

UBIQUITY ON DISPLAY

HOW OOH AMPLIFIES YOUR MESSAGE

OUT OF HOME ADVERTISING



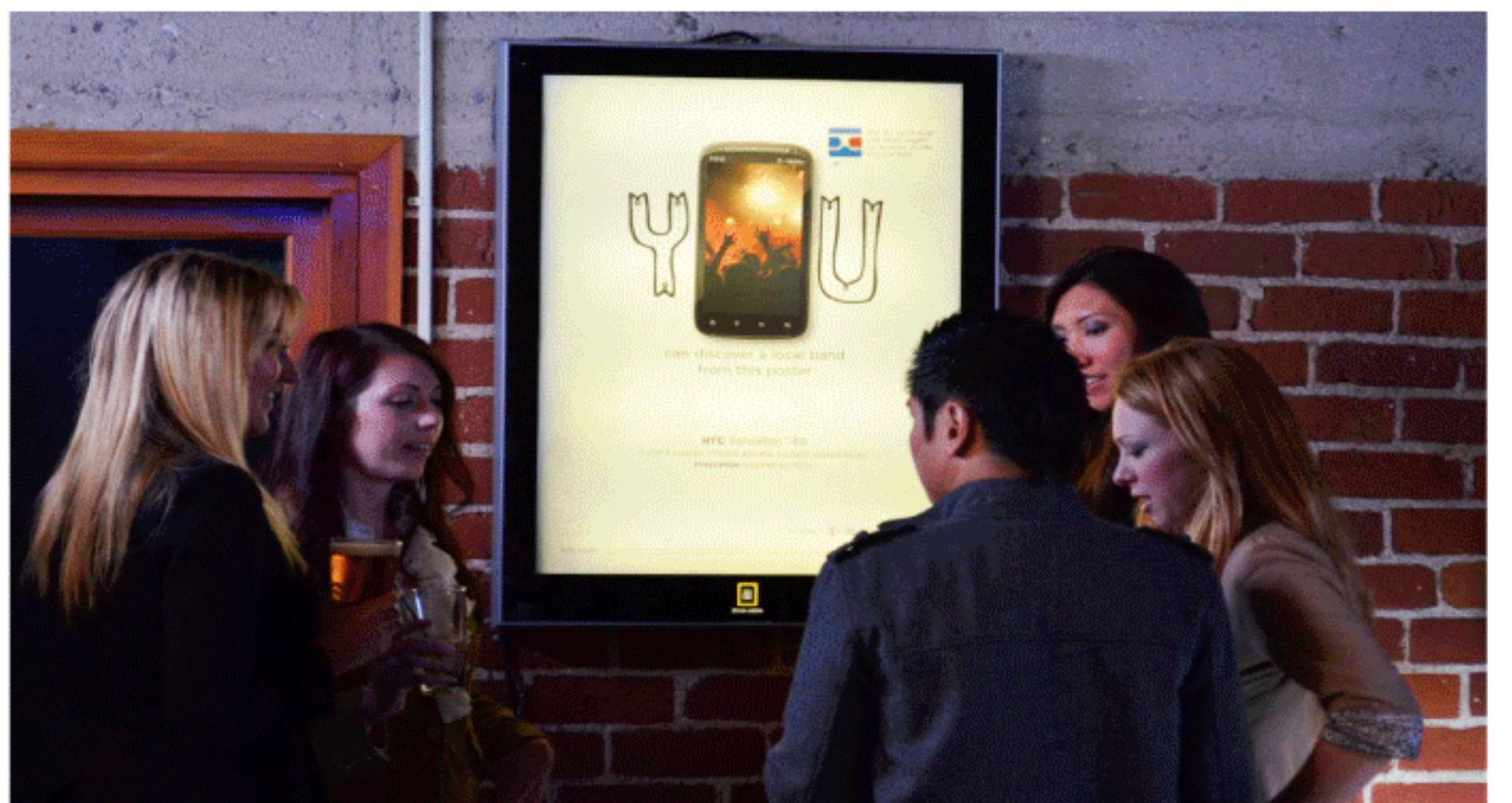
Take another look.

SURROUNDS AND IMMERSSES AUDIENCES

Today's out of home advertising surrounds and immerses hard-to-reach audiences away from home, where they spend 70% of their waking hours.

OOH's unique point of difference is its ubiquity. OOH's versatile and ever-present mix of formats, shapes, sizes, and locations provide advertisers with an unlimited range of options to deliver the right message, at the right time, in the right place. From highways to bus stops, from shopping centers to cinemas, from Times Square to the skies above NFL stadiums, OOH reaches consumers wherever and whenever they work, shop, travel, and play.

In an age of ever-increasing audience fragmentation, OOH reaches people no matter how they consume their media, making them stop, notice, and buy. OOH's ubiquity delivers relevant and relatable advertising that is in context – whether it's based on location, environment, day-part, adjacency to retail, lifestyle choices, or mind-set. This powerful combination of physical impact, prime locations, context, and immediacy is something other advertising formats cannot match.



THE MEDIUM IS THE MESSAGE

Marshall McLuhan said “The medium is the message.” With millions of different formats, sizes and locations to address virtually every creative and strategic objective, OOH offers a compelling way to surround audiences with 360-degree brand engagement.

OOH Media Formats

AIRBORNE

AIRPORT

ARENA & STADIUM

BILLBOARDS -

BULLETINS, POSTERS,
JR. POSTERS, DIGITAL

BUS SHELTERS

BUS POSTERS, WRAPS
& INTERIORS

CINEMA

DIGITAL PLACE-BASED

VIDEO NETWORKS

KIOSKS

MOBILE BILLBOARDS

NEWSSTANDS, NEWSRACKS,
PHONE KIOSKS

PROJECTION

RAIL SYSTEMS & SUBWAYS

SHOPPING MALLS

SPECTACULARS

TAXICABS

TRUCKSIDE & FLEET
DISPLAYS

WALL MURALS

WRAPPED VEHICLES

AMPLIFIES A CAMPAIGN

Am'pli-fy [ˈæmˈplē-faɪ] *verb -fies, -fying, -fied*

1. to expand, increase, or make larger in importance or intensity
2. to increase the strength or amount of; especially to make louder

It is well documented that when OOH is added to a media plan, it dramatically extends reach at a lower cost and a higher ROI. But what truly makes OOH a compelling choice is its power to amplify an advertising campaign – improving effectiveness, reinforcing the creative idea, increasing interaction and engagement, making the message more personal and impactful, driving the consumer further down the purchase funnel – all by positioning the message in a relevant and contextual way in the daily life of the target consumer.

OOH amplification is the “surround sound” of advertising. OOH’s disruptive power targets audiences whether they’re driving, taking public transportation, on their lunch hour, shopping, working out, or going to the movies. Unlike TV, print, or digital, consumers don’t need to “opt-in” or choose to consume an OOH message. OOH complements and builds upon other media components, and ensures the message breaks through in more ways and in more environments.

Amplification takes many forms:

Web search, video content, social media and text messages integrated with OOH complement an advertiser’s other digital and social marketing efforts, and allow consumers to interact with brands when they are away from home.

Airport, shopping center, restaurant and cinema advertising reaches audiences with very specific lifestyles and mindsets.

Bus, train, taxi, subway and station advertising reaches busy commuters during critical day-parts before and after work, and during weekend leisure activities.

Digital billboards offer real-time messages that can be changed with the flip of a switch, allowing advertisers to uniquely customize their message.

Digital place-based video networks deliver immersive sight, sound, and motion, in health clubs, bars, restaurants, and office elevators.

Spectacular, arena and stadium advertising deliver larger-than-life impact when consumers are being entertained.

Street-level smartphone connectivity, including downloads, QR Codes and NFC, allow audiences to transact with brands like never before.

UBIQUITY WORKS

OOH's ubiquity delivers a powerful growth vehicle that helps advertisers take their message further. While audiences for other advertising media like TV and radio are fragmenting, OOH is stronger than ever, and audiences are increasing. According to the latest Arbitron study:



People are spending more time than ever commuting. Over 98% of all Americans have driven in a car during the past month and spend an average of 3 hours per weekday on the road, an increase of 30% since 2003. Of these people, 75% have noticed a roadside billboard and more than 50% have noticed a digital billboard in the past month.

The more someone commutes, the more affluent they are.

39% of the heaviest commuters have a household income above \$75,000, 44% greater than the average American. These super-commuters also have higher disposable income, smartphone ownership, and Internet usage – which all adds up to more opportunities for advertisers to reach affluent, high-value audiences using OOH.



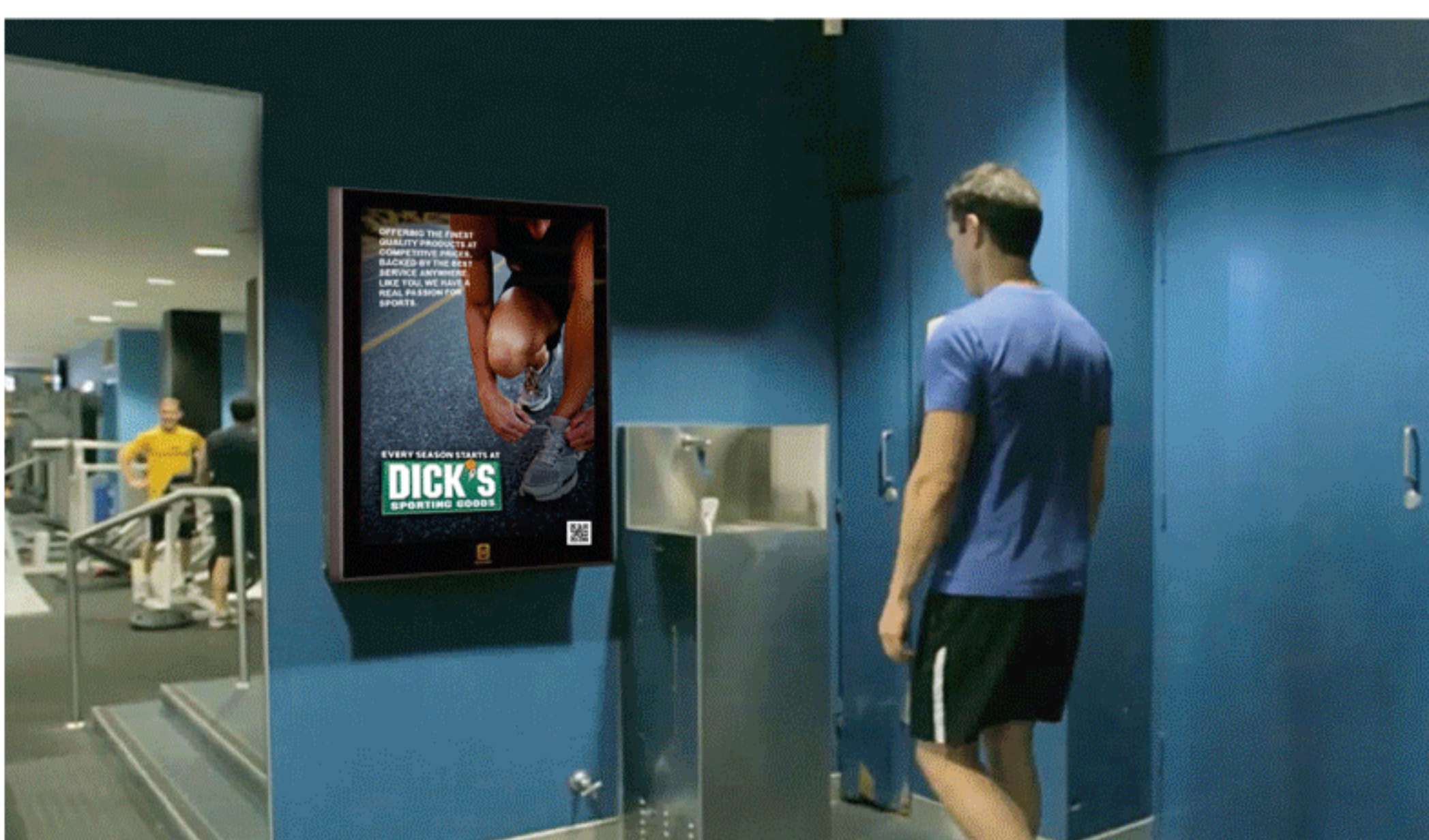
OOH ubiquity drives buzz and positive word of mouth. Among people who have seen an OOH ad in the past month:

- 39% have talked about the product or brand with others
- 24% have recommended the product or brand to others
- 8% have posted about the product or brand on social media



OOH AMPLIFICATION

OOH is the surround sound of advertising, amplifying a message wherever people commute, work, shop, travel, and play. OOH's millions of sizes, shapes, formats, and locations engage audiences like no other medium.





OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA

1850 M Street, N.W., Suite 1040
Washington, D.C. 20036
202.833.5566
www.oaaa.org

© 2013, Outdoor Advertising Association of America, Inc. All rights reserved.