

INNOVATION ON DISPLAY

OOH & THE SOCIAL MEDIA ECOSYSTEM

OUT OF HOME ADVERTISING



Take another look.

OOH IS AT THE CENTER OF THE SOCIAL MEDIA ECOSYSTEM

Social media uses web-based and mobile interactivity to create, exchange, and broadcast user-generated content. Social media engages consumers with interactive content, entertainment, and transactions - anytime, anywhere.

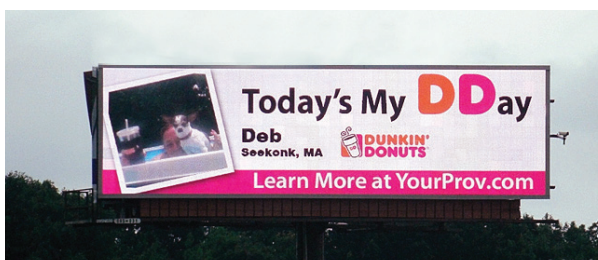
As media platforms converge, mobile connectivity skyrockets, and out of home digital options proliferate, OOH advertising is emerging as a key media option to accelerate and amplify social media and mobile marketing campaigns.

Consumers spend more than 70 percent of their waking hours outside of the home. OOH advertising's unique ability to surround and immerse on-the-go consumers with a wide array of engaging advertising formats makes it the perfect strategic complement to social and digital media in an integrated advertising plan.



OOH advertising accelerates and amplifies digital, social, and mobile marketing campaigns, because it drives:

- Website traffic
- Online and mobile search
- Social media engagement
- Downloads and uploads of content
- Shopping and transactions

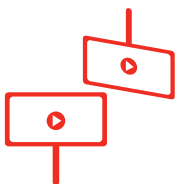


OOH IS NETWORKED

OOH advertising is at a transformational point in its history. Many bulletins and posters are now digital and interactive, displaying real-time web, social, and mobile messaging. Street-level kiosks, bus shelters, and shopping mall displays are often video monitors and interactive touch screens. Smartphones are now the mobile link to OOH search, social media, downloads and transactions, and can even act as credit cards. And emerging technologies like location-specific targeting and augmented reality are beginning to transform the opportunities OOH advertising provides.

What is driving OOH convergence?

Digitized OOH



OOH displays are quickly transforming to digital, networked inventory.

There are currently over 4,000 digital billboards and over 1 million digital screens in the US, with many more being rolled out over the next few years.

Mobile Connectivity



There are over 330 million mobile phones in the US, with more than half being high speed 3G and 4G smartphones.

Using smartphones, 26 percent of all 18-34 year old's search the web every day, 26 percent shop daily and 19 percent download apps at least once a week.

Explosion in Social Media



Americans spend more time on social networks than on any other type of website.

US social media usage grew 37 percent in 2012, and almost one-third of all social media usage is now mobile.

Consumer Adoption



Consumers are eagerly adopting OOH digital and mobile transaction technologies.

36 percent of all smartphone users made a mobile payment in 2012.

CONSUMERS WANT NETWORKED OOH

Consumers are eager to engage and interact with OOH advertising using smartphones, touch screens, and other interactive technologies. With street-level OOH displays for example, consumers are most interested in receiving offers, comparing prices, accessing web and social media sites, downloading content like songs and apps, sharing content with friends, interacting for fun and entertainment, and directly purchasing products.

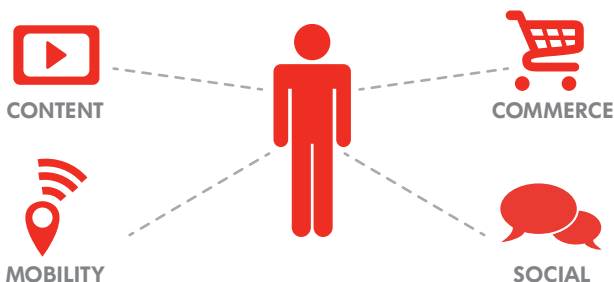


Reasons for Consumer Interaction: OUT OF HOME DISPLAYS



Source: Posterscope, 2012

INTEGRATING OOH WITH DIGITAL, SOCIAL & MOBILE ADVERTISING



OOH advertising leverages the convergence of content, mobility, social media, and commerce to reach and engage consumers away from home, where other forms of advertising just can't go.

OOH is an essential medium to keep digital, social, and mobile advertising campaigns front and center with on-the-go consumers, while offering unique benefits. Only OOH can deliver:

Location-Specific Targeting

OOH can target mobile consumers with content and promotions based on location, closest to the point of purchase. From interactive Times Square spectacles and street-level touchscreens to Foursquare check-in's at a local restaurant, OOH can reach and engage consumers exactly when and where they are ready to interact and buy.



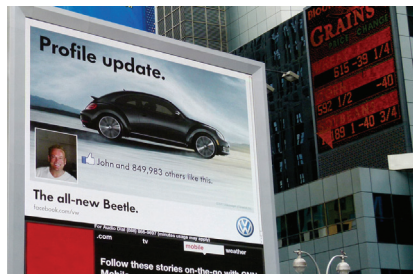
Time Sensitive Engagement

OOH can deliver customized, real-time messaging by day-part and can alter the message multiple times a day with a single click. Advertising can be automatically altered using other triggers, like weather forecasts, temperature, location, and even trending key words. This keeps messages timely and relevant, and increases two-way engagement.



OOH CONVERGENCE

Out of home is interactive, connected, experiential, and strategic. When integrated with today's digital, social, and mobile advertising, OOH helps advertisers take their message further.



REAL-TIME FACEBOOK and TWITTER MESSAGING

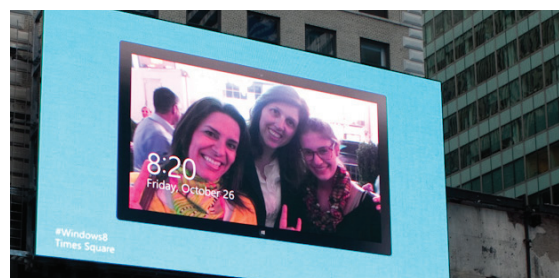


INTERACTIVE SCREENS

at kiosks, bus shelters, shopping malls, airports, movie theaters, and other high-traffic locations



VIDEO STREAMING



CONTENT DOWNLOADS and TRANSACTIONS

using SMS texts, QR codes, and near-field communications (NFC)





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