

# GET OUT OF HOME



## ABOUT #GETOUTOFHOME

- Get Out of Home (#GetOutOfHome) is the out of home (OOH) industry's campaign targeting brands and ad professionals across major US markets.
- The campaign asserts OOH's value and significance in today's media landscape and demonstrates OOH's essential role in marketing.
- Get Out Of Home positions OOH as a compliment and contender to digital media, with a major role in the overall digital ad conversation.
- A coalition of advertising and media "champions," – industry leaders and rising stars – have united to affirm how OOH can elevate any idea, creating fame, magnetism, and distinction.
- More than 50,000 OOH units across 30 US markets will motivate and excite media professionals, agency executives, and advertisers about OOH's ability to create synergy and scale as a responsive and engaging ad medium.

## MESSAGES FOR EFFECTIVELY DISCUSSING OOH ADVERTISING

- Brands need presence in the "real" world and OOH advertising delivers that presence. A digital strategy is incomplete without OOH.
- OOH is a literal "stake in the ground" that gives brands: creative impact, contextual relevance, and the ability to amplify the rest of an integrated media plan.

- OOH offers ad campaigns “fresh air”, as some ideas are too big and bold to stay trapped online. OOH enhances a digital-only strategy.
- OOH is always on, surrounding audiences with real, powerful, advertising. OOH is found wherever consumers live, work, travel, shop, and play.
- OOH is creatively impactful – capable of big, bold, powerful storytelling, with a range of sizes, shapes, and formats that deliver larger-than-life impact.
- OOH is relevant – delivering the right message, at the right time and place, to the right audience.
- OOH amplifies other media – extending the reach and frequency of integrated ad campaigns, and driving mobile, social and digital engagement better than other advertising media.
- OOH is everywhere – whether it’s billboards, street furniture, transit, or place-based media, OOH is always there, immersing consumers wherever they go.
- OOH is real – 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.
- OOH is connected – leveraging beneficial technology to connect and engage, serving as an integrated partner in planning and buying functions.
- OOH is data-driven – using precise data and audience metrics for better targeting, deeper consumer insights, enhanced ROI analytics, attribution modeling, and drawing clear linkage between consumers and places.
- OOH is innovative – offering powerful but practical innovation that all advertisers, big and small, can implement at scale.
- OOH is accountable – with a focus on customers, solutions, and results.

OOH by the numbers