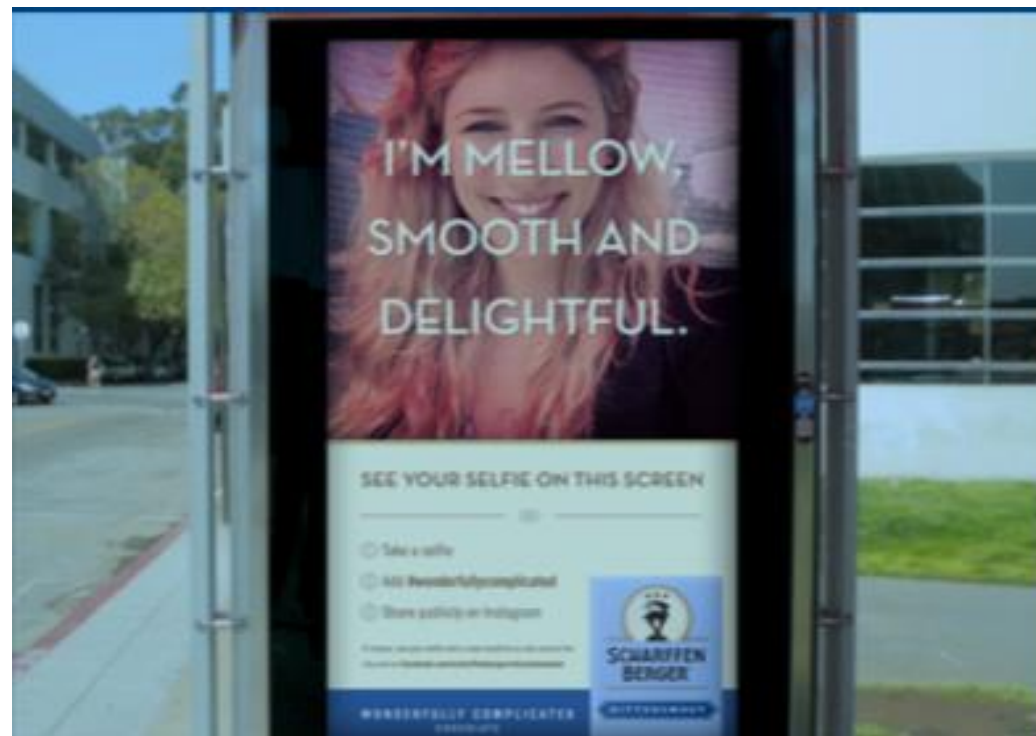


IMPACT OF OOH ADVERTISING – MOBILE ACTIVATION



Actions taken by consumers after viewing any OOH media in the past year...

Used online search to look up information about the advertiser	35%
Accessed a coupon or discount code	22%
Visited an advertiser's website	22%
Downloaded or used an app shown in the ad	15%
Snapped a photo of an ad	14%



Source: Nielsen 2016

Base: Adults 16+