

OOH: High Relevance for Special Occasions Shopping



OOH Ads Useful for Mother's Day, Father's Day, Graduations and Weddings Gift Giving

Consumers who find OOH ad messages useful when shopping for these special occasions:

- 42%** of adult consumers
- 49%** of adult men
- 55%** in cities of 1M+ population
- 62%** of Millennial men
- 66%** of Millennials in cities of 1M+ populations



Purchases by Younger Consumers, Urbanites Most Likely to be Influenced by OOH Ads

Customers who say OOH ads are likely to influence their purchase decisions for these occasions:

Mother's Day



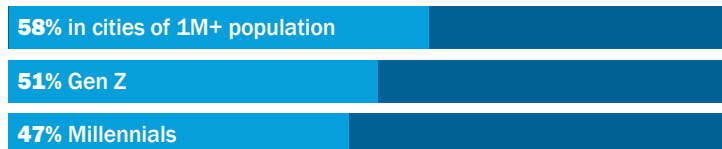
Father's Day



Graduations

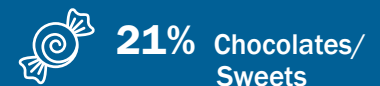


Weddings



Top Gift Choices for Spring/Summer Special Occasion Shopping

Mother's Day



Gift Cards are Top Choice for these Occasions:

