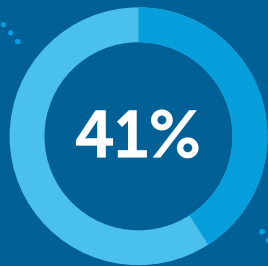


Increased Notice of OOH Drives Engagement and Online Activation



OOH creates awareness of public events



noticing OOH ads more than pre-COVID



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



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



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