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



25% of Millennials would reshare a television show or movie ad



21% of Gen X would reshare ads featuring their favorite musical artist



15% of Women and Millennials would reshare clothing ads



14% of Millennials would reshare sporting event ads



14% of Gen Z would reshare car or truck ads



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:

43% visited the advertiser's website

28% downloaded an app 46% Gen Z and 38% Millennial **39**%

searched for more information about the advertiser/product

22% took a photo of the ad 39% made a physical purchase

20% shared the ad by word of mouth



OOH Ads That Best Capture Consumer Attention and Engagement

62% feature favorite brand or product

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



