

OOH Drives Automotive Category Activation



OOH Automotive Ads Generate Attention

Consumers who recently noticed an OOH automotive ad:

52% of consumers in cities of 1M+ in size

50% of Gen Z

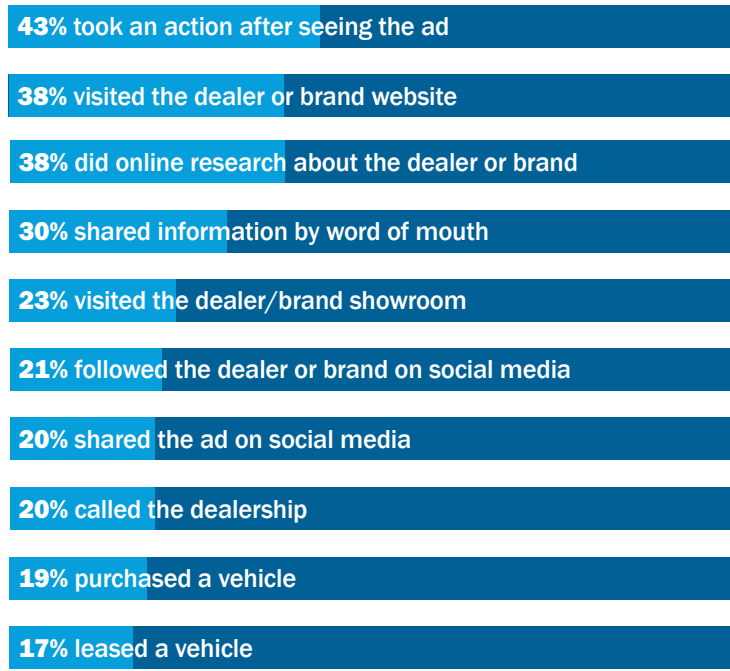
49% of men and Millennials

38% of all adult consumers



OOH Automotive Ads Drive Activation

Among those consumers who recently noticed an OOH automotive ad:



OOH Automotive Ads Generate Engagement

Types of OOH automotive ads most likely to engage consumers:

