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 **oohisreal.org**

In today's world of clicks, likes, and page views, OOH is the real thing. It offers real-life impact in a digital world, and can't be blocked, skipped, or viewed by bots.

 **oaaa**

Real Talking Points

- **OOH is Real.** Brands need presence in the “real” world, and OOH advertising delivers that presence. A digital strategy is incomplete without OOH.
- **OOH Makes Digital Real.** OOH amplifies other media, extending the reach and frequency of integrated ad campaigns and drives mobile, social and digital engagement better than other advertising media.
- **OOH is Where Consumers Are.** Whether it's billboards, street furniture, transit, or place-based media, OOH is always there, immersing consumers wherever they go.
- **OOH is Connected.** Today's OOH leverages innovative technology to connect and engage consumers with brands, serving as an integrated partner in planning and buying functions.
- **OOH is Big Screens Driving Consumers to Small Screens.** OOH reaches consumers on the go as they interact with their mobile devices, inspiring online search and social media activity, often in real-time.
- **OOH is a Literal “Stake in the Ground.”** It gives brands creative impact, contextual relevance, and the ability to amplify the rest of an integrated media plan.
- **OOH is Accountable.** Using precise data and audience metrics for better targeting, OOH offers deeper consumer insights, enhanced ROI analytics, attribution modeling, and draws clear linkage between consumers and places.

These facts are real.

- Record levels of consumer miles driven and passenger miles flown have helped make OOH the second fastest-growing ad medium in the US. Only digital advertising has grown faster.
- OOH delivers superior ROI. For every \$1 spent on OOH approximately \$5.97 in sales is generated, outperforming digital display, print and radio.
- Consumers 18-64 spend more time with OOH than any other ad media except for television.
- OOH viewers are younger and more affluent than the general US population, and the highest indexing OOH demographic is adults ages 16 – 34.
- 66% of OOH viewers, ages 16+, were prompted by an OOH ad to engage in an action on their smartphone, and 42% used their smartphone to search for an OOH advertiser.
- OOH generates greater store traffic increases than mobile, or mobile plus desktop media.
- OOH drives more online activity per ad dollar spent than TV, radio, print, and banner ads. OOH generates over three times the level of expected online activation based on share of ad spend.
- Most consumers spend 70% of their waking hours away from home, but OOH is under-allocated in many media plans. Research recommends OOH media plan share at 9%-17%.

Source: Benchmarking, Cuebiq, MAGNA, Morning Consult, Nielsen, OAAA, USA Touchpoints, US Bureau of Labor Statistics.