

CREATIVITY ON DISPLAY

OOH'S CREATIVE POWER

OUT OF HOME ADVERTISING



Take another look.

UNLIMITED CREATIVITY

Out of home advertising is artful persuasion that offers unlimited creative potential. OOH's wide range of formats, sizes, shapes, locations, and technologies offer a blank canvas that engages consumers during the 70% of the day they spend away from home.

OOH surrounds and immerses people in ways that other media can't. It is omnipresent, impactful, and memorable.

OOH offers a variety of high-impact, creative platforms to reach consumers on the move. Billboards and transit advertising require a single-minded approach due to limited exposure time. Pedestrian-level OOH, like bus shelters, kiosks, and placed-based digital screens offer greater dwell times and more opportunity for interaction and engagement. Formats like airport dioramas, stadium displays, and cinema advertising leverage unique contextual opportunities to connect with consumers based on a specific environment, location, or lifestyle.

What ties all OOH formats together is the opportunity to use inspired creativity and visual storytelling to reach people wherever and whenever they work, shop, travel, and play.

"CREATIVITY
TAKES
COURAGE."

 Henri Matisse



VISUAL STORYTELLING

Successful OOH advertising creative makes audiences stop, notice, and respond by using the right balance of these time-tested design principles:

SIMPLICITY

SINGLE-MINDEDNESS

COMPOSITION HUMOR

SURPRISE INTRIGUE

INNOVATION IN DESIGN

The integration of digital media and mobile technology with OOH advertising is transforming OOH's role in the creative mix and powering a new era of interactivity and engagement with away from home audiences.

With a national footprint of over 4,000 digital billboards and hundreds of thousands of digital bus shelters, kiosks, and place-based screens, digital OOH is driving consumers to the web engaging them with interactive content, enabling mobile transactions and building stronger brand relationships via social media.

New technology is fueling new innovation in OOH design and creativity, and pushing the boundaries of what's possible for advertisers.



“A designer knows he has achieved perfection, not when there is nothing left to add, but when there is nothing left to take away.”

 Antoine de Saint-Exupéry

UBIQUITOUS, CONTEXTUAL DESIGN

From subways to highways, from shopping malls to health clubs, from NFL stadiums to the skies above Miami Beach... if the “medium is the message,” then OOH is the creative platform. OOH surrounds consumers and places the message exactly where, when, and how audiences want to consume it.

This gives advertisers tremendous opportunity to design smart, relevant, and relatable advertising based on location, environment, day-part, adjacency to retail, and even consumer need. Whether it's a digital campaign that alters its message based on the weather, or a virtual grocery store so busy consumers can shop with their phones while waiting for a train, OOH is the right creative platform at the right time and place.



PUTTING CREATIVITY TO WORK

The best OOH leverages the unique characteristics of the medium to craft breakthrough creative. Here are just a few ways to put OOH creativity to work:

- 1 Expand the media plan** – OOH can provide brand continuity away from home and extend the power of other media by incorporating consistent creative elements and themes.



2 Think beyond the frame – OOH can take creativity beyond the boundaries, with extensions, 3-dimensional embellishments, wallscapes, and environmental installations in airports, subway stations, and shopping malls.



3 Offer value – OOH can provide useful information and helpful service to strengthen the bond between brands and consumers. From simple things like time, date, or temperature, to coupons and music downloads - offering consumers value turns great creative into great business.



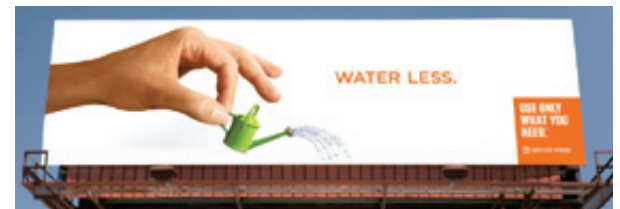
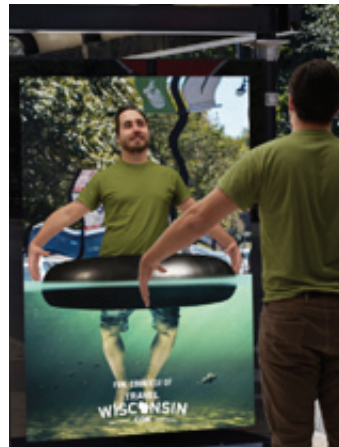
4 Create two-way conversations – With real-time Facebook and Twitter messaging, texting, streaming video, augmented reality, and interactive touch-screen technologies, OOH allows consumers to connect in more meaningful ways with brands.





CREATIVITY ON DISPLAY - OBIE AWARD WINNERS

The OBIE Awards are one of the most prestigious honors for creative excellence in advertising. They're named after the Egyptian Obelisk, which many historians consider to be the first true form of advertising. These recent award winners prove that when it comes to outstanding creativity, out of home advertising has a history of distinction.



Find more OBIE Award winners at obieawards.org



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