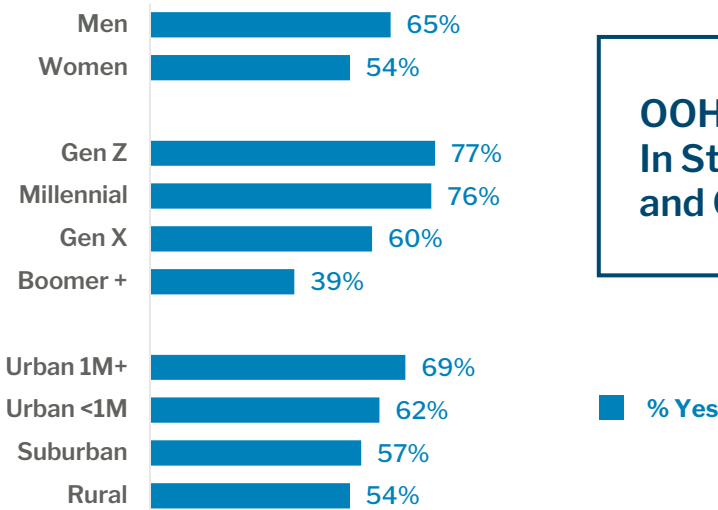


OOH Drives Quick Service Restaurant (QSR) Sales

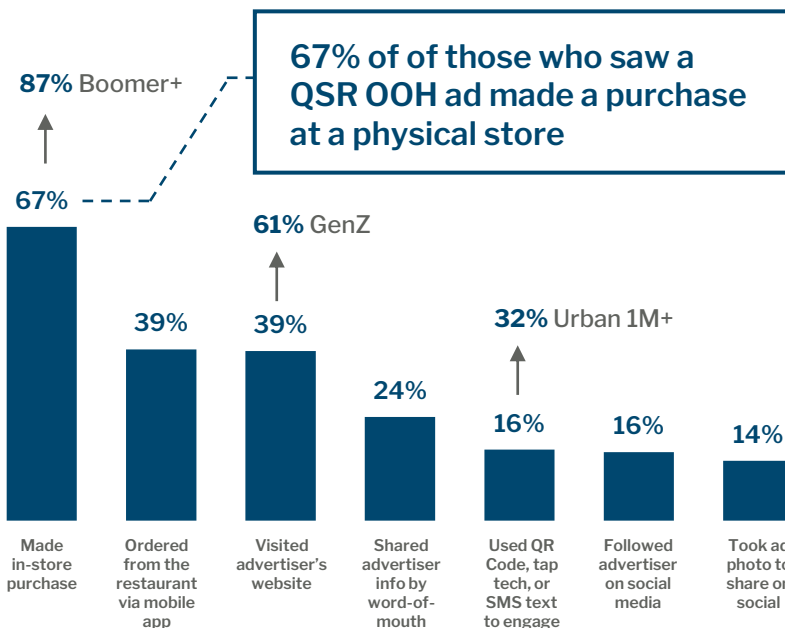
6 in 10 Recall Seeing OOH QSR Ads Recently, Especially Younger & Urban Americans



OOH QSR Ads Lead to In Store Purchases and Online Activation



OOH QSR Ads Engaged Almost 9 in 10 Recent Viewers



OOH QSR Messages Most Relevant to Consumers

- #1 – Price | 42% (51% rural)
- #2 – New product offerings | 39%
- #3 – Food Quality | 31% (42% Gen Z, 37% Millennials)
- #4 – Limited-time menu offerings | 31%
- #5 – Nearby location or directional | 29% (37% Rural, 35% Urban <1M)
- #6 – Combination Meals | 27%