

OOH Positioning Key Talking Points

Messages to Effectively Discuss OOH Advertising

- **OOH is creatively impactful** – with big, bold, creative, powerful storytelling, and 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 any other advertising medium.
- **OOH is everywhere** – whether it's billboards, street furniture, transit, or place-based media, OOH is always there, surrounding and immersing consumers wherever they live, work, travel, shop, and play.
- **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 useful technology to connect and engage, and acting as an integrated partner in planning and buying.
- **OOH is data-driven** – using geo-location data, audience measurement, and big data for better targeting, deeper consumer insights, enhanced ROI analysis, and drawing clear linkage between consumer audience and location.
- **OOH is innovative** – offering powerful but practical innovations that all advertisers, big and small, can implement and scale.
- **OOH is accountable** – with a focus on customers, solutions, and results.



Real. Powerful. Advertising.