



WHY OOH MUST BE PART OF YOUR MARKETING PLAN

ADVANTAGES OF OOH MEDIA

April 2024

A White Paper by
www.movingwalls.com

Executive Summary

Out-of-home (OOH) advertising is a must-have in your marketing strategy. Why? Because it delivers numerous benefits that significantly enhance brand visibility and engagement. By strategically placing your brand in high-traffic areas, OOH campaigns ensure that your brand receives maximum exposure to diverse demographics where people live, work, shop, and socialize. This form of advertising generates immediate and lasting impact on consumers, increasing brand recognition and recall. Furthermore, OOH advertising is proven to drive business growth by enhancing brand awareness and facilitating ad recall. Its ability to reach audiences where they reside and create brand awareness, drive foot traffic, and boost sales, makes OOH advertising indispensable in navigating the digital landscape. By harnessing the power of OOH, marketers can tap into a highly effective medium that complements their digital strategies, delivering impactful results and solidifying brand presence in the minds of consumers. Don't miss out on the power of OOH advertising - it's an essential tool for any successful marketing campaign.

The Benefits of Out-of-Home (OOH) Advertising

- – Reach & Frequency
- – Cost Efficient
- – Responsive Audience
- – Credible
- – Relevant
- – Imprinting
- – Measurable
- – Synergistic
- – What's Next

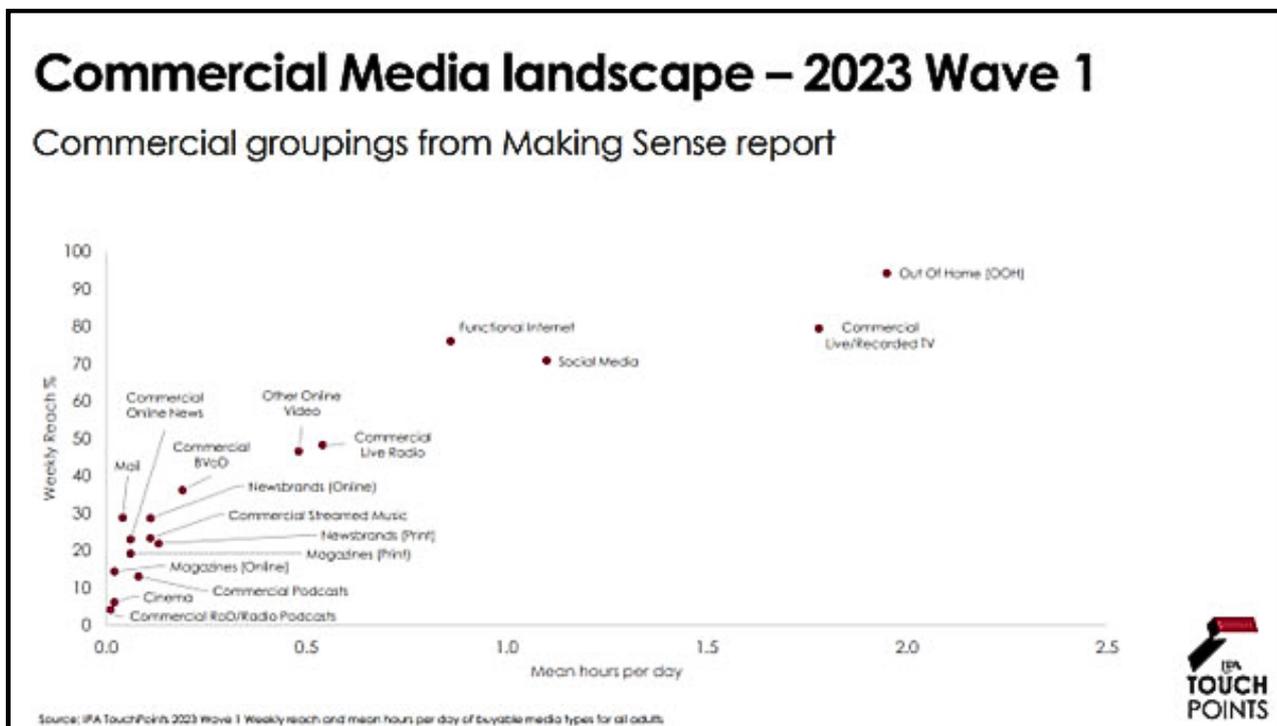


REACH & FREQUENCY

Reach: OOH Media is Pivotal for Brands to Reach Mass Audiences

In today's world, people are no longer relying on traditional media channels for information and entertainment. With the rise of online competition, newspapers are struggling to keep readers, and subscription VOD services are providing an alternative to ad-funded linear TV. However, amidst all these changes, Out-of-Home (OOH) advertising stands out as one of the most effective ways for brands to reach a mass audience. Unlike other media channels, OOH allows brands to communicate with people at large, with minimal distractions. Therefore, it's high time for brands to leverage the strengths of OOH advertising and reach out to their target audience in a more effective and persuasive way.

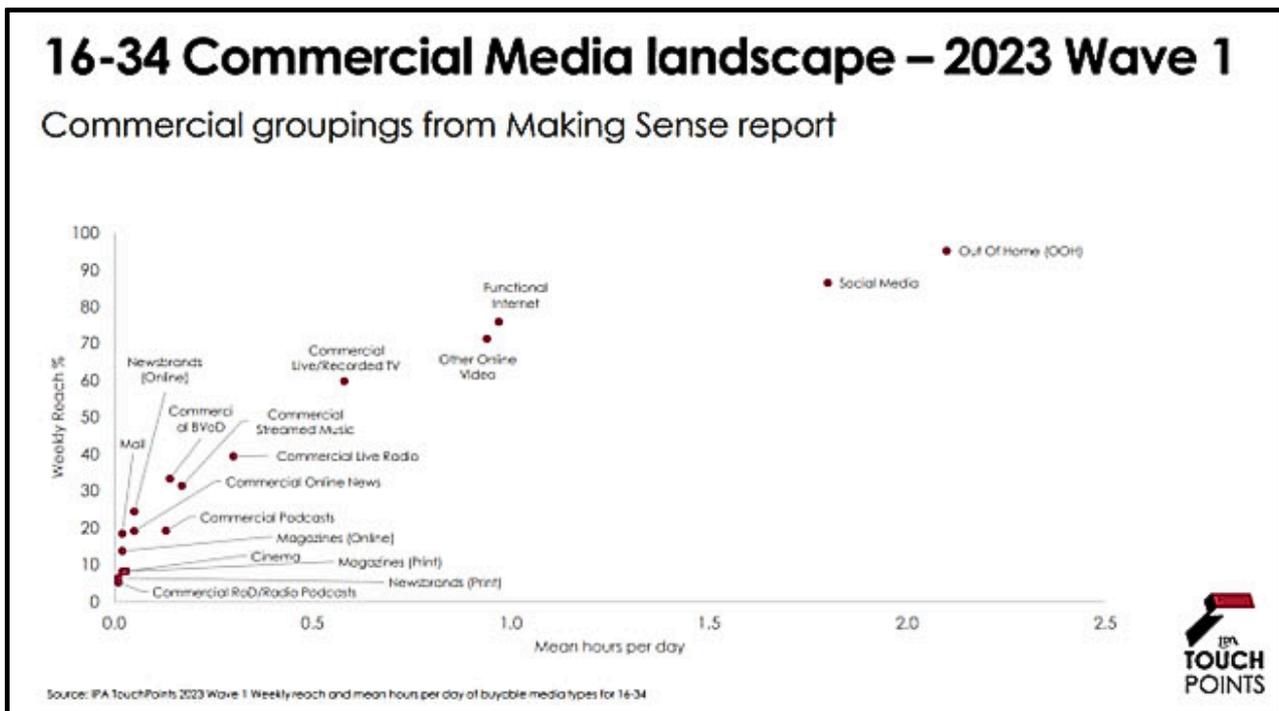
OOH Leads in Weekly Reach & Mean Hours Per Capita Per Day of Buyable Commercial Media Types for All Adults



Source: [IPA TouchPoints Report 2022 / Adworld out-look](#)

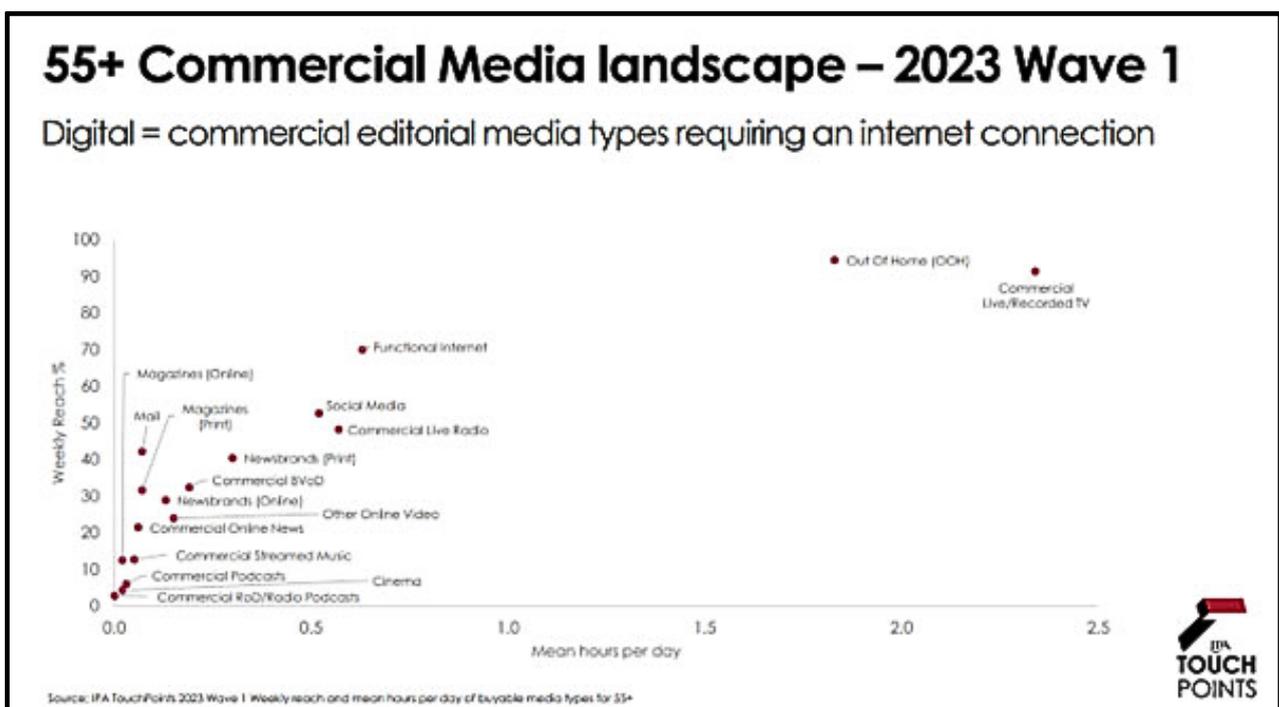
OOH media is strong in terms of reaching audiences across the spectrum of age groups. This is further evidenced in the Touchpoints research, with an even stronger performance among the 16-34 & 55+ age group, ahead of social media for reach & consumption.

Reach: OOH Media Reach Among Young Audience



Source: [IPA TouchPoints Report 2022 /Adworld out-look](#)

Reach: OOH Media Reach Among Aging Audience



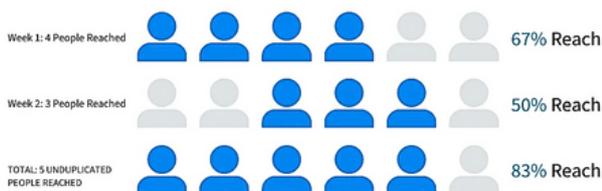
Source: [IPA TouchPoints Report 2022 /Adworld out-look](#)

Reach & Frequency

Reach refers to the number of people who were exposed to your ad campaign at least once. It is calculated as a percentage of the total population, including those in your target audience and anyone else who saw your ad. This percentage is unduplicated, meaning that each individual who views your ad is counted only once, even if they were exposed to your ad multiple times. Therefore, the reach percentage can never exceed 100%.

Frequency refers to the number of times that a single individual is exposed to an advertising message during a marketing campaign. The more your audience sees your message, the more likely they are to take the desired action. Typically, for a message to be effective, it must be experienced at least three times, which is known as the Effective Frequency rate. However, some advertisers may choose a higher effective frequency goal of 5 or 7 touches to ensure that their message is seen and fully comprehended.

Media Terminology: Reach



Week 1: 4 of 6 People = 67%
 Week 2: 3 of 6 People = 50%
 TOTAL REACH: 5 OF 6 PEOPLE

83% of target audience has been exposed to the message at least once

Media Terminology: Frequency



7 Impressions
 5 Unique People Reached
 7 Impressions/5 people = 1.4 Average Frequency

Frequency = Impressions or TRPs / Reach

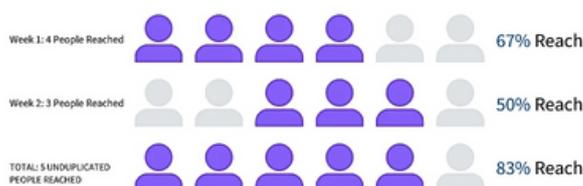
What are Impressions? What are TRPs?

Impressions refer to the total number of times an ad is displayed in front of people in the target audience. On the other hand, TRPs are calculated based on the audience from which impressions are derived. This means that TRPs can count the same person more than once if they are exposed to the same ad multiple times.

TRPs are calculated by multiplying the reach by the frequency divided by the universe times 100.

TRPs = Reach * Frequency OR (Impressions / Universe) x 100

Media Terminology: TRPs



7 Impressions/5 People = 1.4 Average Frequency
 83% of target audience has been exposed to the message at least once
 83% X 1.4 = 116.2 Total TRPs

COST EFFICIENT

Cost Efficacy of OOH Media

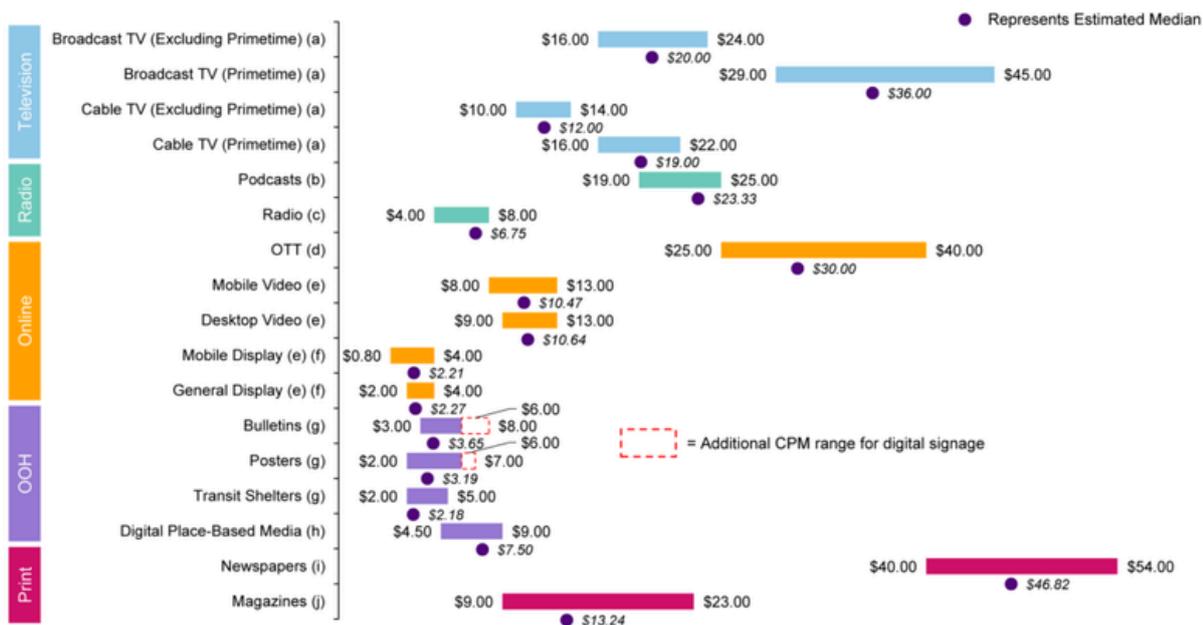
How Cost Effective is OOH Media? The CPM Perspective

Out of Home (OOH) media is a highly cost-effective advertising channel that delivers some of the lowest CPMs compared to other major media channels. With an average CPM of just over \$5.00, it is the second-lowest CPM after online and mobile display and is approximately a quarter of TV's CPM. However, keep in mind that CPMs are not the only factor to consider when allocating budget to different media channels. A comprehensive media plan should consider several factors and variables, and CPM is just one of them.

When we evaluate the other strengths that OOH brings to the table, such as its size, viewability, reach, and memorability, we begin to realize that the actual value of OOH impressions is much higher than expected. OOH is a highly effective way to reach your target audience, as it provides broad exposure and is visible to consumers even when they are not actively engaging with other media. This makes it a perfect way to build brand awareness and drive consumer action.

In conclusion, despite its low CPM, OOH media is an effective and valuable advertising channel that should be part of any marketing mix. Its cost-effectiveness, combined with its high visibility and memorability, makes it an excellent way to reach and engage with your target audience. So, if you're looking for a cost-effective way to build brand awareness and drive consumer action, OOH media is the way to go.

Solomon's US Major Media CPM Comparison



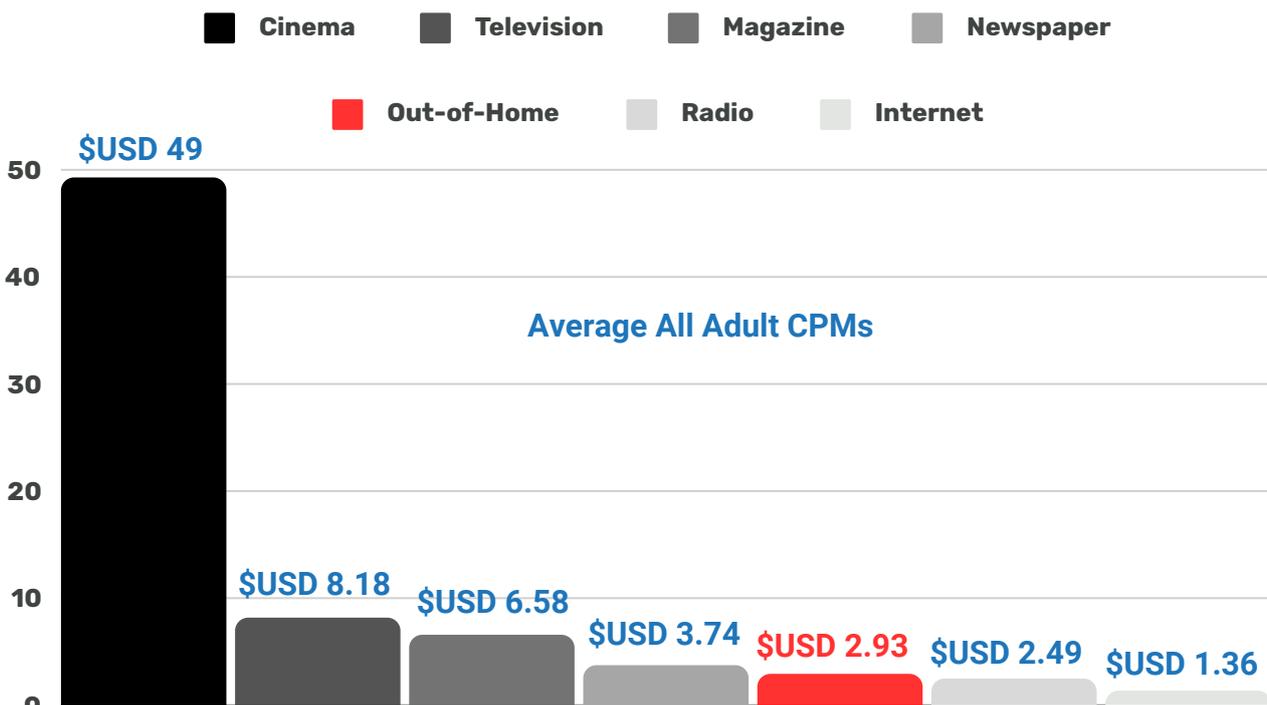
Source: [Solomon Partners Estimates as of January 2022](#)

Cost Efficacy of OOH Media: OOH Delivers High Impact & High Value

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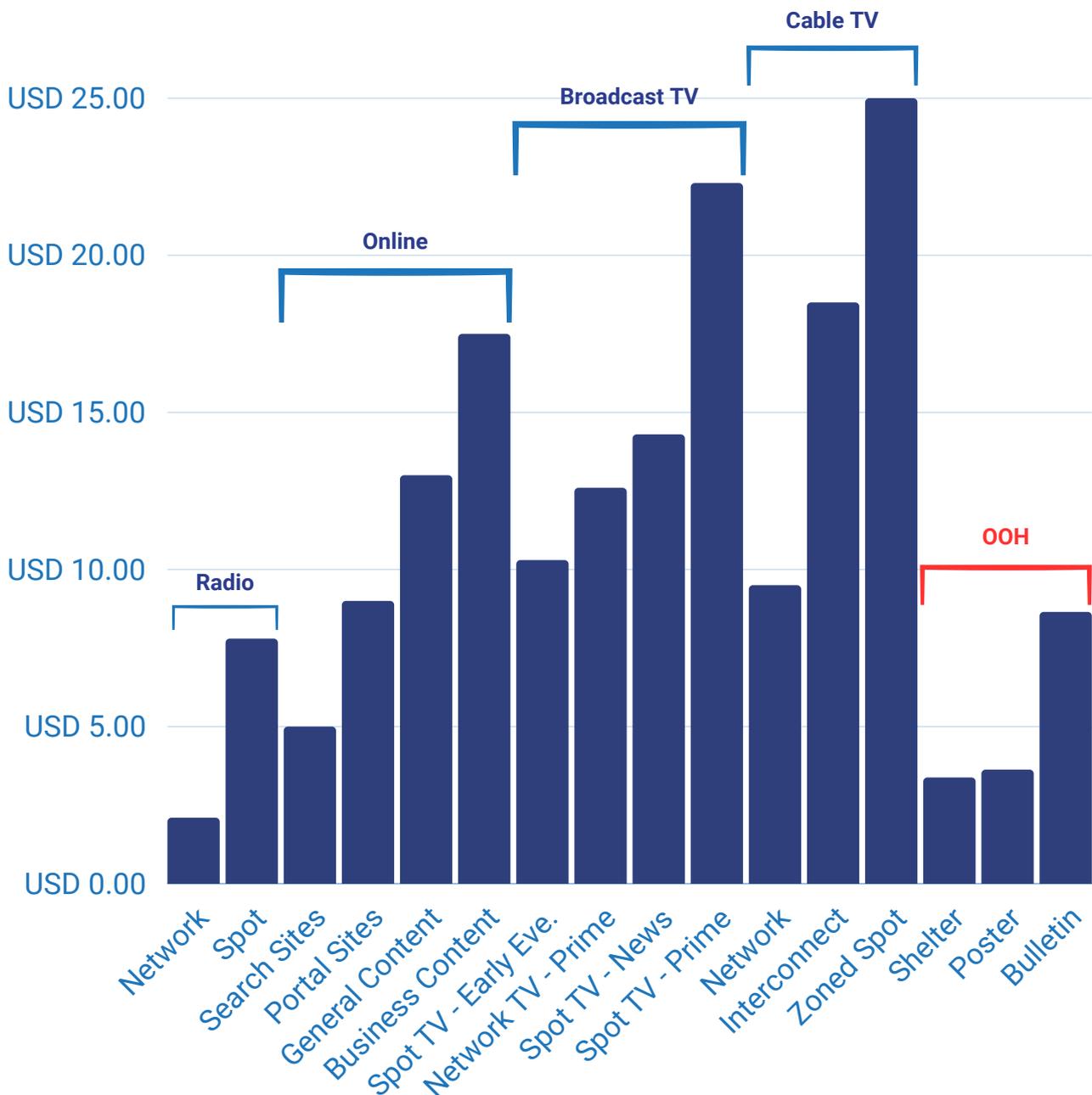
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Source: [WARC Expenditure Report, based on WFA estimates \(2020\)](#).

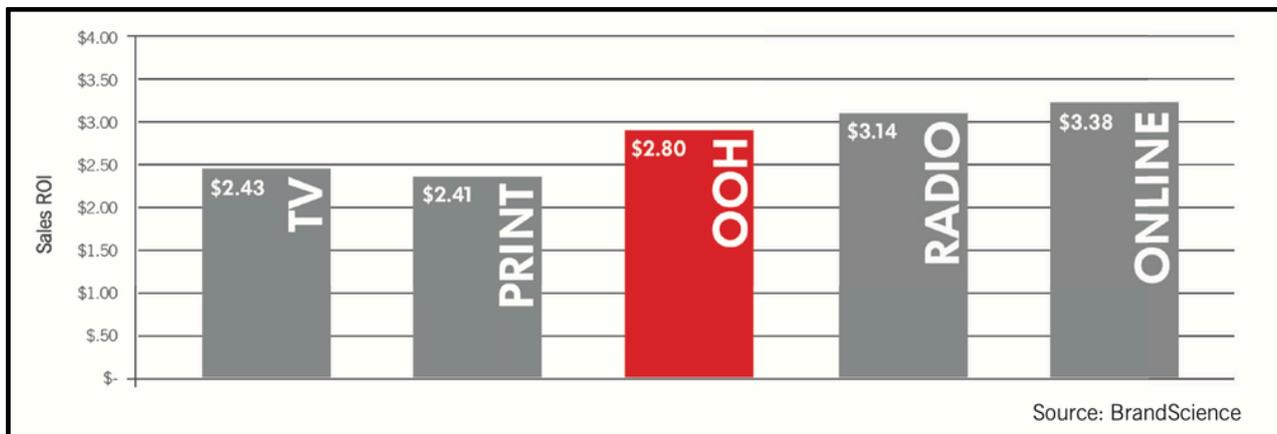
Cost Efficacy of OOH Media: OOH Delivers High Impact & High Value

Research studies have demonstrated that Out-of-Home (OOH) advertising significantly reduces the cost of advertising for businesses. The cost of popular advertising mediums like online advertising can go up to \$17.50 per 1000 views, magazines can cost up to \$21.00, while spot broadcast or cable can cost between \$22.00 - \$25.00. In contrast, OOH can reach the same number of consumers at a much lower cost ranging from \$3.38 - \$8.65, depending on the format. The only other format that offers comparable CPM rates is radio, but it is fast becoming an outdated form of media.

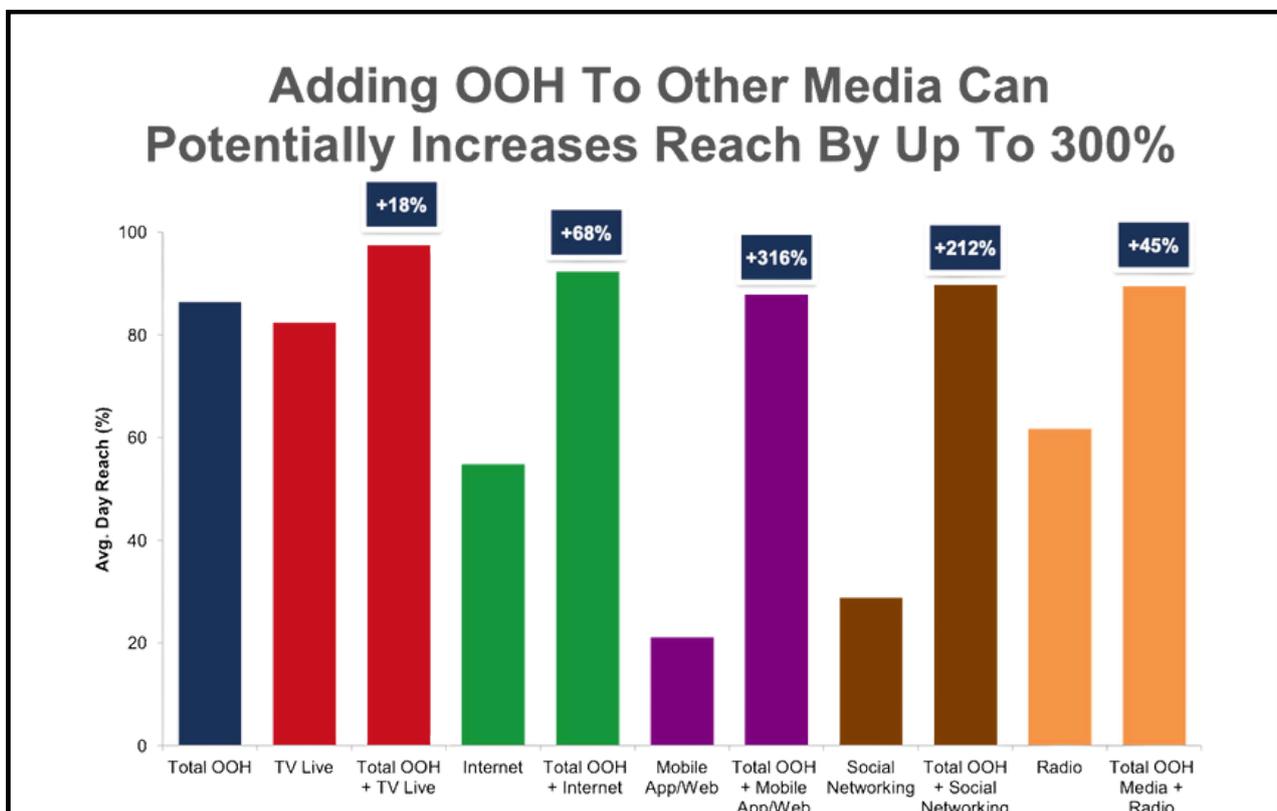


Cost Efficacy of OOH Media: Return on Investment (ROI)

According to the Outdoor Advertising Association of America, which is the national trade association for the OOH advertising industry, for each dollar spent on OOH advertising, an average of \$2.80 is generated in product sales. In comparison, the ROI values for other advertising mediums, such as TV (\$2.43) and print (\$2.41), are lower. However, the ROI value for radio (\$3.14) and online (\$3.38) are higher. Among traditional advertising mediums, TV and radio offer diminishing returns, but OOH delivers consistent ROI growth by providing linear incremental returns.



Source: Brand Science



Source: IPA TouchPoints Report 2022 /Adworld out-look

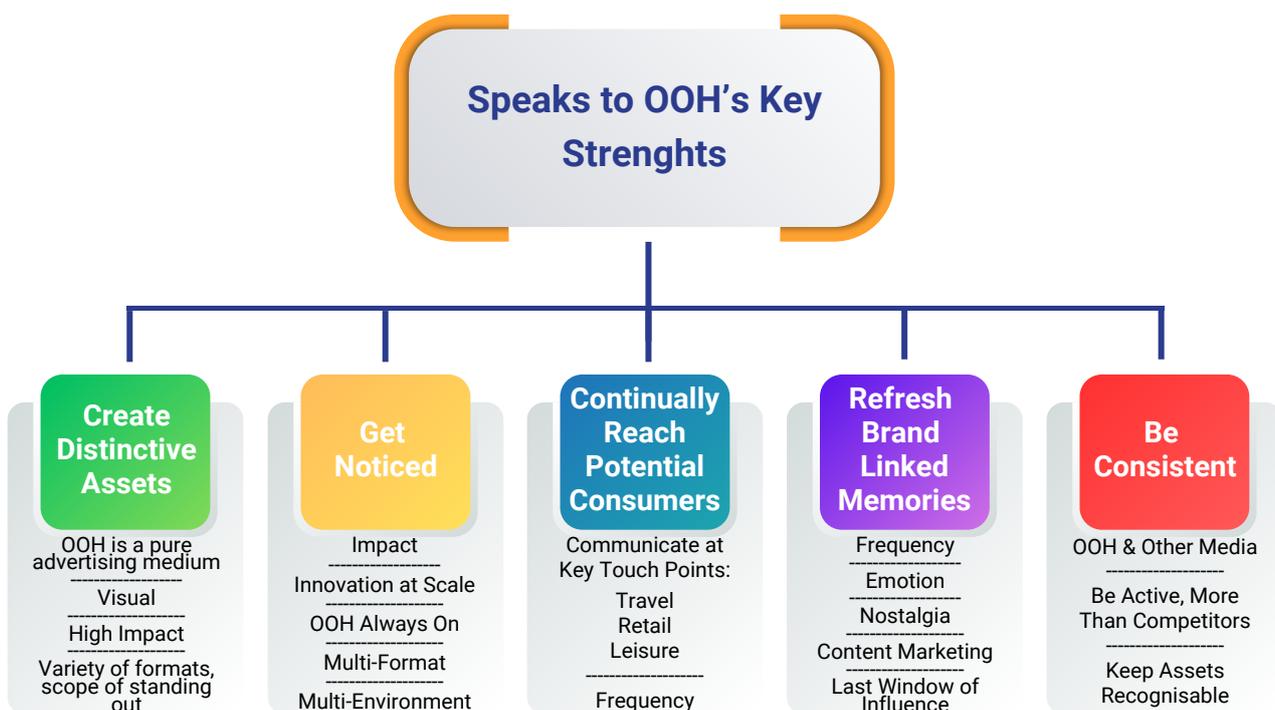
RESPONSIVE AUDIENCE

Responsive Audience:

The Out-of-Home (OOH) audience has shown a high level of responsiveness to OOH advertising campaigns. Studies indicate that OOH advertising can effectively increase engagement and awareness among various demographic segments, including but not limited to race, affluence, psychographics and education. OOH advertising has the unique ability to reach audiences while they are on the move in the physical world, making it more effective in connecting with a diverse range of consumers. Additionally, OOH advertising is capable of creating brand awareness, driving foot traffic, and increasing sales, which further underscores its effectiveness in engaging audiences. As a result, OOH advertising has become a powerful medium for achieving high reach, frequency, and engagement, making it an essential component of comprehensive marketing strategies.

Imagine being able to reach your target audience in the right place and at the right time, inspiring them to take action and move towards the bottom of the sales funnel. With Out-Of-Home (OOH) advertising, this is possible. By creating digital OOH campaigns that are tailored to specific moments, such as weather, location, or time, you can see a significant improvement in response rates. The power of OOH advertising lies in its ability to connect with your audience and drive real results.

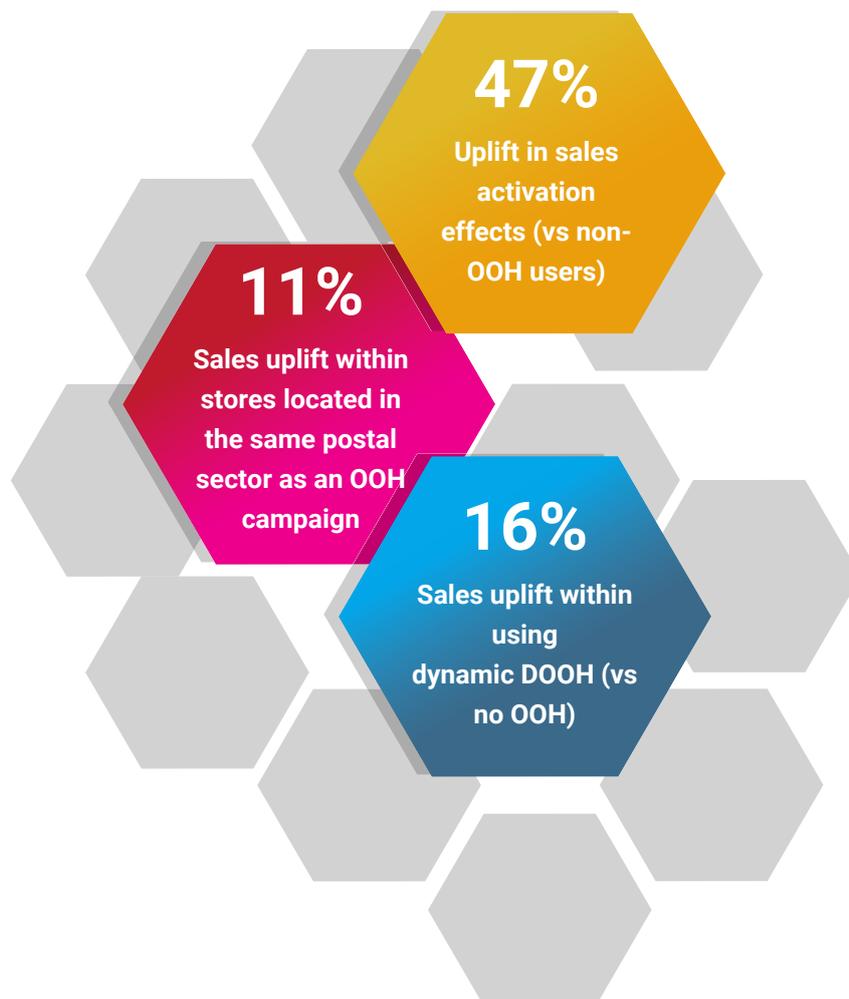
The probability that a consumer will notice, recognise or think of a brand in a purchase situation.



Responsive Audience: OOH Advertising Can Drive Sales

Out-of-Home (OOH) advertising has been shown to be a highly effective means of driving sales by reaching consumers where they live, work, and play. Studies have demonstrated that OOH advertising is the most effective medium in driving online activity, with a significant percentage of adults engaging with online platforms after exposure to OOH campaigns. Furthermore, OOH media plays a crucial role in influencing consumer behavior throughout the entire sales funnel, not limited only to brand awareness. This indicates that OOH advertising resonates with consumers and motivates them to take action, ultimately leading to increased sales for businesses.

OOH advertising provides brands with an opportunity to reach people in the right place and/or at the right time, increasing the likelihood of triggering a response at the bottom end of the funnel. Digital OOH campaigns that are particularly relevant to the moment, such as weather, location, or time, can also substantially improve response rates.

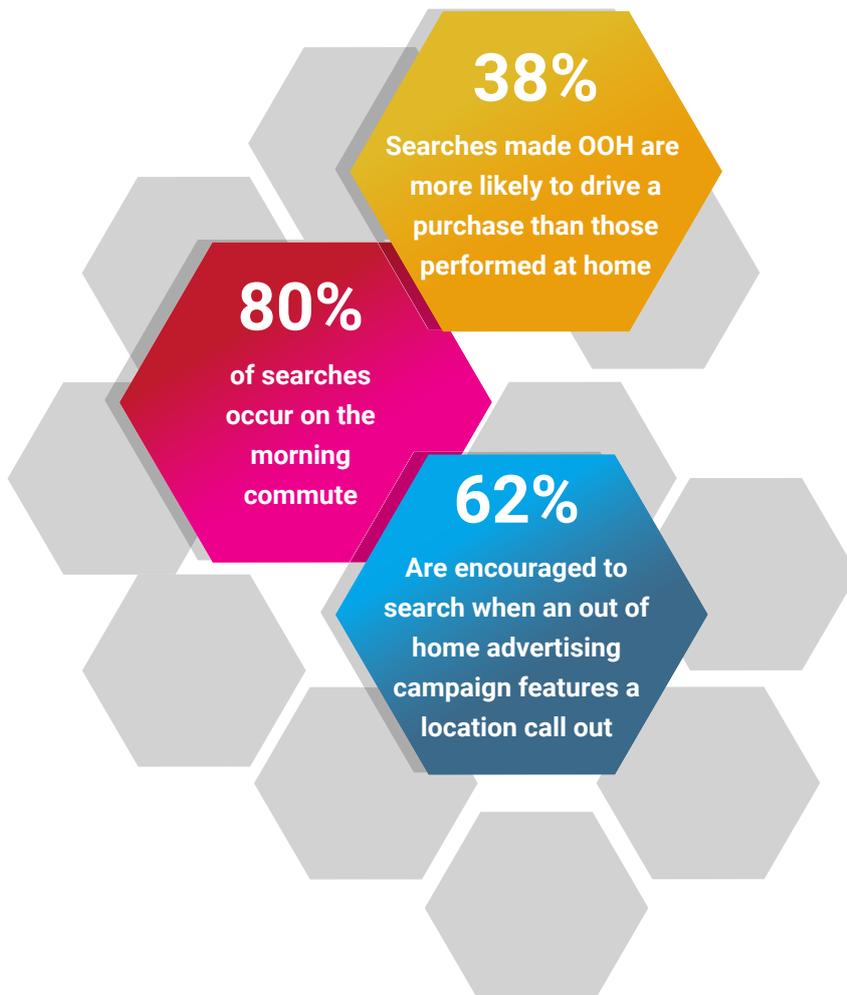


Responsive Audience: OOH Advertising Drives Search

In January 2023, an industry study was conducted by Clear Channel UK, Global, JCDcaux and Posterscope to explore how out-of-home (OOH) and digital out-of-home (DOOH) placements affect consumers' mobile search and purchasing habits. The study found that when OOH campaigns used location messaging, consumers were 62% more likely to search on their mobile phones.

The study, titled "Point of Search," examined consumers' search behaviors, including the reasons, locations, and methods they used to search and purchase products and services based on location, specific attributes, and OOH sites' priming factors. The study found that consumers' mobile searches were more diverse across various products and services, and these searches were 38% more likely to lead to a purchase than those conducted at home.

Moreover, the study revealed that people who spent more time outside their homes searched on average 58% more on their smartphones than those who spent less time outside.

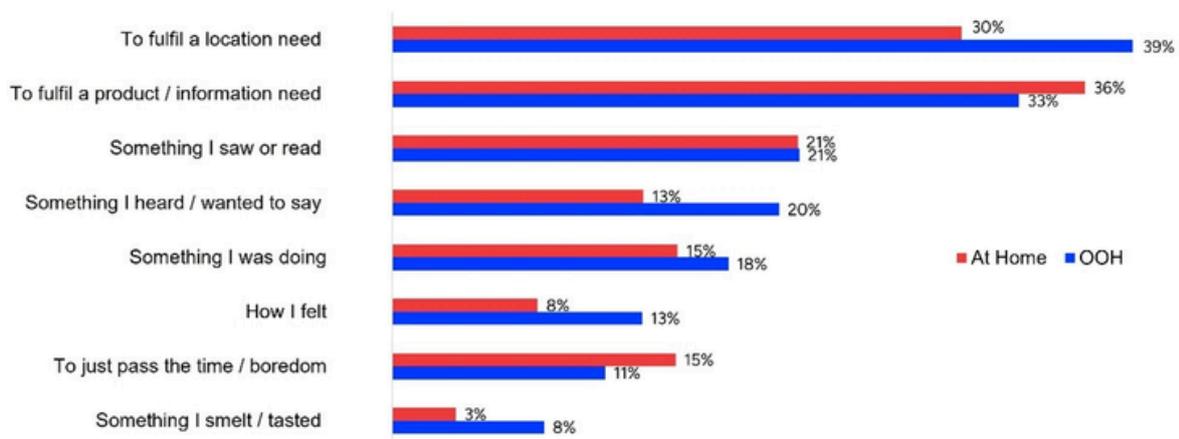


The study showed that searches made out of the home, were more impulsive than those at home—meaning people are reacting to ads and outdoor stimuli and open to influence whilst in that active mindset.

Responsive Audience: Optimising OOH Search & Purchase Behaviours

The report provides further valuable insights for brands on how to achieve the maximum impact of their search campaigns through the use of outdoor sites and creative. One of the key findings is that the primary reason why consumers conduct mobile searches while outside their homes is to fulfil a location need, such as finding a destination's address.

Triggers for Mobile Search in "OOH Locations" vs "At Home"



All Mobile Searches (9,548)
Proportion of All Searches OOH / At Home with trigger to search (NB. Multi-code so proportion not add up to 100%)

It has been observed that mobile searches made in out-of-home (OOH) locations are more likely to occur between Monday and Thursday, while home searches tend to happen during weekends. Also, it has been found that over 80% of mobile searches during OOH hours take place between morning and 7pm, with less than 40% happening post-7pm.

More people tend to search for products and services when OOH advertising across classic and digital sites uses dynamic and contextually relevant messaging such as location, weather, and time. Additionally, tailored advertisements that cater to specific consumer needs and motivations using creative prompts can also increase search activity.

11 Dynamic Digital OOH Creative Messages encouraging search



Sample 1,079 GB adults aged 18-55
% respondents stating seeing the following relevant advertising on digital OOH screens would tempt them to search online

Source: [Point of Search as reported by Outsmart](#)

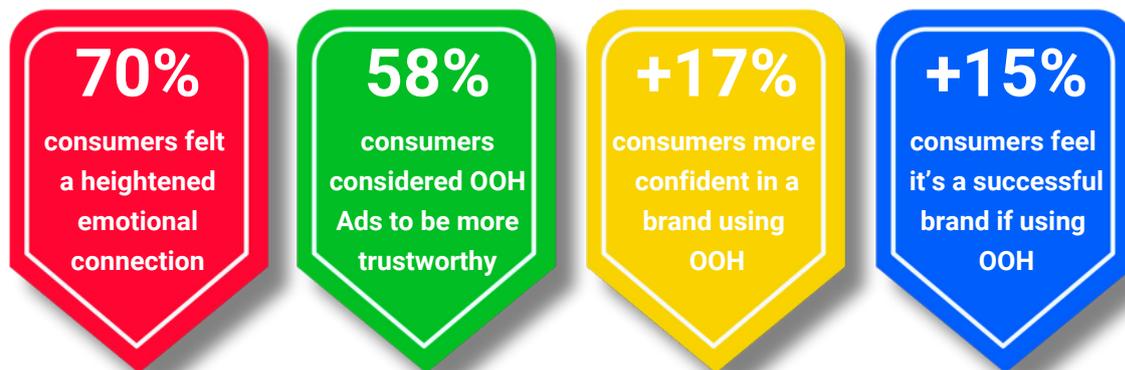
CREDIBLE

OOH Stands Out As A Credible Medium

Consumers are becoming increasingly skeptical of brands and are demanding more transparency and accountability from the companies they buy from. A survey conducted by Clear Channel and JCDcaux, called 'The Moment for Trust', revealed that while 81% of respondents consider trust to be a critical factor in their purchase journey, only 34% trust the brands they use.

Even before the last lockdown, people were paying more attention to their surroundings. Posterscope's 'Mobility Mindset' research found that 70% of respondents felt a heightened emotional connection to their out-of-home environment.

With these hyper-aware audiences increasingly on the move around the world, brands looking to build trust need to carefully consider their media choices and messaging. They should look to OOH mediums that are acknowledged for its ability to inspire trust.



Research conducted by MFour at the end of 2020 found that 58% of consumers consider out-of-home (OOH) advertising to be more trustworthy and relevant than any other platform. Similarly, a comprehensive survey conducted by The Drum of Carnyx Group Ltd in 2022 revealed that OOH advertising is proven to drive trust in brands. Consumers exposed to a brand's OOH advertising are on average 10% more likely to trust the brand than all respondents (72% OOH Seen vs. 62% All Respondents)

Out-of-home (OOH) advertising is a fair and impartial platform that does not have any editorial bias. As a result, it serves as a democratic medium where people believe what they see. Unlike digital and social platforms that have been plagued with trust issues, OOH operates as a public broadcast platform, which makes it unique. Advertisers who use OOH benefit from its self-regulation, which offers a brand-safe environment for their campaigns. OOH advertising must satisfy many stakeholders, including local authorities, transport operating companies, and retail landlords, who have their specific demands about what can and cannot be displayed on their estate's ads. This results in a secure and trustworthy environment for consumers who can be confident in the messages they see when they are out and about. As consumers become more conscious of the content they are exposed to and demand authenticity from brands, OOH advertising has the potential to increase trust and confidence in brands with the right campaign executions..

OOH Trumps Consumer Trust vs Other Mediums

It is interesting to note that Clear Channel UK and JCDecaux UK have conducted a comprehensive study to examine consumer trust in the out-of-home (OOH) medium. This study was initiated following a sustained interest in OOH as a powerful tool to reach large audiences. The study aimed to test the hypothesis that the environment in which a message is delivered has a significant impact on how consumers perceive the brand. The results revealed that OOH is highly effective in driving perceptions related to trust, such as honesty, reliability, and safety. Furthermore, the study demonstrated that OOH is generally considered an ethical medium, with an overwhelming 9 out of 10 respondents agreeing that it is not manipulative or intrusive. These findings suggest that OOH can be an effective way to build trust with consumers and deliver brand messages in a responsible and ethical manner.

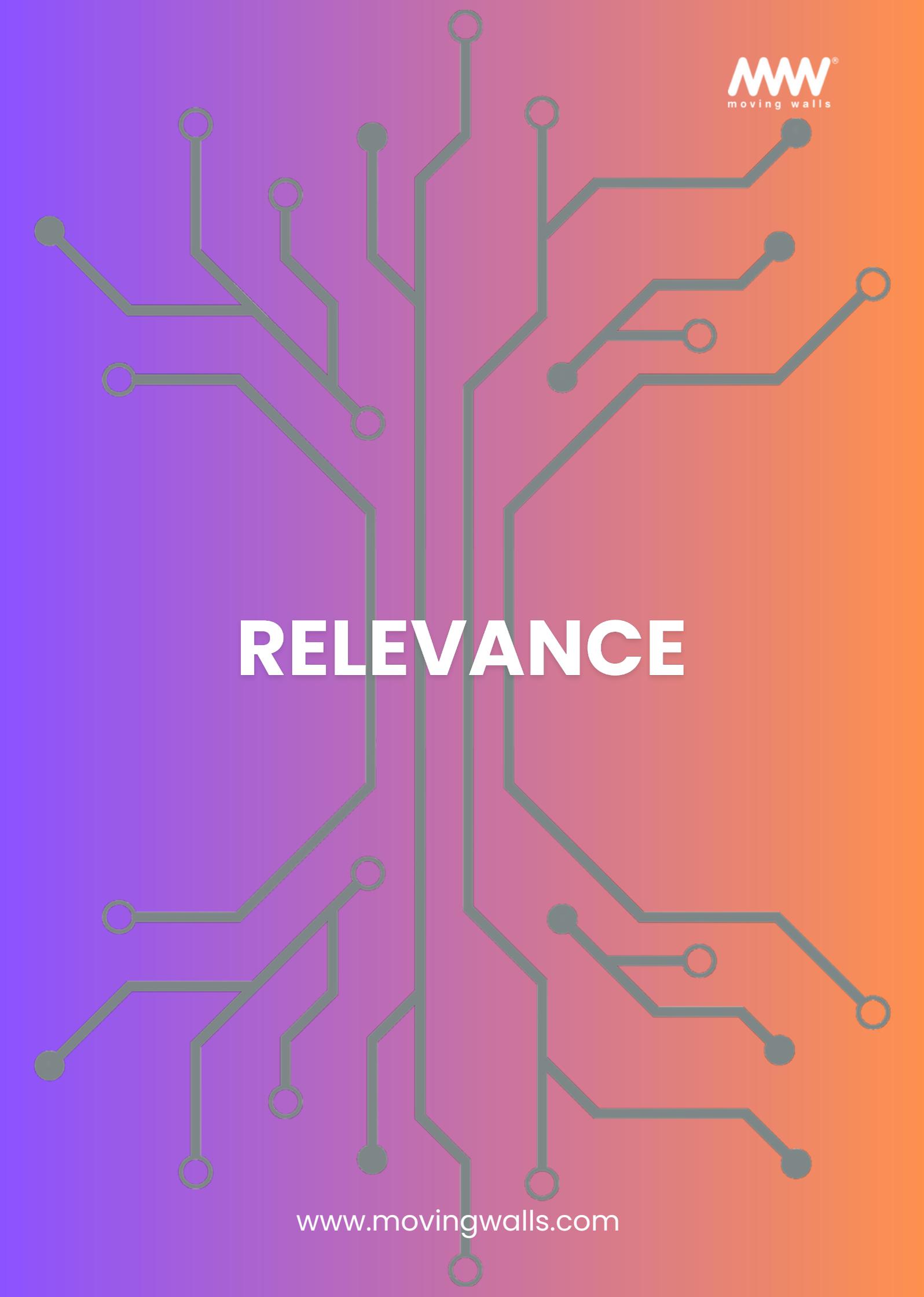


The survey results reveal a significant connection between trust and consumer engagement across various sectors. Brands that are perceived as trustworthy experience a noticeable increase in customer engagement. The study found that consumers are 30% more likely to engage with luxury goods and automotive brands that they trust. The same holds true for travel brands, where consumers are 24% more likely to engage with brands they deem trustworthy.

The research also highlights the importance of advertising spend and how brands utilize influencers and messaging to achieve optimal results with consumers. Surprisingly, the study suggests that the era of the influencer may be coming to an end. A whopping 60% trust a brand more if it's recommended by a friend or family member, compared to just one in five who say the same for influencers or public figures.

The study also found that traditional advertising mediums such as TV, outdoor, and cinema remain highly effective at changing consumer mindsets. In fact, one in three consumers trust out of home advertising (OOH) the most. These findings suggest that brands need to carefully consider how they allocate their advertising budgets to achieve maximum impact with consumers.

[Source: The Moment for Trust](#)

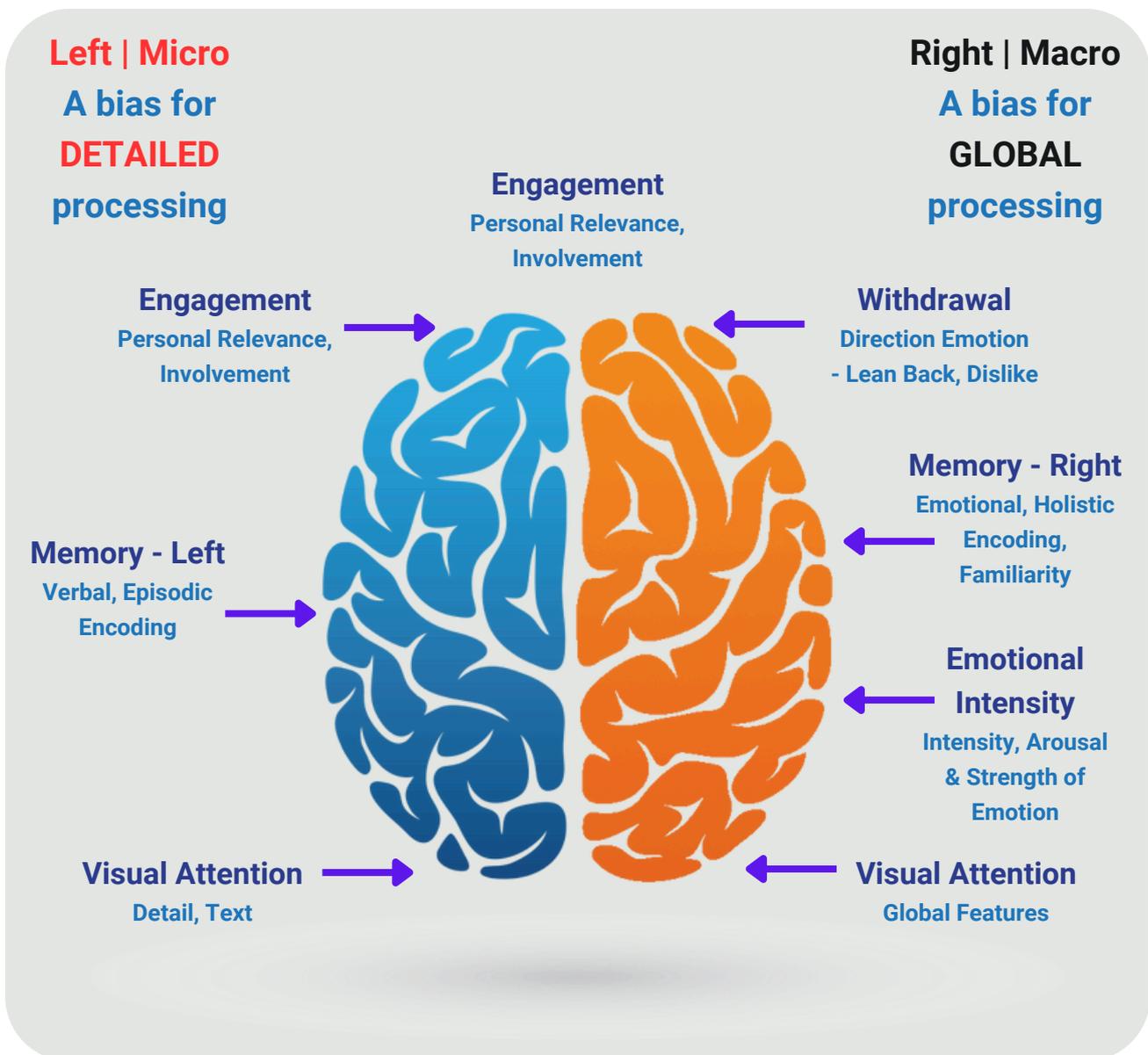


A background graphic of a circuit board with various lines and nodes in shades of green and grey, set against a gradient background transitioning from purple on the left to orange on the right.

RELEVANCE

Behavioural Responses to DOOH Media

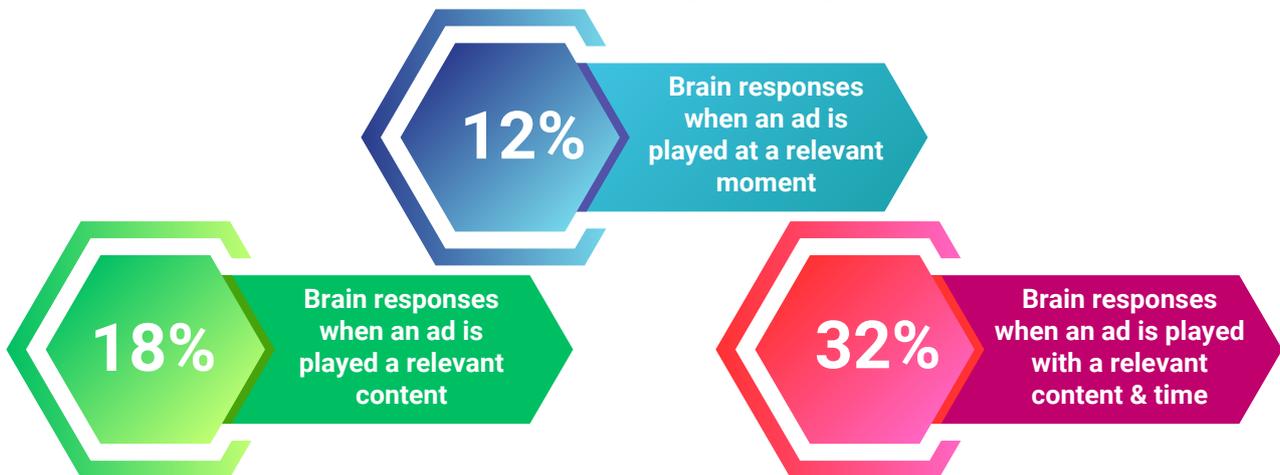
A recent study conducted by leading Neuroscience research company, Neuro-Insight, monitored the brain responses of over 160 participants who were exposed to digital out-of-home (OOH) advertising. The study found that there was an average increase of 12% in brain response when an advertisement was played at a relevant moment compared to a less relevant moment - for instance, displaying an alcohol brand on a Friday evening versus a Monday morning. Additionally, there was an average increase of 18% in brain response when an ad played relevant content. The study also revealed a significant 32% increase in brain response when an ad was played, displaying relevant content at the relevant moment.



Behavioural Responses to OOH Media

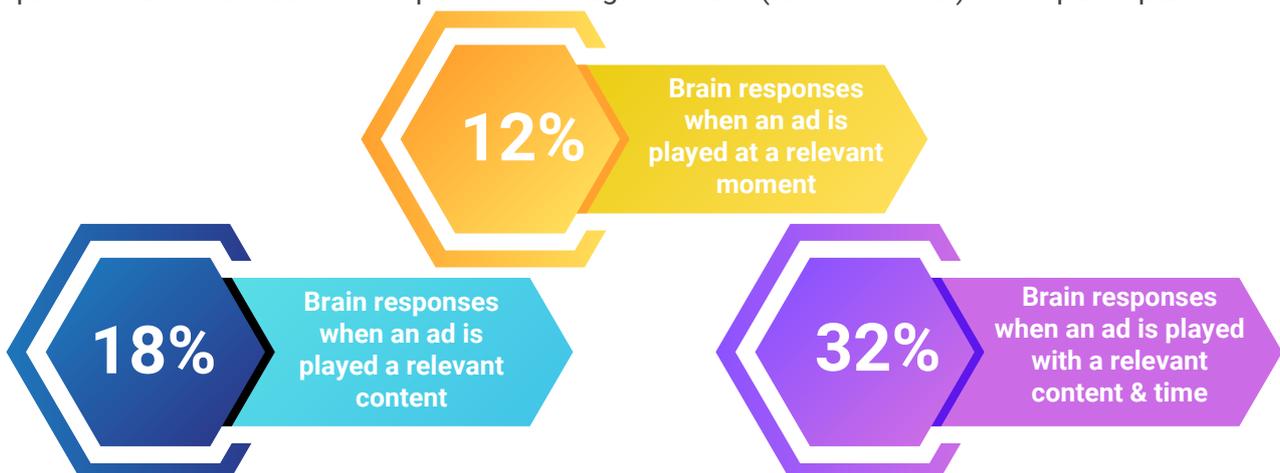
Overall the neuroscience research revealed 3 key findings and recommendations for advertisers: -

- Relevant Moments - Categories or products that have relevant moments to tap into, should exploit this opportunity as average brain response was +12% higher at more relevant moments.
- Relevant Content - All advertisers, regardless of category, should adapt their content to feature dynamic relevant call outs, as relevant content opportunities drove an average +18% increase in brain response.
- Relevant Moments & Content - Where possible and appropriate, a combination of advertising at both relevant moments and featuring relevant dynamic content should be considered as these drove the highest brain response, delivering an average increase of +32%



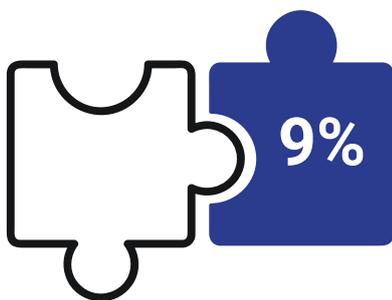
Ad Recall

ResearchBods used an online webcam eye-tracking software to gather data from 280 participants who watched a video walkthrough of an indoor shopping mall. The video had six digital Out of Home screens, each displaying a different brand's advertising content. The content of the screens included a mix of contextually relevant (test) and non-contextually relevant (control) content. The research monitored how long the participants looked at each ad, and a post-exposure questionnaire was used to compare the average increase (test vs control) of the participants.

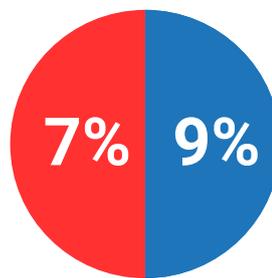


The Sales Effect

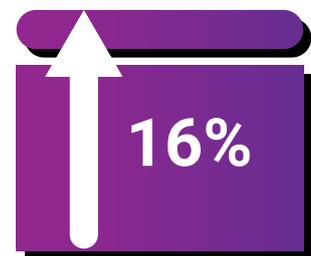
In the conclusive stage of the research, a thorough analysis of multiple effectiveness studies was conducted. Each study meticulously scrutinized the correlation between in-store sales and the utilization or non-utilization of digital Out of Home advertising. A comparative analysis was performed, which unequivocally demonstrated that advertisers who applied pertinent content at relevant moments in the real world experienced a substantial increase in consumer action, as opposed to those who relied solely on a singular digital Out of Home creative approach. The analysis unequivocally revealed that there was, on average, a significant increase in consumer action.



**Standard DOOH vs.
No OOH**



**Relevant DOOH vs.
Standard DOOH**



**Relevant DOOH vs.
No OOH**

Relevant Moments

The study recommended that advertising at more relevant moments increased brain response. For example, a 14% increase was seen for participants who viewed identical creative at a more relevant moment. A 10% increase was seen for participants who viewed similar content with a more relevant product. The largest increase was seen for the brain metric of Approach, which was 248% stronger. According to Shazia Ginai, CEO of UK Neuro-Insight, our brains are highly selective and will only process information deemed important or relevant to the moment.

Different Moment - Same Creative

Weekday AM
(Less Relevant
Moment)

VS

Weekend PM
(Relevant
Moment)



Different Product - Same Moment

Weekend PM
(Less Relevant
Moment)

VS

Weekend PM
(Relevant
Moment)



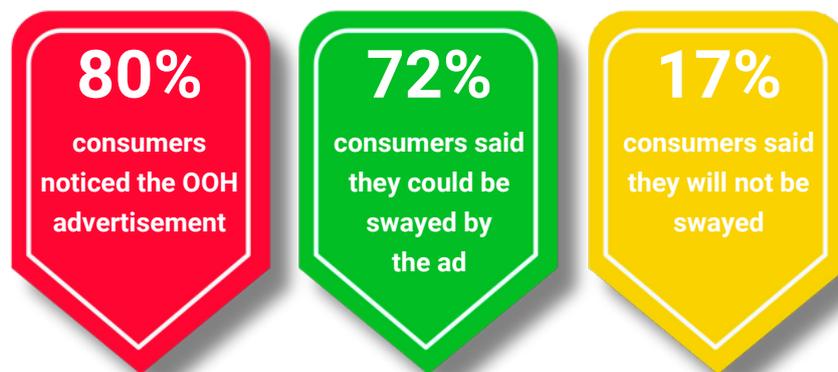
12%

Displaying advertising at the most relevant moment (either by time/day of week) drove an average +12% increase in brain response

IMPRINTING

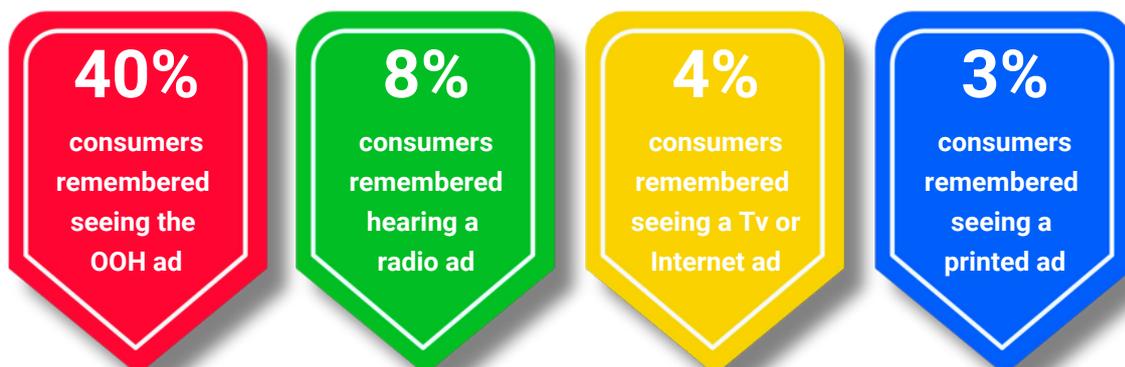
Imprinting: Drives Engagement

According to the latest research conducted by the Outdoor Media Centre, shoppers are highly influenced by the advertising they see just before shopping. The study, called "The Last Window of Influence", was commissioned and conducted through Helen Harrison Associates. It found that over 80% of the people interviewed noticed outdoor advertising, and 72% of shoppers claimed that they could be swayed towards a product by recent outdoor advertising. Additionally, only 17% of shoppers stick to a predetermined shopping list. The study specifically looked at the 30-minute period immediately before shoppers begin shopping, which is the last window of influence for advertisers to place brand messages in front of consumers.



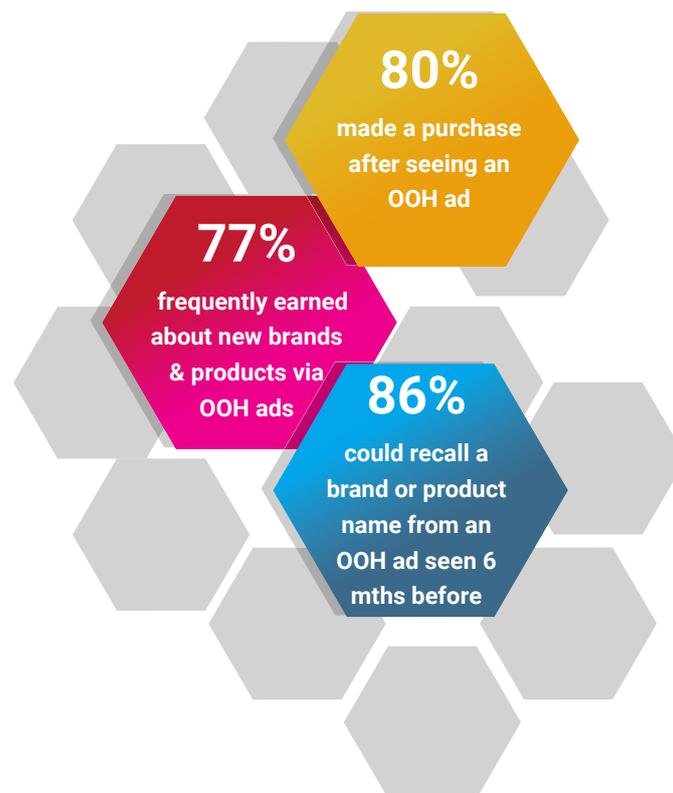
Interviewers used showcards to determine which media each shopper had been exposed to in the 30 minutes prior to starting their shopping experience. The results showed that 40% of shoppers remembered seeing an outdoor advertisement, while other media types didn't perform as well. Only 8% of shoppers remembered hearing a radio ad, 4% had seen a TV or internet ad, 3% a newspaper ad, and 2% a magazine ad. Of all the 274 respondents who reported seeing or hearing an advertisement in the half hour preceding shopping, 88% of them had seen outdoor advertising.

The study recruited a total of 604 shoppers in four different cities, and conducted intercept interviews in both high street and shopping mall environments. The sample was designed to include a mix of weekday and weekend shoppers, as well as people from both north and south areas, men and women, and different age groups.



Imprinting: Purchase After Seeing an OOH Ad

Out-of-home (OOH) advertising has emerged as a powerful tool to influence consumer purchasing decisions, as it possesses the ability to leave a lasting impression on the audience. Unlike digital ads that are fleeting and easily ignored, OOH ads attract attention in real-world settings, capturing the audience's focus with bold visuals and strategic placements in high-traffic areas. The tangibility and memorability of OOH advertising creates strong brand recall and recognition, making the advertised products or services stand out in the minds of consumers. Whether it's a striking billboard along a busy highway or a captivating display in a bustling urban center, OOH media commands attention and establishes a strong presence in consumers' daily lives. Consequently, when consumers face purchasing decisions, the memorable OOH impressions often sway their choices, leading to increased brand consideration, loyalty, and conversions. In today's digitally saturated world, OOH advertising stands out as a tangible, impactful, and memorable advertising medium that drives meaningful connections with consumers and influences their purchase behavior.



OneScreen.ai, a marketplace provider for buying and selling out-of-home (OOH) advertising, recently conducted a follow-up study to their April 2022 research. The new research indicates that 77% of consumers are more aware of their physical surroundings now than before the pandemic. 80% of survey respondents made a purchase after seeing an OOH ad, and 77% said they frequently learn about new brands and/or products via OOH ads. Eighty-six percent of respondents said they could recall a brand or product name from an OOH ad they saw within the past six months.

[Source: Onescreen.ai - Report on Post Pandemic Marketing](#)

MEASUREMENT

Global Industry Standards: Campaign Measurement

Despite being one of the oldest advertising mediums, many people are unaware that OOH is also one of the most accurately measured. In fact, OOH is the only medium, aside from TV, to have established globally accepted standards for audience measurement. These standards have been sponsored by the research organization ESOMAR and endorsed by major industry players such as the World Federation of Advertisers (WFA), The European Association of Communications Agencies (EACA), and the 4As. The OOH guidelines set the bar for both international and local best practices and research standards.

To ensure more accurate data collection throughout the campaign process, it's important for marketers to measure their campaigns in an orderly manner - before, during, and after deployment. Thanks to OOH's sophisticated audience measurement capabilities, advertisers can now build a more complete picture of the audience movement and better evaluate the effectiveness of their campaigns.

What is OOH Campaign Measurement & Attribution?

Refers to the process of evaluating the effectiveness and impact of out-of-home advertising efforts, such as billboards, transit ads, and digital screens, and attributing consumer actions to these campaigns.



Audience Measurement: Population

When it comes to measuring the success of a campaign, having an effective OOH audience measurement system is key. This starts with clearly defining the population coverage of the campaign. To enhance this process, it's important to project the campaign in areas that are acceptable and relevant. The primary goal of this measurement is to ensure that the ads are seen by more people.

For example, a travel brand campaign that is deployed at tourist attraction areas can provide a better audience movement measurement. It's important to not only consider the residents in the area but also people who move into or through the area of the advertisement. This will allow for a larger unit of geographic areas to be covered, providing more consumer data for the measurement process. Marketers can then use this information to identify their target audiences through audience segmentation, geofencing, attribution, or retargeting purposes

[Source: Moving Walls - OOH 101 Guide to Campaign Measurement](#)

Audience Measurement: Mobility / Movement Behaviour

When segmenting the population, it's also important to include a list of mobility classification or the movement types of audiences. These types of movements can later be used to estimate the size of all mobility within or through a larger geographic area. There are several types of movements such as by car, taxi, train, bus, ferry, motorcycle, or on foot.

After defining the targeted location coverage, marketers can further identify the movement pattern of the population based on the area covered. For instance, if the target location covered is in the city area, marketers need to identify how most people in the city area move around. If most people move around with public transport like bus or train in the city area due to its easy access, then it's more effective for them to deploy ad campaigns at the bus or train stations. By measuring the audience movement effectively, their campaign deployment will be highly targeted as they are able to identify the right location with the right audience.



Audience Measurement: Population

Effective measurement of KPIs is essential for marketers to determine the success of their DOOH campaigns. To measure the effectiveness of a campaign, marketers must define clear KPIs such as brand lift, foot traffic, online traffic, and social media impact.

Brand lift is a crucial KPI that drives a positive shift in customer awareness & perception of a brand. Marketers can easily measure the effectiveness of their campaigns by setting brand lift as their KPI.

Foot traffic, which refers to physical visitation to a specified location or store, is another important KPI that helps marketers determine the success of their campaigns. Location data can be used to identify & track the location of a device visitation upon exposure to a campaign, providing insights to marketers on whether the campaign successfully influenced the audience's action, such as a visit to a physical store.

Social media impact is also a key element in measuring the effectiveness of a DOOH campaign. Marketers can track social traffic, unique hashtags & location data from social media apps or mobile devices to determine whether social interactions happened after audiences saw the OOH ads. By measuring these KPIs, marketers can gain valuable insights into the effectiveness of their DOOH campaigns and make data-driven decisions to improve future campaigns.

Source: [Moving Walls - OOH 101 Guide to Campaign Measurement](#)

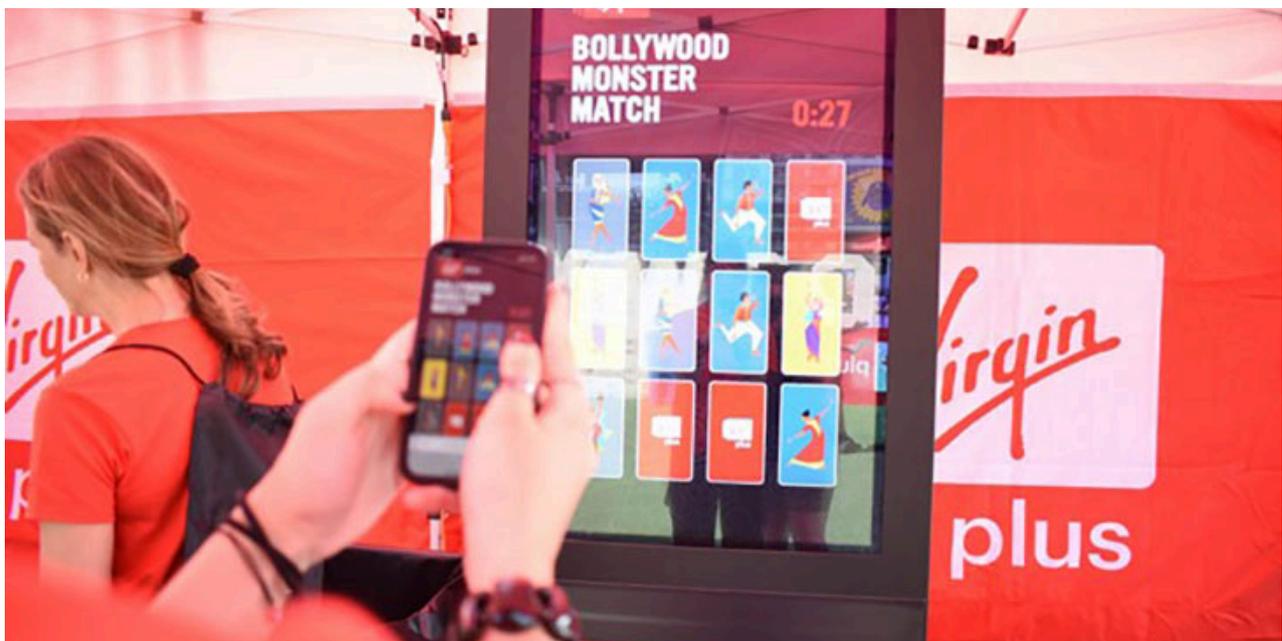
After the Campaign: Extending OOH's impacts - Mobile

Successful Out-of-Home (OOH) campaign planning involves integrating and engaging with consumers in both the physical and virtual worlds. With the advent of mobile devices, technology has become an integral part of our everyday lives. People check their phones more than twenty times a day, making it a powerful tool for marketers. According to a Nielsen report, 66% of smartphone users took some kind of online action after seeing an OOH ad. This proves that OOH is successful in driving people to their small digital screens.

After deploying an OOH campaign, marketers should amplify their ad messages by extending the delivery of contextual mobile content through mobile apps and web apps. For instance, touchpoints like links or QR codes that can lead to further information should be included in the ad campaign to make it easily accessible for consumers.

Since it is impossible for audiences to capture all information of the OOH campaign at one look, extending the delivery of information on mobile devices has made it easier for audiences on the go. They can review the campaign again at home or office. For example, print or digital displays can be used to promote an artist's concert, while a mobile component will allow consumers to buy tickets as they continue walking.

By leveraging mobile technology, OOH campaigns can reach wider audiences and drive higher engagement rates. It is crucial for marketers to leverage the power of mobile devices and contextual mobile content to create a seamless experience for consumers, from physical to digital worlds.



[Source: Moving Walls - OOH 101 Guide to Campaign Measurement](#)

After the Campaign: Extending OOH's Impacts - Mobile

Successful planning for an OOH campaign involves engaging with consumers in both the physical and virtual worlds. Thanks to mobile geofencing, marketers can now improve the impact of their OOH campaigns by delivering corresponding mobile ads to the audience's smartphones within the same hyper-local areas. By taking the message of their ad directly to the target audiences within close proximity, marketers can ensure maximum impact.

Location activation is crucial for maximizing the usage of mobile geofencing. With this feature, marketers can target key markets or other points of interest and segment the OOH audiences for retargeting. By identifying audiences who are within close proximity to the OOH campaign and sending the message to their mobile devices, marketers can target the same audience with both physical media and digital media, ultimately increasing both reach and frequency.

Location-based targeting helps build predictive intent, as it identifies audiences who are more likely to go to one store over another based on how close they live or work to it. Location can be an imperative cue for creating contextually relevant ads that really resonate with the audience at the moment, right when and where it matters most. of-Home (OOH) campaign planning involves integrating and engaging with consumers in both the physical and virtual worlds. With the advent of mobile devices, technology has become an integral part of our everyday lives. People check their phones more than twenty times a day, making it a powerful tool for marketers. According to a Nielsen report, 66% of smartphone users took some kind of online action after seeing an OOH ad. This proves that OOH is successful in driving people to their small digital screens.

Through mobile geofencing, marketers can also opt-out to other options available throughout this process such as audience segmentation, geo-conquesting, geo farming, attribution, and retargeting.

- Audience segmentation allows marketers to target devices of the targeted audiences based on demographics, browsing behaviour and location.
- Geo-conquesting is the targeting devices that visit competitor locations.
- Geo farming, on the other hand, is targeting devices that have visited specific locations in the past.
- Attribution gives marketers the ability to measure the devices that were served as an impression and later entered a physical location.
- Retargeting allows delivering additional messages to a device that was served as an impression or engaged with an ad previously.

By pairing the OOH campaign with a mobile geofencing or any mobile ad campaign, marketers are able to reach the right audience at the right time and in the right place

[Source: Moving Walls - OOH 101 Guide to Campaign Measurement](#)

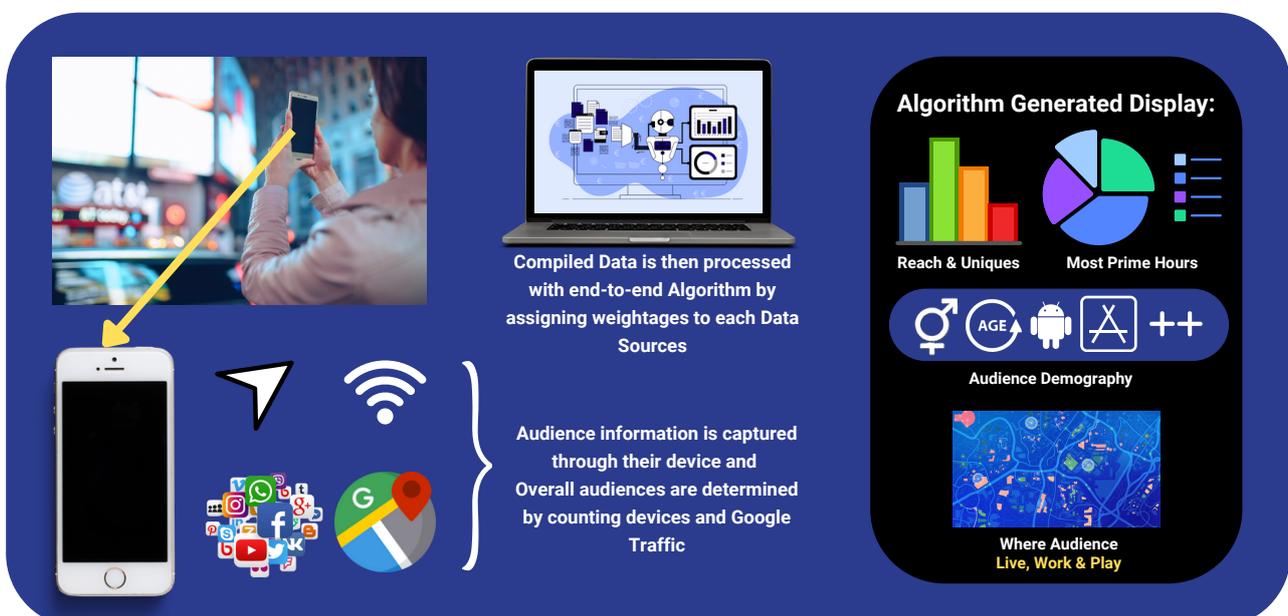
After the Campaign: Extending OOH's Impacts - Social

In recent years, many marketers have recognized the importance of integrating social media with their OOH campaigns. Social media has become a part of consumers' daily lives, and tying touchpoints in ads campaigns to platforms like Facebook, Twitter, and YouTube can help marketers engage with their target audience and drive traffic to their social media channels. By including hashtags in their campaigns, marketers can encourage consumers to look up the brand or product on social media, leading to an increase in social traffic and more accurate social profiling. These insights can help marketers understand how their campaigns are being received and by whom, allowing them to tailor their messaging to better resonate with their target audience.

According to a recent Nielsen report, an OOH (out-of-home) advertising campaign generated more online activation than radio and print media, resulting in a 26% increase in shares of search activation. The report revealed that 46% of consumers used a search engine to look up additional information, 38% visited the Facebook page or posted a message on Facebook, 23% posted a Twitter message, and 25% posted on Instagram after seeing an OOH ad campaign. Interestingly, the report also highlights that OOH has the highest share for Twitter and Instagram activations across all media types.

In recent years, combining OOH media with Facebook ads has proven to be a highly effective advertising approach. A study commissioned by Facebook and conducted by Accenture revealed that this combination increased reach and drove a 6% incremental sales lift, as well as lifting likelihood to purchase by 13% more efficiently than expected. By integrating OOH and social media, marketers are able to show relevant ads on consumers' social media based on browsing behaviors and location activation.

Source: [Moving Walls - OOH 101 Guide to Campaign Measurement](#)



SYNERGISTIC

Synergy: OOH with Other Media

Out-of-Home (OOH) advertising synergizes with social media, radio, and print platforms, enhancing overall campaign efficiency and effectiveness. Here's how:

- **Cross-Channel Integration:** OOH and social media complement each other, amplifying brand presence. The symbiotic relationship ensures consistent messaging and wider audience reach.
- **Cost-Effectiveness:** While OOH provides broad exposure, radio commercials offer cost-effective sound-based advertising. Print ads in newspapers or magazines add a tangible and visual component to the marketing mix.
- **Campaign Impact:** Integrating Digital Out-of-Home (DOOH) with social media maximizes campaign impact and return on investment (ROI) through advanced retargeting strategies [5].

By leveraging the strengths of each channel and fostering synergy between OOH and other mediums, advertisers can optimize their marketing efforts and engage consumers across various touchpoints.

According to a recent analysis by Thinkbox and Gain Theory, out-of-home (OOH) advertising can significantly enhance the effectiveness of other advertising channels, second only to TV. The study found that OOH can generate positive effects on multiple channels, with social media, radio, and print being the most significant beneficiaries of OOH as part of the media mix. These findings highlight the importance of including OOH in advertising strategies to optimize campaign performance and increase overall efficiency.

Synergy: Most Channels Boosts Others but the Effects Differ Massively

Channel Generating the Effect	TV	Online Video + VOD	Social Media	Online Display	Out of Home	Radio	Print	Generic Search	Cinema	Direct Mail
TV		20%	31%	31%	22%	31%	31%	8%	54%	20%
Online Video + VOD	3%		5%	2%	5%	3%	12%	1%	7%	2%
Social Media	2%	2%		2%	3%	2%	3%	1%	3%	1%
Online Display	3%	4%	4%		4%	3%	9%	3%	11%	4%
Out of Home	6%	8%	9%	8%		9%	11%	1%	3%	1%
Radio	4%	4%	4%	6%	4%		3%	2%	1%	1%
Print	5%	6%	7%	5%	6%	4%		4%	13%	7%
Generic Search	3%	2%	4%	2%	2%	3%	7%			6%
					Key:	0-2%	3-4%	5-8%	9-20%	20%+

Source: [ThinkBox - Research - Demand Generation](#)

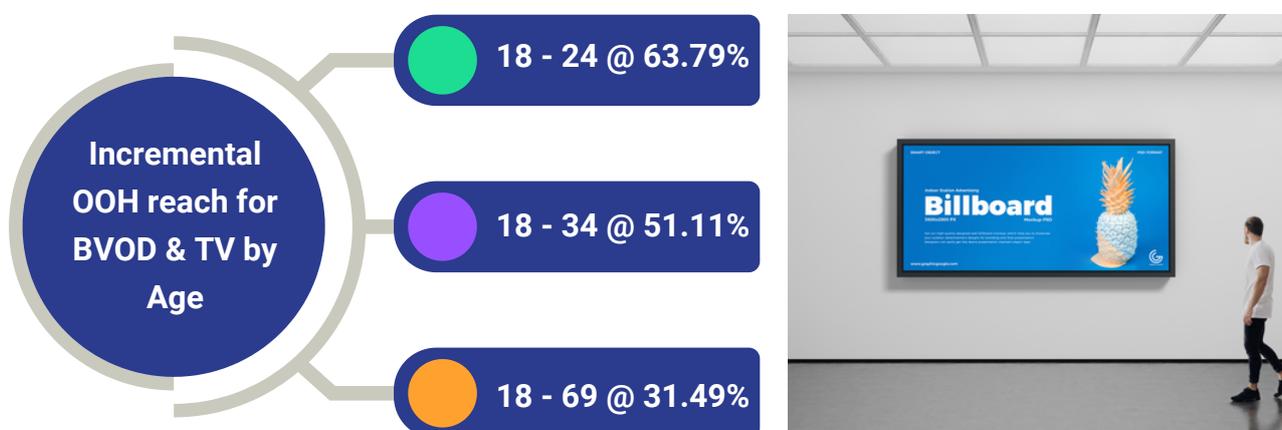
Synergy: 64% Of Younger Audiences Add OOH Incremental Reach To Cross-Media Advertising Campaigns

Beatgrid, one of the leading cross-media measurement companies, has recently conducted a research study using real-campaign industry data collected since 2020. The study aimed to determine the impact of out-of-home (OOH) advertising exposure, and the results were quite remarkable.

According to Beatgrid's single-source cross-media audience measurement solution, the collected measurement data allowed them to assess the impact of OOH advertising exposure. The study found that not only is there a younger audience on OOH, but it is also anything around 63.79% purely incremental to BVOD and TV.

The study included multiple cross-media campaigns in different regions, comparing the incremental reach ratio of BVOD, TV, and OOH. It showcased remarkable increments of OOH reach from 18 to 24 at 63.79% and 18 to 34 at 51.11% vs 18 to 69 at 31.49%. These findings back up the digital audience burnout theory of OOH, proving that OOH is growing in value in cross-media advertising campaigns with younger audiences. Moreover, the OOH cross-campaign total reach was proven to be significantly higher than the combined total BVOD & TV total reach.

In conclusion, Beatgrid's study shows that OOH is an effective and valuable component of cross-media advertising campaigns. With its growing reach and value, OOH advertising is a game-changer for marketers and businesses looking to reach younger audiences.



NEXT FOR OOH

Next for OOH Advertising: An Academic Observation

Throughout the centuries, out-of-home advertising has consistently proven to be a reliable and effective way for marketers to build brand awareness and drive sales. From billboards and bus shelters to elevator screens and airport displays, OOH has remained timeless while other mediums have come and gone. It all began with wall carvings in ancient Rome and has evolved to include iconic billboards such as the Glico Man in Japan. OOH continues to be a crucial part of the marketing mix and is here to stay.

Given the scale of the opportunity, OOH advertising will grow much faster in the coming years. Statista data indicates that the Out-of-Home Advertising market worldwide is projected to grow by 3.11% (2024-2029) resulting in a market volume of US\$45.75bn in 2029.



**Improved
Measurement**



**Contextual
Targeting**



**Creative
Innovation**



**Programmatic
Integration**



**ESG
Impact**

Here are five factors that could drive that growth over the next four years:

- **Improved Measurement**

Looking ahead, we can expect Out-of-Home (OOH) advertising to continue to advance its measurement and analytics capabilities in the near future, making it more comparable to other forms of media. With the ability to track and measure the impact of campaigns in near real-time, OOH advertisers can gain valuable insights into audience reach, engagement, and conversion. This increased accountability and transparency has made it easier for marketers to justify investing in OOH advertising. One good example of high value measurement & attribution capabilities is a leading OOH ecosystem enabler company, Moving Walls.

- **Contextual Targeting**

In addition, new privacy regulations are likely to increase the importance of contextual targeting across all marketing channels. OOH's ability to hyper-target specific locations and dayparts, especially in digital formats, makes it a powerful contextual medium. Whether it's a retail ad near a store or reaching sports fans near a stadium, OOH provides marketers with a powerful set of signals to reach the right audience at the right time. According to a recent survey by the Outdoor Advertising Association of America (OAAA), when consumers noticed directions to a store or restaurant on an OOH ad, 43% visited within 30 minutes, and of those consumers, 78% made a purchase. This highlights the effectiveness of OOH messages in reaching consumers at the critical decision-making point.

[Ref: OOH Ecosystem Enabler](#)

Next for OOH Advertising: An Academic Observation

- **Creative Innovation**

Out-of-Home advertising (OOH) has always been a hub of creativity and innovation when it comes to format, design, and messaging. With the decrease in technology costs, OOH advertisers are now finding new and exciting ways to engage consumers through creating immersive experiences that leave a long-lasting impression. From the use of augmented reality to 3D displays, OOH advertisers are constantly pushing the boundaries of what is possible in public spaces. The effective use of creative allows marketers to stand out among the clutter and make OOH ads memorable. According to a study conducted by the Outdoor Advertising Association of America (OAAA), 88% of consumers noticed an OOH ad, and 76% of them did a mobile search based on the ad.

- **Programmatic Integration**

The latest advancements in technology have revolutionized the way out-of-home (OOH) advertising is purchased. Now, programmatic buying has enabled advertisers to purchase OOH inventory in real-time, just like other digital advertising. This means that advertisers can now target their desired audience with precision and accuracy, making the process faster and more efficient. Additionally, the integration of omnichannel DSPs along with better metrics has further simplified the purchasing process, leading to faster growth in the OOH advertising industry.

- **Environmental & Social Impact**

Outdoor advertising, also known as OOH advertising, serves as an effective platform to fund crucial infrastructure such as bus shelters, bike share, and transit systems. By investing in transit and street furniture programs, brands can demonstrate their dedication towards diverse neighborhoods and environmentally sustainable products. OOH campaigns are highly effective in driving marketing objectives, and they provide an opportunity for brands to make a positive impact while promoting their products or services. Therefore, investing in OOH campaigns can enable a brand to do well by doing good.

One of the positive outcomes of the pandemic is the rapid bounce back in various sectors of the economy. This is not only about the recovery but also catching up to the inherent growth rates. Despite the overall ad market shrinking during the pandemic, Out-of-Home (OOH) advertising continued to grow, indicating its inherent growth potential.

Looking ahead, it is expected that OOH will continue its strong growth trajectory, and as the overall ad market recovers in 2024 and beyond, it should be set up for even more powerful growth. This bodes well for the OOH industry, as it offers a unique and effective way for businesses to reach and engage with their target audiences.

[Ref: OOH Ecosystem Enabler](#)

Summary

Out-of-home (OOH) advertising is a key component of any comprehensive marketing plan due to a variety of compelling reasons. One of the primary advantages of OOH advertising is its broad reach. Your brand message can be seen by a vast and diverse audience, including commuters, pedestrians, and travelers. This ensures that your message is exposed to a large segment of the population, increasing brand awareness.

Another advantage of OOH advertising is its high visibility. OOH ads are strategically placed in high-traffic areas, such as city centers, highways, and transportation hubs, where they can be seen by a significant number of people. This visibility helps to enhance the effectiveness of OOH campaigns and increase brand recognition.

Credibility and trust are also key benefits of OOH advertising. Consumers tend to trust messages displayed in public spaces, making OOH ads more credible and trustworthy than other forms of advertising. This enhances the effectiveness of OOH campaigns and helps to build trust and credibility with your target audience.

OOH advertising is also complementary to digital marketing efforts. By providing offline exposure to complement online campaigns, OOH advertising helps to create a cohesive and omnichannel brand experience. This integration of OOH with digital channels creates a more comprehensive and engaging brand experience for your target audience.

In addition, OOH advertising offers diverse creative opportunities, including traditional billboards, digital screens, experiential installations, and interactive displays. This versatility allows brands to deliver engaging and memorable messages that capture audience attention.

Finally, OOH advertising contributes to long-term brand building and recall. Consistent exposure to OOH campaigns reinforces brand messaging, driving brand familiarity and recall among consumers.

In conclusion, incorporating OOH advertising into your marketing plan is essential for maximizing reach, visibility, credibility, creativity, and brand building. By leveraging the strengths of OOH alongside other marketing channels, businesses can create impactful campaigns that resonate with their target audience and drive business results.



About Moving Walls

Moving Walls is a world-renowned AdTech company that specializes in innovative out of home (OOH) media solutions. With a strong presence across the globe, we take pride in our diverse team that spans across 15+ countries, all working towards our common goal of digitizing the OOH media landscape.

With over 2000 campaigns powered by our technology, we have helped businesses launch audience-based OOH plans, programmatic DOOH campaigns, and generate billboard reports. Our ecosystem spans over 120,000 digital, static, indoor, and outdoor media sites across the globe.

Out of Home media today is everywhere – across venue types, both indoor and outdoor, and in so many formats. We understand the challenges of planning and buying across markets and media owners. The Moving Audiences platform enables marketers to automate traditional planning, activate programmatic screens, and measure the performance of campaigns across the globe.

Talk to us today about how you can seamlessly scale your brand, inventory or business with our full stack proprietary solutions.



www.movingwalls.com

Ref: End-to-End OOH Ecosystem Enabler