Rethinking the OOH Marketplace

Tracking Advertisers Perceptions, Attitudes + Intentions

- JANUARY-MARCH 2019
- Qualitative: 18 Respondents
  - Senior Advertiser & Agency
  - National Brands
  - Cross section of geo’s and categories
- Quantitative: +40 Respondents
  - Advertisers and Agency
  - National Brands
  - Cross section of geo’s and categories

What we heard...

OOH is the “Cool Kid” again

- By-passes digital noise
- Enable different brand relationships
- Creates buzz, ignites conversation...confers relevance
- Utilizes geo-targeting

The industry has evolved and the marketplace has noticed

- Options have grown: types and quantity
- Digital has advanced: fewer creative barriers
- Programmatic: easier than ever
- So... less friction and increasingly flexible

Barriers still remain

- Lack of industry standardization
- Lack of industry accountability
- Programmatic: easier than ever
- Go-to-market strategies fall short