

# Consumer Engagement with Out of Home Media



## OOH Ads Deliver Important Earned Impressions Through Social Media

**67%** of both Gen Z and Millennials have seen an OOH ad reposted on social media

**91%** of Gen Z and **82%** of Millennials would reshare an OOH ad on social media

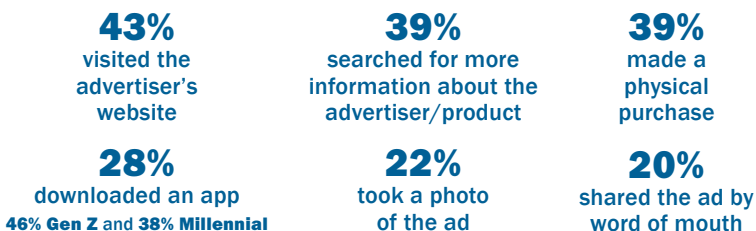


## OOH Ads Drive Real-World Action

**77%** of consumers in cities of 1M+ population have recently engaged with an OOH ad

**57%** of consumers in all areas of the US have recently engaged with an OOH ad

### Among those who engaged:



## OOH Ads That Best Capture Consumer Attention and Engagement

**62%** feature favorite brand or product

**52%** highlight local businesses, artists or events

**51%** feature favorite artist, celebrity or influencer

**48%** provide access to new product from favorite brand (NFC, QR code, SMS)

**45%** customized with information based on current time, weather, location

**45%** colorful and vibrant

**38%** clever or funny

**35%** simple in design with few words