

# OOH Primed to Influence Black Friday and Cyber Monday Shoppers

Nearly Half Will Look for Ad Signage Promoting Special Sales and Deals

THE ENTIRE HOLIDAY SHOPPING SEASON REMAINS IMPORTANT FOR MOST, BUT AMONG BLACK FRIDAY AND CYBER MONDAY SHOPPERS:



**13%**

will spend at least **50%** of their total holiday shopping budget



**24%**

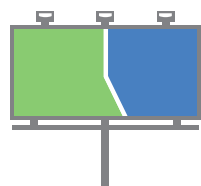
will spend at least **25%** of their total holiday shopping budget



**68%**

will spend **10% or less** of their total holiday shopping budget

BLACK FRIDAY AND CYBER MONDAY SHOPPERS WILL SEEK AD SIGNAGE PROMOTING SPECIALS



**43%**

will look for ad signage promoting special sales and deals.



**80%**

Spending primarily on clothes or shoes will look for ad signage for special sales and deals.

**58%**

Spending primarily on consumer electronics will look for ad signage for special sales and deals.



MANY BLACK FRIDAY IN-PERSON SHOPPERS EXPRESS INTEREST IN AD SIGNAGE OFFERING SPECIALS VIA INTERACTIVE TECHNOLOGIES

**38%**

interested in ad signage offering discounts and specials via QR codes, NFC sensors or SMS text.



**74%**

spending primarily on clothes or shoes are interested in ad signage offering discounts or specials via QR codes, NFC sensors or SMS text.

**58%**

planning to spend at least half of their holiday budget on Black Friday and Cyber Monday are interested in ad signage offering discounts or specials via QR codes, NFC sensors or SMS text.



**58%**

spending primarily on consumer electronics are interested in ad signage offering discounts or specials via QR codes, NFC sensors or SMS text.

HALF OF SURVEY RESPONDENTS WILL SHOP ON BLACK FRIDAY

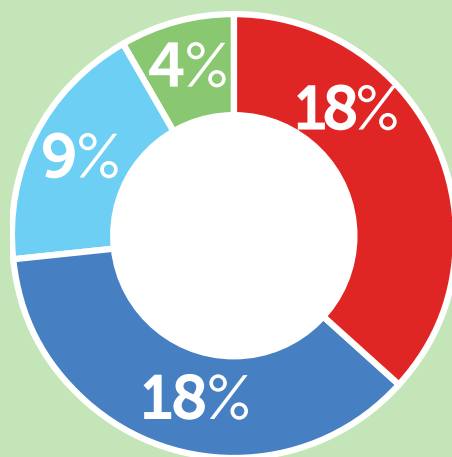
**52%**

of Black Friday shopping will be online

**68%**

of US adults are suffering from digital online burnout and tuning out digital online ads.

OOH has a high propensity to influence these online shoppers as OOH is more efficient in driving online activation than TV, print, radio or banner ads.



**48%**

of Black Friday shopping will be in brick-and-mortar retail stores. The bulk of their planned purchases will come from:

- Shopping Centers
- Locally Owned Stores
- Big Box Stores
- Discount Club Stores

MOST BLACK FRIDAY AND CYBER MONDAY PURCHASES WILL COME FROM THESE CATEGORIES



**37%**

Clothing and shoes



**28%**

Consumer electronics



**18%**

Household goods



**12%**

Sporting goods



**5%**

Jewelry