72% of consumers feel that Back to School ads are a sign the world is returning to normal.

Seeing OOH ads helps restore consumer confidence in the economy:

- 53% of all respondents agree
- 66% of students agree
- 63% who have a family member returning to school agree

OOH ads offering special sales or technology-driven discounts generate the highest interest among:

**25–34 age group**
- 73% special sales
- 68% tech-driven discounts (QR codes, NFC, SMS)

**Students**
- 74% special sales
- 66% tech-driven discounts (QR codes, NFC, SMS)

**Among Back to School shoppers:**

- 60% will look to OOH ads for information on special sales and deals
- 62% expressed an interest in OOH ads offering discounts or promotions through QR codes, NFC, or SMS technologies