

BACK-TO-SCHOOL SHOPPING & THE VALUE OF OOH

LoopMe surveyed 2,059 US adults July 31–August 4 to understand their plans for back-to-school shopping.

41% of US adults will be shopping for Back-to-School

59% plan to spend at least \$250 and 31% plan to spend over \$500



What Back-to-School shoppers plan to buy:

- 26% Clothing
- 26% Back-to-school supplies
- 23% Computer/Other technology
- 16% Personal protective equipment
- 10% At-home school furniture

Where Back-to-School consumers plan to do most of their shopping:

- 38% Online
- 28% Big box stores
- 14% Dollar stores
- 12% Office supply stores
- 8% Electronics stores



They'll be shopping for these students:

- 29% Elementary school
- 25% High school
- 21% College
- 18% Middle school
- 6% Pre-school



HOW OOH INFLUENCES BACK-TO-SCHOOL SHOPPERS:

DRIVES CONSUMERS TO STORES

Almost always near the point of sale or transaction and frequently the last ad seen by consumers prior to a purchase. OOH outperforms mobile or mobile + desktop advertising in driving consumers to stores.

BUILDS AWARENESS & RECOGNITION

Because OOH is the most favorably viewed type of consumer advertising, it builds awareness rapidly, and magnifies audience impressions through earned media, especially social media.

DRIVES DIGITAL ENGAGEMENT

Increases ROI for search advertising by 40% and drives online activation better than all traditional media and banner ads.

ALWAYS ON – BREAKS THROUGH CLUTTER

Cannot be delayed, skipped, turned off, produces the highest ad recall, and printed OOH offers 24/7 coverage.

DRIVES MOBILE ENGAGEMENT

OOH prompts 66% of adult travelers to take an action on their mobile device, including 42% who search and 32% who visit advertiser websites.

SPEED AND FLEXIBILITY

Digital OOH offers instantaneous message updates and as many changes as needed.

Source: Benchmarking, Cuebia, Nielsen

