

## One Quarter of Top OOH Advertisers are Major Tech Brands

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OAAA released the [2017 MegaBrands](#) report, a comprehensive review of the largest national advertisers. The report reviews the top 100 OOH advertisers and top 100 total media advertisers, along with their ad spend by medium, and ad agency relationships.

Of the top 100 OOH advertisers, nearly one quarter are technology brands, including Apple (#2), Amazon (#6), Dell (#37), Google (#5), Microsoft (#26), and Samsung (#17).

“Tech brands continue to increase their spend in OOH and have steadily become top users of the medium,” said OAAA’s Chief Marketing Officer Stephen Freitas. “These big tech brands are using OOH to tell their stories, reach today’s mobile consumers, and drive online traffic.”

Of the top 100 OOH advertisers in 2017, 64 had increases in OOH spend equal or greater to the industry increase of 1.2 percent. Ranked in order of OOH spending, the top 20 advertisers in 2017 were:

1. McDonald’s
2. Apple
3. Geico
4. American Express
5. Google
6. Amazon
7. Coca-Cola
8. HBO
9. Verizon
10. Chevrolet
11. Netflix
12. Warner Bros Pictures
13. Sprint
14. State Farm
15. AT&T
16. Metro PCS
17. Samsung
18. Disney
19. Toyota
20. Comcast



Apple is the no. 2 OOH advertiser

McDonald’s and Apple retained the top two positions for the fifth consecutive year, while McDonald’s has held the top spot since 1999.

A dozen advertisers more than doubled their OOH investment in 2017, included Barclays, General Motors, Google, Hilton Hotels and Resorts, Hyundai, Katy Perry, Mattress Firm Store, Nissan, Progressive, Toyota, Volkswagen, and Zoom Communications.