2017 OAAA Biennial Membership Meeting & Convention Learnings
2017 OAAA Biennial Membership Meeting
Today’s Webinar

**Questions**
- Questions welcome throughout webinar
- Type questions into the webinar interface
- Questions answered following webinar

**Technical Difficulty**
- “Raise Your Hand” Button

**Voting**
- Three action items
- Please vote “yes” or “no” when a poll appears
Agenda

Welcome

- Myron Laible, OAAA

Roll Call

- Myron Laible, OAAA

Membership Action Item

(vote required)

- Myron Laible, OAAA
  a. Approval of Minutes of Biennial Membership Meeting, May 20, 2015
  b. Ratification of Action of the OAAA Board of Directors for 2015-2017
  c. Election of OAAA Officers for 2017-2019
Approval of Minutes

2015 OAAA Biennial Membership Meeting – Via Webinar
Minutes

Wednesday, May 20, 2015

Welcome
On behalf of Chairman Bill Reagan and OAAA President and CEO Nancy Fletcher, the OAAA Biennial Membership meeting, held via webinar, was called to order at 2:00 pm. Remarks from Chairman Reagan were conveyed to everyone thanking OAAA members for participating in the governance activities of the association. It was noted that using webinars and other technologies to engage our members is a way for the association to keep up with changing times.

Roll Call
Myron Labbe held a roll call. There was a quorum present. The biennial business meeting, consistent with the OAAA Constitution and By-laws, had three action items for approval.

Approval of Minutes of last OAAA Biennial Membership meeting
Myron Labbe asked for approval of the May 20, 2013 minutes of the last OAAA Biennial Membership meeting. The minutes were unanimously approved via e-mail.

Ratification of actions of OAAA Board of Directors for 2013-2015
Myron Labbe summarized actions taken by the OAAA Board of Directors from 2013-2015, and asked for ratification. The Board of Directors actions for 2013-2015 were unanimously ratified via online poll. Labbe noted that there were two in-person board meetings, five full board conference calls and several amendments to the OAAA’s Constitution and By-laws during this time period.

Election of OAAA Board of Directors for 2015-2017
Myron Labbe asked members to vote for election of 2015-2017 OAAA officers and the Board of Directors, as nominated and approved by the Board on May 11, 2015. The 2015-2017 OAAA officers and Board of Directors were unanimously approved via online poll.

Convention Lessons:
OAAA’s Steve McKinn presented on 2015 OAAATAB national convention lessons and OAAA Awards winners. Matt Sallos provided an overview of 2015 OBE Awards winners along with a review of the new OBE website.
The webinar was adjourned at 3:05 pm.

Last OAAA Biennial Membership Meeting
May 20, 2015
### Ratification of 2015-2017 Board Actions

<table>
<thead>
<tr>
<th>Actions of May 11, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Updated OAAA Constitution and Bylaws</td>
</tr>
<tr>
<td>• New member applications from November 11, 2014, until May 11, 2015</td>
</tr>
<tr>
<td>• Election of 2015-2017 OAAA officers and Board of Directors</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Actions of November 3, 2015</th>
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<tbody>
<tr>
<td>• Minutes from the May 11, 2015 Board of Directors meeting and Consent Agenda</td>
</tr>
<tr>
<td>• New member applications from May 11, 2015 to November 3, 2015</td>
</tr>
<tr>
<td>• 2016 dues cards and 2016 budget</td>
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<table>
<thead>
<tr>
<th>Actions of April 18, 2016</th>
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<tbody>
<tr>
<td>• Minutes from the November 3, 2015 Board of Directors meeting and Consent Agenda</td>
</tr>
<tr>
<td>• New member applications from November 3, 2015 to April 18, 2016</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Actions of November 2, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Minutes of April 18, 2016 Board of Directors Meeting, Minutes of August 2, 2016 Board electronic vote and Consent Agenda</td>
</tr>
<tr>
<td>• New OAAA member applications from April 18, 2016 to November 2, 2016</td>
</tr>
<tr>
<td>• 2017 dues cards and 2017 budget</td>
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<tr>
<td>• Election of Chair-Elect for 2017 – 2019 Term</td>
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</tbody>
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<thead>
<tr>
<th>Actions of May 15, 2017</th>
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</thead>
<tbody>
<tr>
<td>• Minutes of November 2, 2016 Board of Directors Meeting, March 17, 2017 Board electronic vote and Consent Agenda</td>
</tr>
<tr>
<td>• New OAAA member applications from November 2, 2016 to May 15, 2017</td>
</tr>
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<td>• Updated OAAA Constitution and Bylaws</td>
</tr>
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<td>• Election of 2017-2019 OAAA officers and Board of Directors</td>
</tr>
</tbody>
</table>
Election of OAAA Officers - 2017-2019

Chair
Sean Reilly
Lamar Advertising Company

President & CEO
Nancy Fletcher
OAAA

Secretary
Jeremy Male
OUTFRONT Media

Treasurer
Don Allman
Intersection

Vice Chair, Communications
Scott Wells
Clear Channel Outdoor

Vice Chair, Legislative
Patrick O’Donnell
YESCO Outdoor Media

Vice Chair, Marketing
Jean-Luc Decaux
JCDecaux North America

Vice Chair, Membership
Tom Norton
Norton Outdoor Advertising

Vice Chair, Standards, Safety & Technology
Vince Miller
DDI Media

Vice Chair, Ways & Means
Kevin Gleason
Adams + Fairway Outdoor Advertising

Ex-Officio Chair
William Reagan, Sr.
Reagan National Advertising
### Election of Board of Directors – 2017 - 2019

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debra Abdalian-Thompson</td>
<td>Cleveland Outdoor Advertising</td>
</tr>
<tr>
<td>John Barrett</td>
<td>Barrett Outdoor Communication</td>
</tr>
<tr>
<td>Paul Cook</td>
<td>Wolverine Sign Works</td>
</tr>
<tr>
<td>Francois de Gaspe Beaubien</td>
<td>Zoom Media &amp; Marketing</td>
</tr>
<tr>
<td>Rick Del Mastro</td>
<td>City Outdoor USA</td>
</tr>
<tr>
<td>David Feldman</td>
<td>Park Outdoor Advertising</td>
</tr>
<tr>
<td>Doug Frantin</td>
<td>Streetblimps, Inc.</td>
</tr>
<tr>
<td>Lou Friedman</td>
<td>Total Outdoor</td>
</tr>
<tr>
<td>Steven Gorlechen</td>
<td>Steen Outdoor Advertising</td>
</tr>
<tr>
<td>Jeff Gunderman</td>
<td>EYE Corp Media</td>
</tr>
<tr>
<td>Drew Katz</td>
<td>Interstate Outdoor Advertising</td>
</tr>
<tr>
<td>David Kupiec</td>
<td>National CineMedia</td>
</tr>
<tr>
<td>Jim Moravec</td>
<td>Stott Outdoor Advertising</td>
</tr>
<tr>
<td>Ray Moyers</td>
<td>Signal Outdoor</td>
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<tr>
<td>Richard Peterson</td>
<td>Porter Advertising LLC</td>
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<tr>
<td>Steve Richards</td>
<td>Mile High Outdoor Advertising</td>
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<tr>
<td>Pudge Roberts</td>
<td>Coastal Outdoor Advertising</td>
</tr>
<tr>
<td>Bill Schwartz</td>
<td>Vector Media</td>
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<tr>
<td>Mike Zukin</td>
<td>Meadow Outdoor</td>
</tr>
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Outdoor Advertising Association of America
Thank you for Attending the 2017 OAAA Biennial Membership Call
OAAA/Geopath National Convention Learnings
Convention Presentations and Photos
Over 1,000 Convention Attendees – A Diverse Group!

- 1,024 – Total Registrants
- 174 – Advertiser/Agencies
- 446 – OOH Media Companies
- 240 – Associate members
- 40 – International Delegates
- 31 – Spouses/Guests
- 93 – Speakers, Staff, Press
Convention Expo – Products, Networking, Tech Hive
Looking Out in New Orleans
Tech Talks and Art + Science Exchange

Dan Brough, WAZE - OOH + Mobile: Transforming the Digital Billboard
Chan Lieu, Venable - The Road to Self-Driving Cars
Jeff Evenson, Corning Incorporated - Welcome to the Glass Age
Michael Rocha, Panasonic - How Game-Day Entertainment Molds the Industry

Shane Snow, Contently - Shortcuts: The Breakthrough Power of Lateral Thinking
Andy Azula, The Martin Agency - The Power of Subtraction
James Hurman, Previously Unavailable - The Case for Creativity

Brady Collings, Spyder - How to Improve a Brand’s Connection with Customers
Elina Greenstein, xAd - How to Make OOH Actionable Using Mobile Data
Mark Kwak, Foursquare - Understanding Real-Life Foot Traffic of an Audience
Richard Ventura, NEC - Facial Detection and the Impact on OOH

Sally Dickerson, Benchmarketing - OOH Recommended Percentages of Media Mix
Jim Spaeth, Sequent Partners - Don’t let an ROI Model Ruin Your Day!
Diane Williams, Nielsen - Posters Close-Up
Thank You to Our Convention Co-Chairs!

**Kevin Gleason, Co-Chair**
President & CEO
Adams + Fairway

**David Krupp, Co-Chair**
CEO, Kinetic Americas
Kinetic Worldwide
UNLEASHING THE POWER OF NEW DISRUPTION TO TRANSFORM YOUR BUSINESS

TOM GOODWIN - EVP, HEAD OF INNOVATION, ZENITH MEDIA
Things have never changed so fast before

But will never change so slowly again.
Power of the Paradigm Leap

The most transformative products ever made
Are the first in a new paradigm

In 2015 Uber, the world’s largest taxi company owns no vehicles, Facebook the world’s most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world’s largest accommodation provider owns no real estate.
Have they succeed *despite* a lack of experience or *because* of?

New Disruption.

Getting breakthrough results by ignoring assumption that limited others.
Digitizing vs. Transforming – Ignoring Traditional Assumptions
1) THINK:
WHAT WOULD YOUR BUSINESS
LOOK LIKE IF YOU SET IT UP TODAY?

2) THINK:
WHAT WOULD YOUR BUSINESS LOOK LIKE
YOU SET IT UP AROUND TECHNOLOGY AND
BEHAVIORS?
Goodwin’s Recommendations to Power OOH

1) Be aware of the power of disruption - how would your business be built today?
2) Place digital at the heart of what you and your business can do.
3) Worry about muscle memory, assumptions, expertise.
4) Be clear on what is changing and what is the same.
5) Be excited
State of the Industry
State of the Industry

All-time revenue high of $7.6 billion

28 consecutive quarters of growth

Every segment of the business is growing

¼ of the Top 100 OOH advertisers are digital or tech brands

OOH share will surpass magazines this year, and newspapers in 2019
To continue to transform the OOH medium...

...to prove that OOH is more powerful and valuable than anyone has yet to imagine.
Four Pathways to the Target

1. Tell today’s OOH story
2. Elevate OOH’s creative impact
3. Deliver ease of use and provable results
4. Do our part as industry stewards
1. Tell Today’s OOH Story
OOH Positioning Video

http://oaaa.org/AboutOOH/OOHBasics/OOHPositioningToolBox.aspx
Feel the Real
Agency Roadshows - 350+ and Counting
SHANE SNOW

AUTHOR: SMARTCUTS AND STORIES AT WORK
COFOUNDER: CONTENTLY
THOSE WHO TELL THE STORIES RULE THE WORLD

NATIVE AMERICAN PROVERB
Who do you trust more?

Queen vs. Rowling

- Queen: 37%
- Rowling: 63%
Element #1: Relatability

“I feel like I know her.”
Element #2: Novelty

How your brain activity spikes when we see something new.
Element #3: Fluency

“Great writing speeds you along.”
Element #4: Tension

The worst love story
Stories are a smarter way to connect with people.
Stories are powerful.

Great stories build relationships.

Great stories make us care.
2. Elevate OOH’s Creative Impact
The Case for Creativity

• Today’s advertising occurs in an age of distraction

• Psychologists describe 21st century consumers who are wired, tired, and stressed as normal – conditions that impact attention and memory

• As much as 70% of advertising ROI is attributable to creative quality

• From 1999-2015, the Cannes Lions Marketer of the Year brand outperformed the stock market by a factor of 3.5 times

• Creative impact is consistently ranked as the #1 reason advertisers buy OOH
Great Creative is Magic
“No other media mirrors OOH’s physical size and capacity for delivering a creative message.”

- David Krupp
Creative Testing Tool – 30,000+ Uses
A 2016 survey of media consumption by Microsoft concluded that the average attention span had fallen to **eight seconds**, down from 12 in the year 2000.

We now have a shorter attention span than goldfish, the study found.
OUR WORLD REVOLVES AROUND MULTISCREEN.
GREAT CONTENT DOES ALL THREE.
ONE RULE: PROVIDE VALUE

“Brands need to stop interrupting what consumers are interested in, and start becoming what they’re interested in.”

- @davidbeebe
What is Twitter?
Twitter put up billboards to show how it is connected to the world's biggest issues

Lara O'Reilly
Nov. 2, 2016, 6:10 AM
2,647
• 10 year+ client/agency relationships win twice as many Lions

• Budgets of all sizes win Lions - no correlation between media spend and Lions wins

• Simplicity works best
The Performance Enhancers Tool Kit

INDIVIDUAL TRIGGERS
- Passion/Purpose
- Risk
- Novelty
- Complexity
- Unpredictability
- Deep Embodiment
- Immediate Feedback
- Clear Goals
- Challenge/Skills Ratio
- Creativity/Pattern Recognition
3. Deliver Ease of Use and Provable Results
BIG DATA

2,500,000,000,000,000,000
Smart, Responsible Data
### Evolution / Revolution of the Marketer

**Past**
- Consumer / Categoric Dynamics
- Growing Brand
- Retaining / Creating new
- Media Toolbox
  - TV
  - Radio
  - Print
  - OOH

**Today**
- Consumer / Categoric Dynamics
- Growing Brand
- Retaining / Creating new
- Variety of Media
  - TV
  - Radio
  - Print
  - OOH
  - Social
  - Digital
  - E-Mail
  - Local Marketing
  - Right Time / Right Place
  - Analytics

**Future**
- Consumer / Categoric Dynamics
- Growing Brand
- Retaining / Creating new
- Variety of Media
  - TV
  - Radio
  - Print
  - OOH
  - Social
  - Digital
  - E-Mail
  - Local Marketing
  - Right Time / Right Place
  - Analytics
  - Experiential Marketing
  - More Technology

### What More Do Clients Want Today?
- Integrated thinking, planning, execution from their agency / media teams
- Analytically based recommendations
- Proof of performance
- Creativity to break-through
  - Technology
OOH – Data Driven, Highly Competitive Value
OOH - Available Alongside Other Core Local Media
Deliver Provable Results

Karen Goumados, Reagan Outdoor, accepts the 2017 Local Case Study Award from Geopath’s Kym Frank and OAAA’s Stephen Freitas.

STEPHANIE DeLONG, OUTFRONT MEDIA
AARON GUYTON, FAIRWAY OUTDOOR ADVERTISING
ANDREW KOREST, ADAMS OUTDOOR ADVERTISING
TIM PALOCHAK, LAMAR ADVERTISING COMPANY
JOSHUA TURNER, ADAMS OUTDOOR ADVERTISING
OOH – EFFECTIVE WITH STRONG ROI

![Sales ROI Chart](chart.png)

Source: Benchmarking
Outdoor Advertising Association of America

OOH Continues to Add Incremental Value After TV, Radio Diminish

- TV and Radio are high in diminishing returns
- If sales are the only objective, budget should be allocated to OOH and taken out of
  - Radio first
  - TV next
- If new budget is available, it will best be allocated to OOH
- If budgets are to be reduced, OOH should be protected and share should be reduced from Radio, TV, Newspaper, and Display first
OOH Increases Effectiveness of Search +40%, and Print +14%

• Sales Revenue ROI Using OOH
  Per ad dollar spent

<table>
<thead>
<tr>
<th>Media Type</th>
<th>TV</th>
<th>OOH</th>
<th>Radio</th>
<th>Print</th>
<th>Digital Display</th>
<th>Digital Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales ROI</td>
<td>5.57</td>
<td>5.97</td>
<td>1.37</td>
<td>3.73</td>
<td>4.58</td>
<td>14.28</td>
</tr>
</tbody>
</table>

• Sales Revenue ROI Not using OOH
  Per ad dollar spent

<table>
<thead>
<tr>
<th>Media Type</th>
<th>TV</th>
<th>OOH</th>
<th>Radio</th>
<th>Print</th>
<th>Digital Display</th>
<th>Digital Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales ROI</td>
<td>6.73</td>
<td>5.85</td>
<td>4.01</td>
<td>5.11</td>
<td>10.24</td>
<td></td>
</tr>
</tbody>
</table>

Source: Benchmarketing
OOH MOST EFFECTIVE IN DRIVING ONLINE ACTIVATION

OOH media delivers more online activity per advertising dollar spent compared to other offline media.

Note: index shown is not calculated from whole numbers. In the search calculation, OOH share of media is actually 6.9% and search activation share is 26.3%. Thus, 26.3/6.9 = 381 which is the index shown. When rounded to 7% and 26%, the index computes as 26/7 or 371.
Upcoming Research Webinars

- Wednesday, June 7, 2 pm – Nielsen OOH Online Activation Survey & Recent Nielsen Studies Compilation Report

- Wednesday, June 21, Noon – Benchmarketing OOH ROI/Media Mix Optimization Study
4. Do Our Part as Industry Stewards
We Share Responsibility to Protect the Value and Future of OOH

Never take the ubiquity of the OOH platform for granted

Remember the highest-value OOH assets tend to be highly regulated

Understand the big development opportunities tend to depend on the support of government and the public
Stewards of Privacy and Technology
Stewards for Our Business in a Self-Driving America
Stewards of the Environment
Earth’s Mammal Population – Wild Animals are Smallest Sector
I AM NOT A TRINKET

Tens of thousands of elephants are killed every year for their ivory tusks, which are made into everything from knickknacks to souvenirs.

STOP WILDLIFE CRIME
IT’S DEAD SERIOUS

worldwildlife.org/wildlifecrime

United Nations Building
New York City
SEE WHAT WE CAN

#SaveTogether

DONATE AT PHOTOARK.ORG

Outdoor Advertising Association of America
Part of American Life
We Know Our Target

To continue to transform the OOH medium...

...to prove that OOH is more powerful and valuable than anyone has yet to imagine.
Four Pathways to the Target

1. Tell today’s OOH story
2. Elevate OOH’s creative impact
3. Deliver ease of use and provable results
4. Do our part as industry stewards
2017 Industry Awards
OAAA Hall of Fame

- Don Avjean, OUTFRONT Media
- Paul Cook, Wolverine Sign Works
- Greg McGrath, Clear Channel Outdoor
- Pat O’Donnell, YESCO Outdoor Media
- Debra Abdalian-Thompson, Cleveland Outdoor Advertising
L. Ray Vahue Marketing Award of Merit

Rick Robinson
Billups
Myles Standish Distinguished Achievement Award of Excellence

Bill Reagan
Reagan Outdoor
2017 OBIE Awards Judges

Jeanie Caggiano
EVP, Executive Creative Director
Leo Burnett

Victoria Azarian
Executive Creative Director, Ogilvy New York

Eddy Herty
National Creative Director, OUTFRONT Media

Bob Shallcross
Chief Creative Officer, Moroch

Ryan Laul
President, Outdoor Media Group

Dennis Walker
Creative Group Head/Art Director, The Richards Group

Sean Crane
Group Creative Director, Grey

Outdoor Advertising Association of America
2017 OBIE Awards

Transportation, Travel, and Tourism
### 2017 OBIE Awards

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Number of Years of the OBIES</td>
<td>75</td>
</tr>
<tr>
<td>Total 2017 Submissions</td>
<td>706</td>
</tr>
<tr>
<td>2016 Gold OBIES</td>
<td>7</td>
</tr>
<tr>
<td>2016 Silver OBIES</td>
<td>10</td>
</tr>
</tbody>
</table>
2017 Platinum Award
Twitter for #What’sHappening
2017 OBIE Hall of Fame: Warner Bros. Pictures
Gold OBIE
Wieden+Kennedy for Nike Unlimited Greatness ft. Serena Williams
Gold OBIE
Moroch and Sly Fox for McDonald’s World Famous Fries®
Gold OBIE
AIDS Healthcare Foundation for FreeSTDCheck.org
Gold OBIE
CP+B for American Airlines
Gold OBIE 72andSunny for Google Home

“Ok Google, set the temperature to 71°”
Gold OBIE
McCann London for Ethos Travel
WITHOUT TEACHERS, WE WOULD ALL BE DUM.

HAPPY TEACHER APPRECIATION WEEK!
Digital Design Craft Award
Posterscope for FOX Lethal Weapon
Illustration Craft Award
HBO for Animals
Photography Craft Award
SS+K for Fusion
#OBIE75

Rehearsal for hosting tonight at Obie awards (celebrating outdoor advertising) in New Orleans! #obie75 lookout2017

Intersection @intersection_co 4h
Thrilled to take home 5 @TheOBIEAwards this week! Congrats to all our partners and teams: obieawards.org/Current-Winners #OBIE75

@TheOBIEAwards
Obieawards.org

View and download all of this year’s winning creative

CURRENT WINNERS

Order the 2017 OBIE Book here
Save the Date – 2018 Geopath/OAAA National Convention & Expo

2018 GEOPATH/OAAA OUT OF HOME MEDIA NATIONAL CONVENTION & EXPO

JW MARRIOTT HOTEL
AUSTIN, TEXAS
MAY 7 - 9, 2018