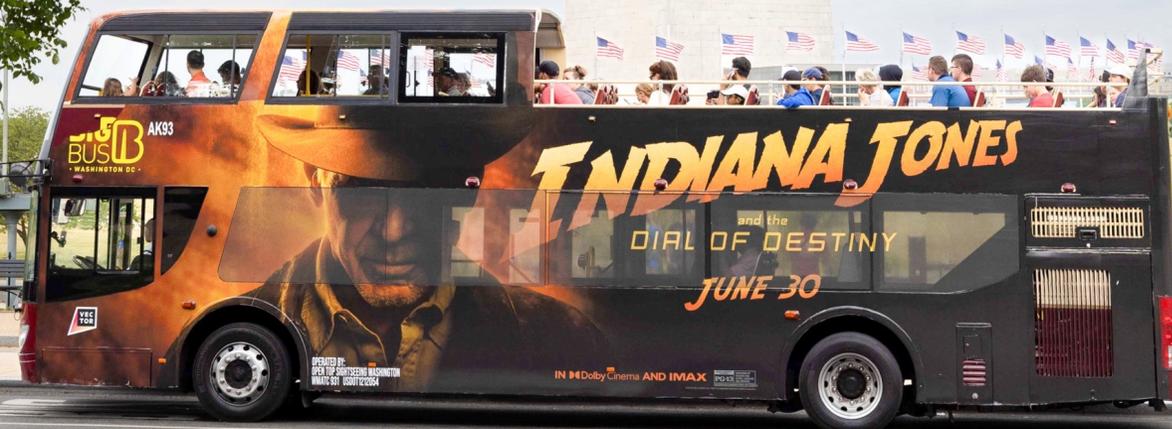
TAKUMI  
RAMEN



# Chicago



# Washington D.C.



# San Francisco



# New York City





Click Slide to Hear Audio

# Philadelphia





SNAP A PHOTO OF THIS OFFER AND RECEIVE \$3 OFF GENERAL ADMISSION

ANTASTIC  
VIEWS OF THE LAKEFRONT.

RICHARD © | OCTOBER 2018  
★★★★★

HOP ON  
HOP OFF

SNAP A PHOTO OF THIS OFFER AND RECEIVE \$3 OFF GENERAL ADMISSION

BUILDINGS WERE  
"CAL."

CHICAGO  
DECK  
AN AVENUE  
HOME OF 1

SNAP A PHOTO OF THIS OFFER AND RECEIVE \$3 OFF GENERAL ADMISSION

THE VIEW OF THE CITY WAS  
"BREATHTAKING."

CHICAGO  
DECK  
AN AVENUE

IF YOU LIKE YOUR RIDE  
YOU MAY TRY YOUR

RIGHTS AROUND  
"MAC"

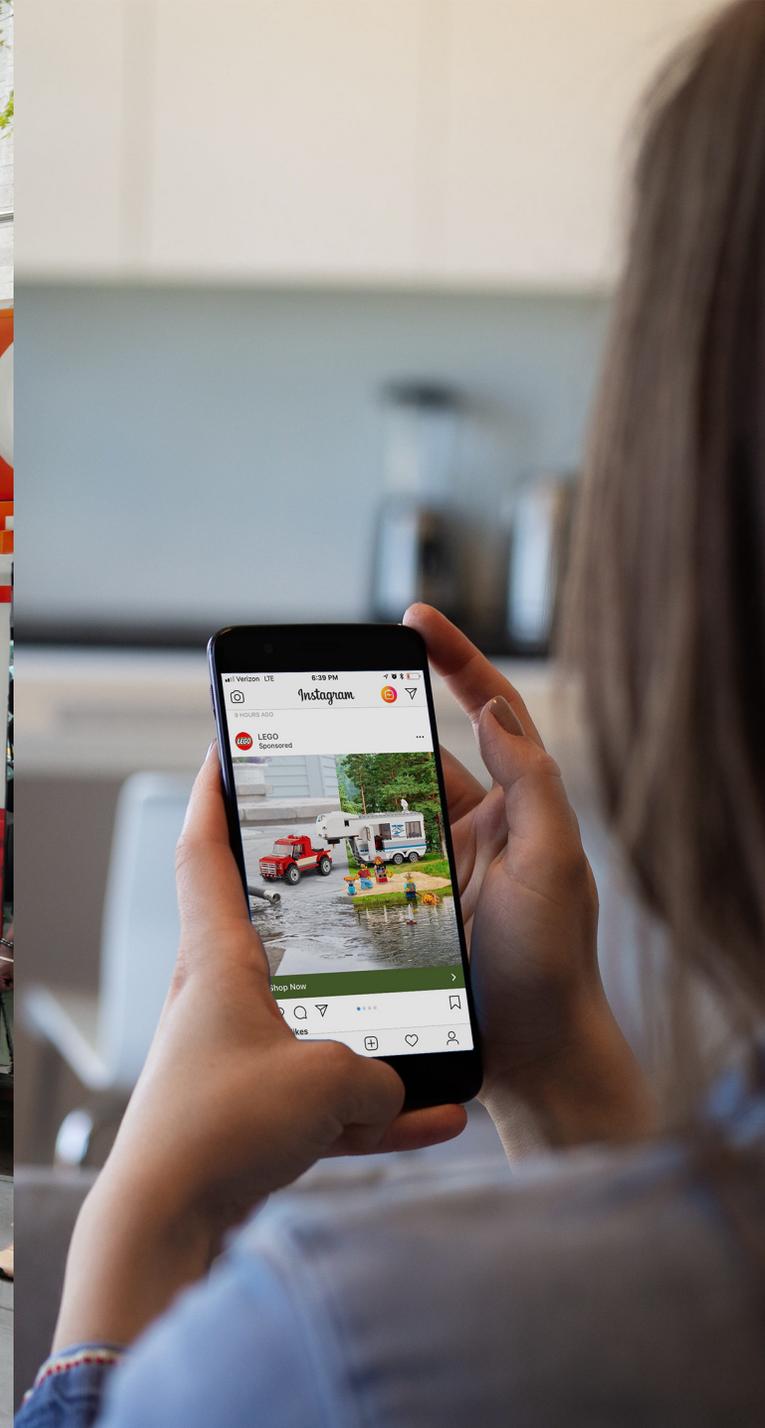
SNAP A PHOTO OF THIS OFFER AND RECEIVE \$3 OFF GENERAL ADMISSION

"THE VIEW OF THE CITY WAS  
BREATHTAKING."

MICHAEL D. | NOVEMBER 2018  
Google Reviews ★★★★★



SNAP A PHOTO OF THIS OFFER AND RECEIVE \$3 OFF GENERAL ADMISSION



# +33%

Lift in likelihood to place a first time order.



# +43%

More likely to order multiple times compared to the unexposed control group.





Look, it's  
flight BA883 from  
Kiev



BRITISH AIRWAYS

More flights  
to more  
destinations.  
[ba.com/lookup](http://ba.com/lookup)

#lookup

BRITISH AIRWAYS





W BELMONT AV  
3200 N

★ SPICE FLEET ★  
ONE GIANT BURRITO FOR ALLKIND

Vector  
COCPV13813

SCOTT'S  
GRILL





ING!

Text a picture of this whale bus to 4885  
and you could win tickets to

**WHALES**  
GRANDS BY THE BAY

Get bigger whale experience at 

Text a picture of this whale bus  
and you could win tickets to

**WHALES**  
GRANDS BY THE BAY

FOR A LIMITED TIME ONLY  
Get bigger whale experience at 

The Field  
Museum

42 St  
To Times Square  
except late nights  
to 5:40am  
take





Discover your job

Scan the Flowcode 2

Beauty that hustles.  
ILO BEAUTY

Do not hold doors

WARNING  
Watch the Gap

Do not lean on door

Do not lean on door





1945



Do not hold doors

Do not lean on door



JLO BEAU



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max  
**CHELSEA HANDLER**  
EVOLUTION  
ONLY ON max  
NEW COMEDY SPECIAL  
STREAMING OCT 22  
VECTOR

CAUTION  
VEHICLE MAKES  
SHARP  
RIGHT  
TURNS

81





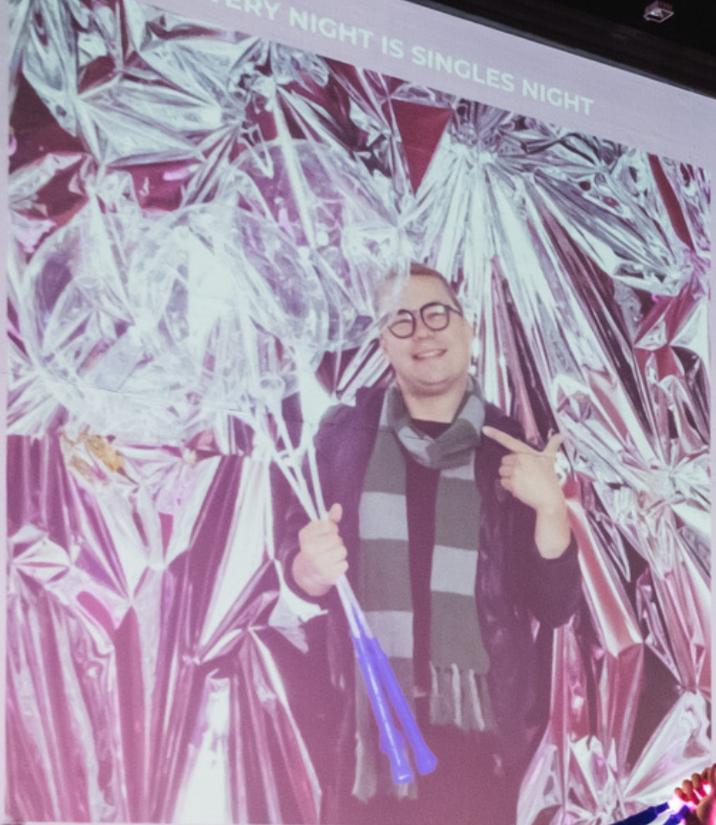
# Nick Cannon

BRINGING IT ALL TO DAYTIME

**GIMME-A-BREAK BUS**







tinder



Bushwick Truck MEXICAN FOOD

OrangeTheory

NISSAN

JCDecaux

RETURN TO RUGGED

THE ALL-NEW 2022 NISSAN PATHFINDER

BLADES • WRAPS • BAR-RITOS • PROTEIN SHAKES • BR

B

BUS STOP  
BUS STOP

Lids

OrangeTheory

Informational sign



M Metro  
4

city

SALES

COMMERCIAL REAL ESTATE  
RESIDENTIAL REAL ESTATE  
PROPERTY MANAGEMENT



ALTERED  
CARBON  
NETFLIX FEB 2



WL097

CRESCENT HEIGHTS

TRANZITO / VECTOR



CVS

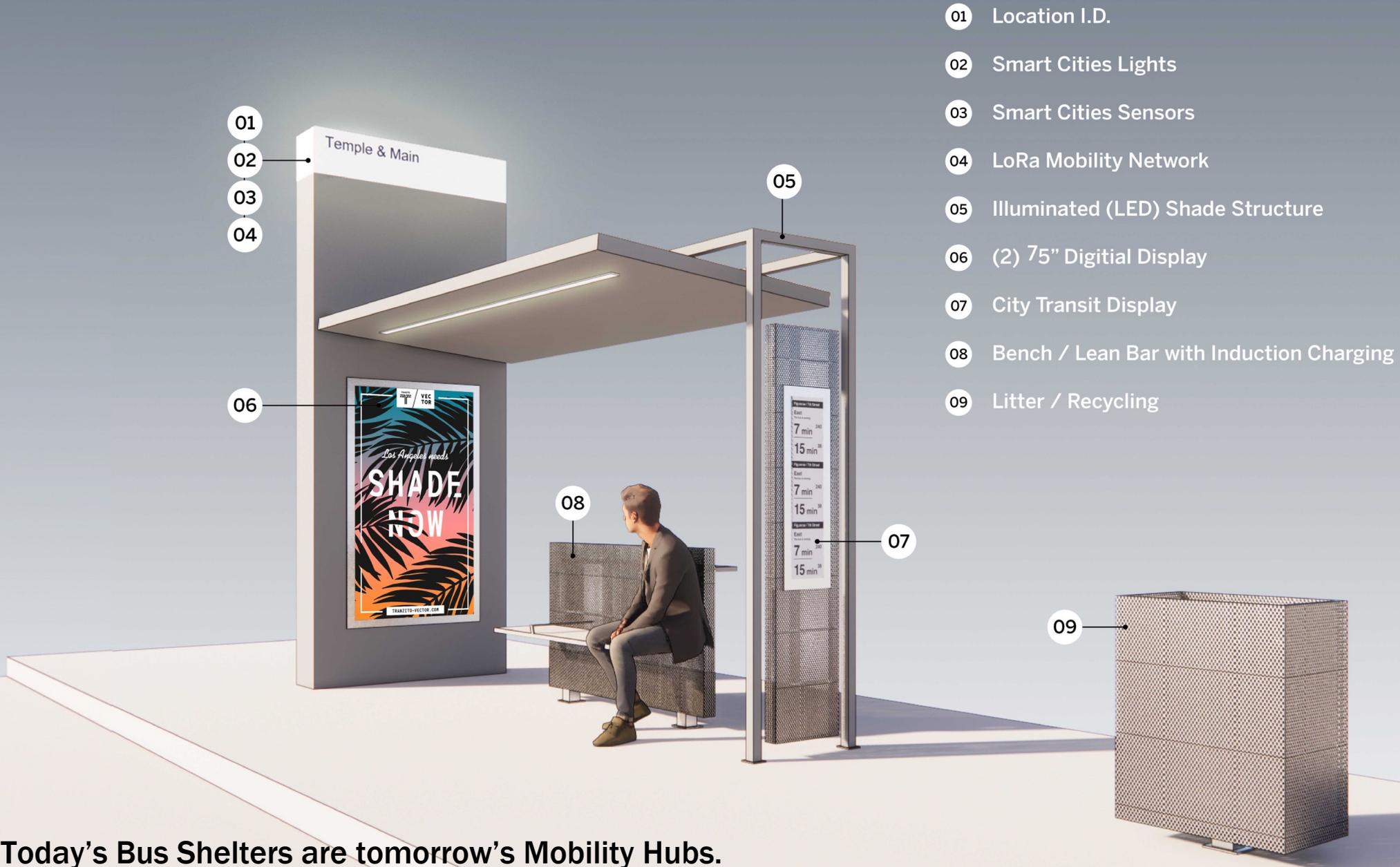
CVS/pharmacy

STARBUCKS COFFEE

AT&T

Henry Taylor B Side





- 01 Location I.D.
- 02 Smart Cities Lights
- 03 Smart Cities Sensors
- 04 LoRa Mobility Network
- 05 Illuminated (LED) Shade Structure
- 06 (2) 75" Digital Display
- 07 City Transit Display
- 08 Bench / Lean Bar with Induction Charging
- 09 Litter / Recycling

**Today's Bus Shelters are tomorrow's Mobility Hubs.**

## Device Charging, Wayfinding & Illumination



## Emergency Services & Real-time PSA Integrations

## Showcase Local Flavor

These components identify a landmark and community, create awareness, and celebrate culture.







MUGLER

MUGLER

MUGLER

# 88%

of adults say it's important for a business to have both in-store and online purchase options.

Momentive

**“Better shopping experiences drive purchases.”**

cery

CHA CHA MATCHA

TIMBUK2

FROM: Just Another Day  
TO: Everything Going Your Way



SCAN TO ENTER

VECTOR



Visit us in Bryant Park and at our new Upper East Side location.  
MMLAFLEUR.COM/LOCATIONS

M.M. LAFLEUR

CLOTHING | STYLING | COMMUNITY

Funny Face Bakery



M.M. LAFLEUR  
CLOTHING | STYLING | COMMUNITY

Crack the code.  
Take the stage.  
Rewrite the rules.  
Lay down the law.  
Defy the odds.  
Think on the spot.  
Break the ice.  
Cut to the chase.  
Turn on a dime.  
Go out on a limb.  
Knock their socks off.







ONE WAY

PRET-A-MANÇON

6th Avenue

ONE WAY

Salesforce Tower

salesforce

kate spade  
NEW YORK

Come visit us at  
Broome & Mercer, Rockefeller Center, Hudson Yards, Oculus  
[www.katespade.com](http://www.katespade.com)

TRAN STAR



**nybucketlist** All aboard this @KateSpadeNY open air bus 🌸🌸🌸 It can be found roaming NYC and making stops at Hudson Yards, Rockefeller Center, and Broome Street for the next few weekends. Tag someone who needs to see it 🌸 #Partner #NYbucketlist #katespadeny #nextstopkatespadeny

4d

**hamptonhive** omg love it

1d Reply

7777 Saw it going

44,091 likes 824,792 plays



**WWD** MENU StockX Shoots Back at Nike's NFT Claims in Key Metaverse Case

Opens the Curtain on First Physical Fair | Founder Discusses His Eco Ambitions | Which Watch Market

BUSINESS / MEDIA

## Kate Spade New York's Spring Campaign Encourages Consumers to Find Joy in Everyday Moments

The campaign will run across digital and physical touch points, including subway station takeovers in New York.

By USA LOCKWOOD MARCH 9, 2022, 12:01AM

**ADWEEK**

**CREATIVE**

## Kate Spade's Spring Campaign Reminds Us to Celebrate Everyday Moments



Star Guardian

Icons

Pico



• B L O O M I N G D A L E ' S •

MINGDALES

001

THE STAGE

*Celestial*

Y&R

OPERATOR MUST WEAR SEAT BELT AND FASTEN SEATBELT



AMERICA'S FASTEST - GROWING  
TV BRAND

TCL



CONVENTION CENTER | SB

CONVENTION CENTER | SB

CONVENTION CENTER | SB

TCL

AMERICA'S  
FASTEST-GROWING  
TV BRAND.



TCL  
Creative Life



AMERICA'S  
FASTEST-GROWING  
TV BRAND.

TCL



TCL  
GOLD  
LOT  
2

CONVENTION CENTER | SB

TCL  
TO B





station.

THE SPIDER-MAN  
TRAILER

MOVIELAND  
CHARTER & TOURS  
CAL 760 444-

Blair  
Chapman  
10/10/10



california  
PIZZA KITCHEN

CABO  
WABO  
CANTINA

OYATION

SHOPS  
DINING

EXIT DRINKS PLY

BIG  
BUS  
LOS ANGELES

Margot  
Robbie

She's everything.

Ryan  
Gosling

Barbie

Only In Theaters  
July 21

BIG BUS TOURS LOS ANGELES INC.  
CA 92364 TCP 38141

Margot  
Robbie

Ryan  
Gosling

She's everything.  
He's just Ken.

Barbie

Only In Theaters  
July 21

Barbie

Barbie

Foot Locker

M  
Metro



002

THE STAGE

meet me



VECTOR REAL LIME

**PICK SOMETHING Real**

OPERATED BY:  
AUSTIN CITY TOURS  
US DOT #2441506

GLUTEN AND LACTOSE FREE

DEEP EDDY  
LIME  
LIME FLAVORED VODKA

SAMSUNG  
Galaxy Note20 5G | Note20 Ultra 5G

GalaxyTexas.com

The power to  
work and play.

Texas style.

VBC  
TOR  
USDOT 2852675  
MC 889568  
TxDMV 006858859C



KENDRA SCOTT

LEADING

By George

TO OUR HOMETOWN, THANK YOU **AUSTIN** FOR

**25**  
YEARS OF



**Tito's**  
HANDMADE VODKA

VEC  
TOR

OPERATED BY:  
AUSTIN CITY TOURS  
US DOT #2441506

Unleash the Renaissance

**Unlock 00H**

**Creativity**

**OUTFRONT/**

**BREAK  
THROUGH  
THE  
ORDINARY**

**BREAK  THROUGH**

 **aaa** **geopath**  
Out of Home Advertising Association of America  
**OOH MEDIA CONFERENCE**

22285

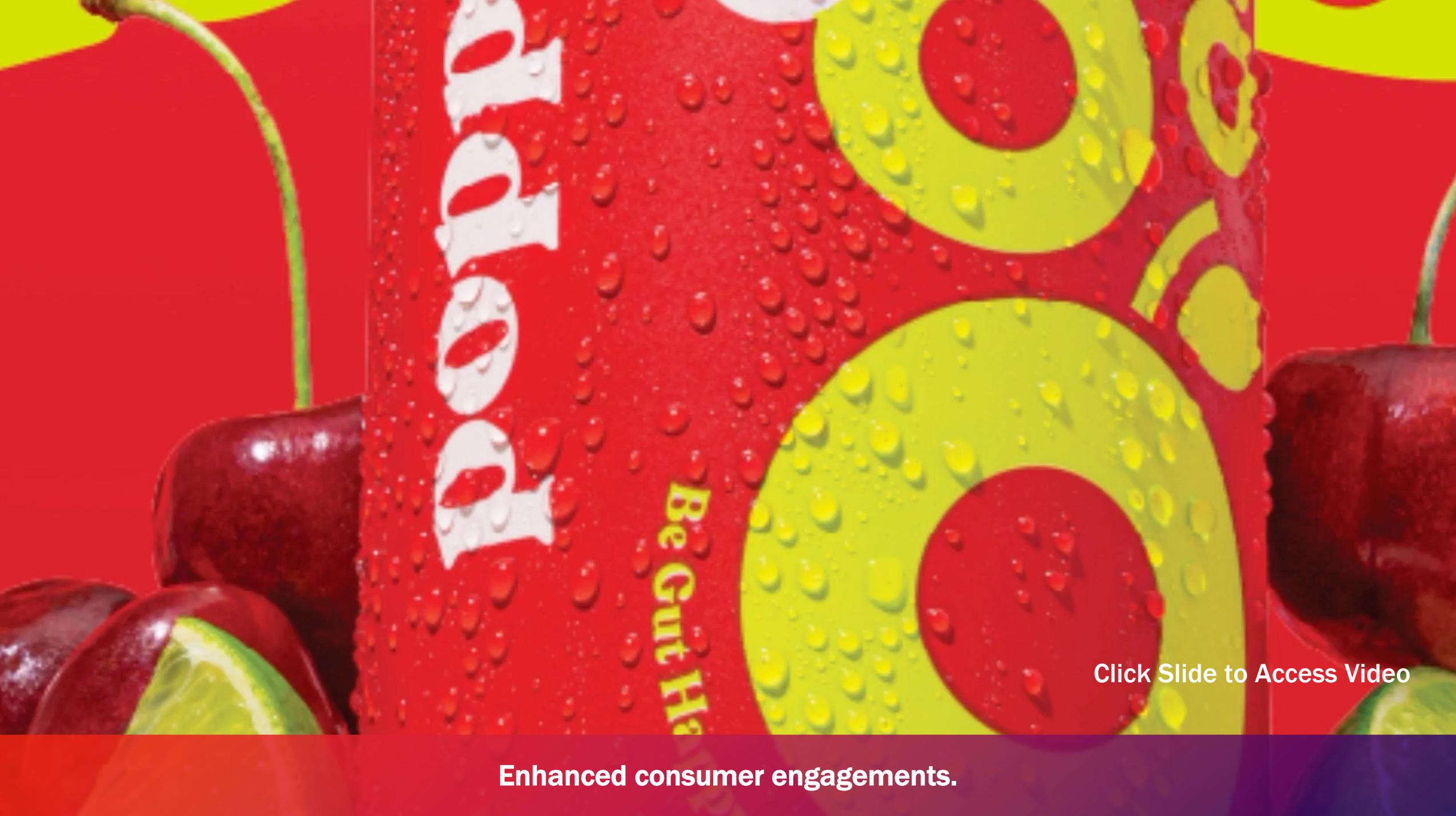
LAMAR



Awareness generator.



Iconic landmark.



**Trotto**

**Be Gut Healthy**

[Click Slide to Access Video](#)

**Enhanced consumer engagements.**



**BUC-ee's**<sup>®</sup>

**MY OVERBITE IS SEXY!**

**2 MILES**

**SIGNAD**

Wayfinding.



[Click Slide to Access Video](#)

Spark Intrigue.

Aveeno  
ACTIVE NATURALS.  
Naturally Beautiful Results

capital bikeshare

The secret to radiant skin?  
Positive thoughts and Aveeno.

Aveeno  
ACTIVE NATURALS  
positively radiant  
daily moisturizer

AVEENO POSITIVELY RADIANT SPF15 Moisturizer helps reduce the look of brown spots in 4 weeks. The exclusive ACTIVE NATURALS formula has soy, one of nature's most effective tone correctors. You'll see, healthy radiant skin is a game-changer.

www.capitalbikeshare.com

Verizon 85%

Save your cart at...

This will automatically create a cart of products at your favorite place to shop.

- Instacart Grocery Delivery  
1 products
- Target  
2 products
- Walmart.com  
1 products
- Amazon  
2 products

Change location

Menu Search

You're shopping (closes at 10pm):  
Las Vegas Blue Diamond

Orders

Aveeno Daily Moisturizing Lotion For Dry Skin with Soothing Oats and Rich Emollients, Fragrance Free  
Aveeno  
★★★★★ 1557  
\$7.49 - \$11.39  
at Culver City Jefferson  
Only ships with \$35 orders  
Free shipping with RedCard or \$35 orders\*  
\*Exclusions Apply.  
In stock at Culver City Jefferson  
Ready within 2 hours with pickup  
Add to cart

Aveeno Eczema Therapy Daily Moisturizing Cream with Oatmeal- 12 fl oz  
Aveeno  
★★★★★ 691  
\$18.59  
at Culver City Jefferson  
Free shipping with RedCard or \$35 orders\*  
\*Exclusions Apply.  
Not available at Culver City Jefferson  
Check nearby stores  
Add to cart

Shoppable.



(adams)

THERE'S A SONG  
IN MY HEART  
BECAUSE OF YOU

1926-2023

Digital public service announcements.



So, what's the recipe?



**Colorful and Vibrant**



**Portrays Something Clever or Funny**



**Simple Design**

**CHILDHOOD WINS  
ANOTHER ROUND  
AGAINST CANCER**



SITEMAN Kids

AT ST. LOUIS Children's HOSPITAL  
Washington University Physicians

OUTFRONT

Tell a story.

**TORCHY'S  
TACOS**



Keep it simple.

**To KC MO' often.**

**Nonstops to Kansas City**

**Southwest** 

**OUTFRONT**

1943

**Short and to the point.**

**GENERATIONS  
TO BREAK DOWN**



**GENERATIONS  
TO BREAK IN**



TUNDRA® 35 HARD COOLER

**YETI**

**WASTED**



**SINGLE USE**



**WASTE LESS**



**YETI**

RAMBLEUP™ 16 OZ. STACKABLE TUMBLER

**EVERY SINGLE USE**



**YETI**

TUMBLER™ 16 OZ. WATER BOTTLE

**High contrast with clear focus.**



Meet the moment.

*Coca-Cola*

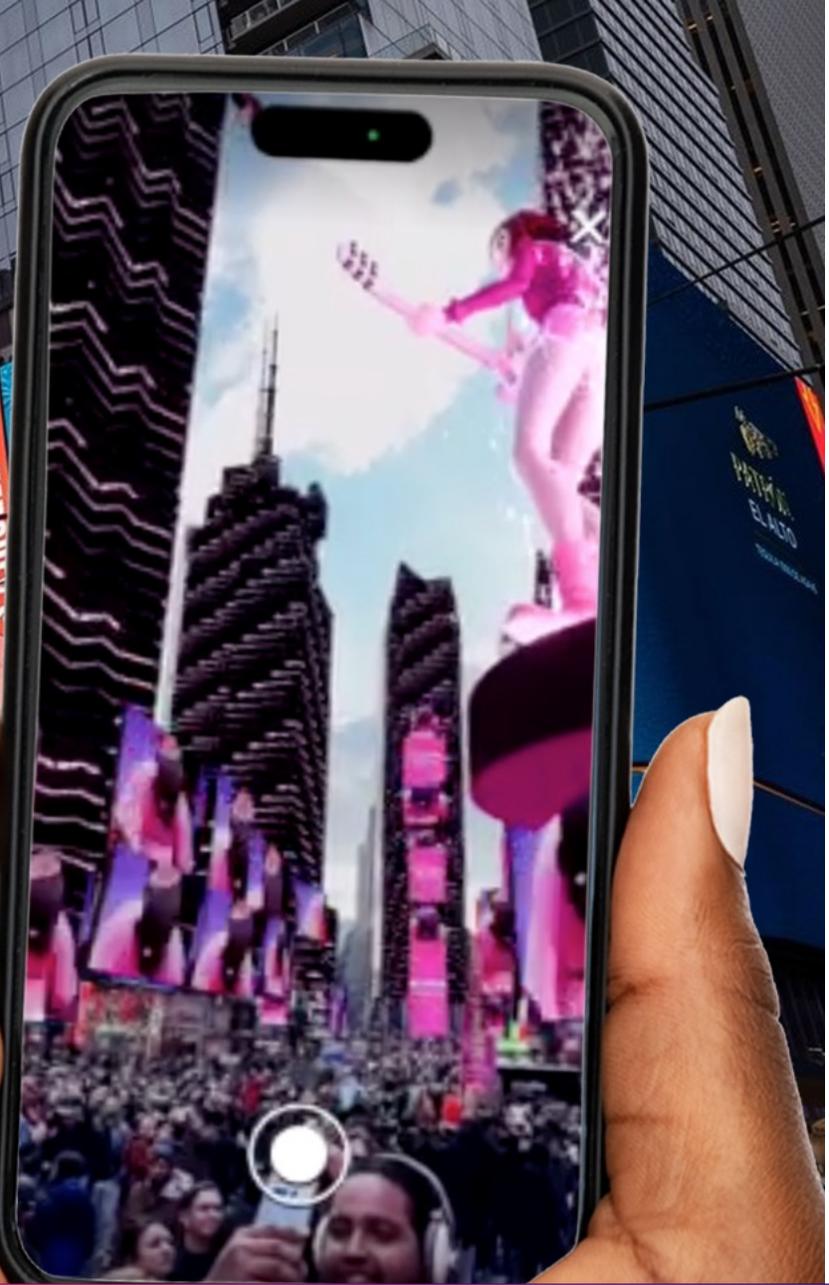
102° reasons to refresh yourself.

  
i'm lovin' it

078706

 CLEARCHANNEL

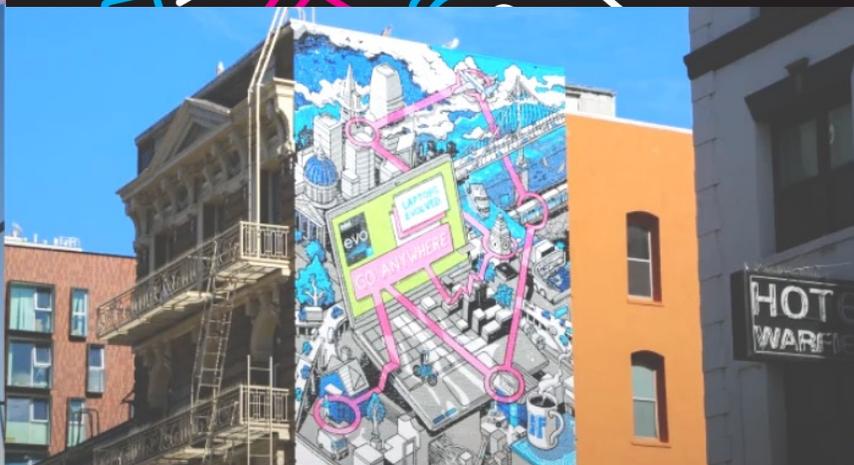
Get contextual with it.



Breakthrough!



[Click Slide to Access Video](#)





Out of Home Advertising Association of America