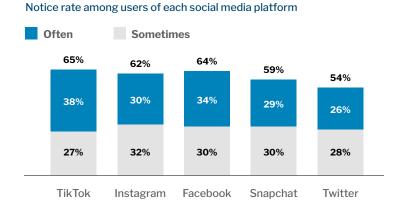
OOH Drives Social Media Engagement – Delivers Earned Impressions

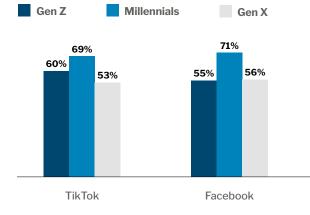
Over Half of Social Media Users Notice OOH Ads Reposted on Platforms

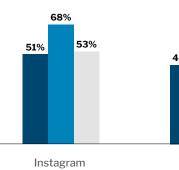


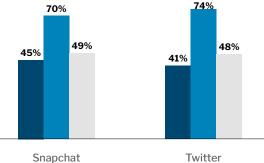


Younger Consumers: Highly Likely to Repost OOH Ads

% likely to repost among users of each social media platform







75% of Users Who Saw **OOH Ads Reposted on Social Media Engaged**

Action taken among users who engaged with OOH ads reposted on platforms

Visited the company website 48% Searched for the company online 36% Read reviews of the company online 35% Asked friends and family if they know about the company 35% Followed the company on social media 27% 25% Downloaded the company's app 24% Shared by word-of-mouth information about the company 20% Contacted the company 18% Reposted the advertisement on my social media





Source: OAAA. The Harris Poll

Methodology: conducted online within the US by The Harris Poll from September 2 - 6, 2022 among 1,000 US adults ages 18+, weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment.