Increased Notice of OOH Drives Engagement and Online Activation

69% OOH creates awareness of public events
41% noticing OOH ads more than pre-COVID
59% noticing OOH ads more in cities of 1M+

After OOH Ad Exposure:

49% went online to look up information about advertisers
60% in cities of 1M+ used online search to lookup advertisers
33% engaged in additional smartphone actions including coupon or promotion use

OOH Ads Drive Events Notice Among Gen Z and Millennials

Concerts
- 44% Gen Z & 42% Millennials

Fairs
- 35% Gen Z & 34% Millennials

Movie Releases
- 33% Gen Z & 39% Millennials

Sports Events
- 29% Gen Z & 40% Millennials

Consumer Device Burnout

63% often tuning out digital device ads
45% trying to reduce time spent with digital devices

In cities of 1M+, OOH ad exposure drives awareness

44% discover concerts
37% discover sports events and restaurants
28% new product offerings
26% special sales and promotions

Source: OAAA, The Harris Poll. Methodology: conducted online within the U.S. by The Harris Poll from April 16 to 19, 2021 among 1,000 U.S. adults ages 18+. Weighted to reflect the U.S. population across age, gender, race/ethnicity, region, income, household size, and employment.