

OOH Positioning Rollout Plan

A working committee of industry stakeholders spent the summer of 2016 reevaluating the original OOH brand positioning work done in 2012. The new positioning language has been completed and will be socialized within the OOH industry and more broadly throughout the ad industry using the following communication tactics.



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2016

- October 25, 2016: Lamar Management Meeting – Nancy Fletcher will present the OOH brand positioning work at the upcoming Lamar Advertising Company meeting in Las Vegas.
- October 27, 2016: OUTFRONT meeting – Nancy Fletcher will present the OOH brand positioning work (among other topics) at the upcoming OUTFRONT Media management meeting.
- November 2, 2016: OAAA Board of Directors meeting – Lee Rafkin will present the new OOH brand positioning work to the OAAA Board of Directors meeting in Las Vegas. The deck will be used for a webinar in November and for other purposes that may arise.
- November 2, 2016: Published Brochure – A PDF document outlining the new OOH value proposition, based on the OOH brand positioning work, will be available to the marketplace. It will be promoted to the OAAA membership with an HTML communication and will be available for download from the OAAA website.
- November 7, 2016: My Turn/Special Report – The November My Turn newsletter article will describe the new OOH brand positioning work. A special report blog post will accompany the article, written by Nicole Hayes and Stephen Freitas.
- November 9, 2016: Webinar – Lee Rafkin will present a webinar introducing the new OOH brand positioning work to the membership and then send the key slides to all members.
- November 9: Website/App updates – Assets related to the new OOH brand positioning work will be available for viewing and download from the OAAA website and resource app, and will include: A PowerPoint deck, value proposition page with links to proof points, talking points, and the published brochure.
- November 10: Begin promoting the new OOH value proposition on social platforms using the different element in 144 characters on all platforms over a number of days and weeks – linking back to the full value prop or other key slides

2017

- January 2017: Roadshow Update – Steve Nicklin will incorporate the new OOH brand positioning language into the existing roadshow presentation.
- April 2017: New OOH Value Proposition Video – A video based on the new OOH brand positioning work will premiere at the national convention.
- May 16, 2017: Workshop – A OOH brand positioning session will be part of the Independent Operators Workshop during the national convention.
- June 8, 2017: FEPE Presentation – If requested, OAAA will present the new OOH brand positioning work at the FEPE Congress in Stockholm, Sweden.
- Ongoing: Future OAAA research initiatives and promotional campaigns will align back to the core OOH brand positioning work by providing proof-points about the strengths and value of the OOH medium.