



Outdoor Advertising Association of America

OOH Brand Positioning

Project Objective

Partner with senior industry representatives to update the OOH advertising vision, brand, and positioning strategy for 2017-2021

OOH Positioning Advisory Committee

Don Allman

Jean-Luc Decaux

Kevin Gleason

Dan Levi

Jeremy Male

William Reagan

Sean Reilly

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Vice Chairman, Intersection

Co-CEO, JCDecaux North America

President & CEO, Adams + Fairway

CMO, Clear Channel Outdoor

CEO, OUTFRONT Media

Chairman, Reagan Outdoor

CEO, Lamar Advertising

CMO, OUTFRONT Media

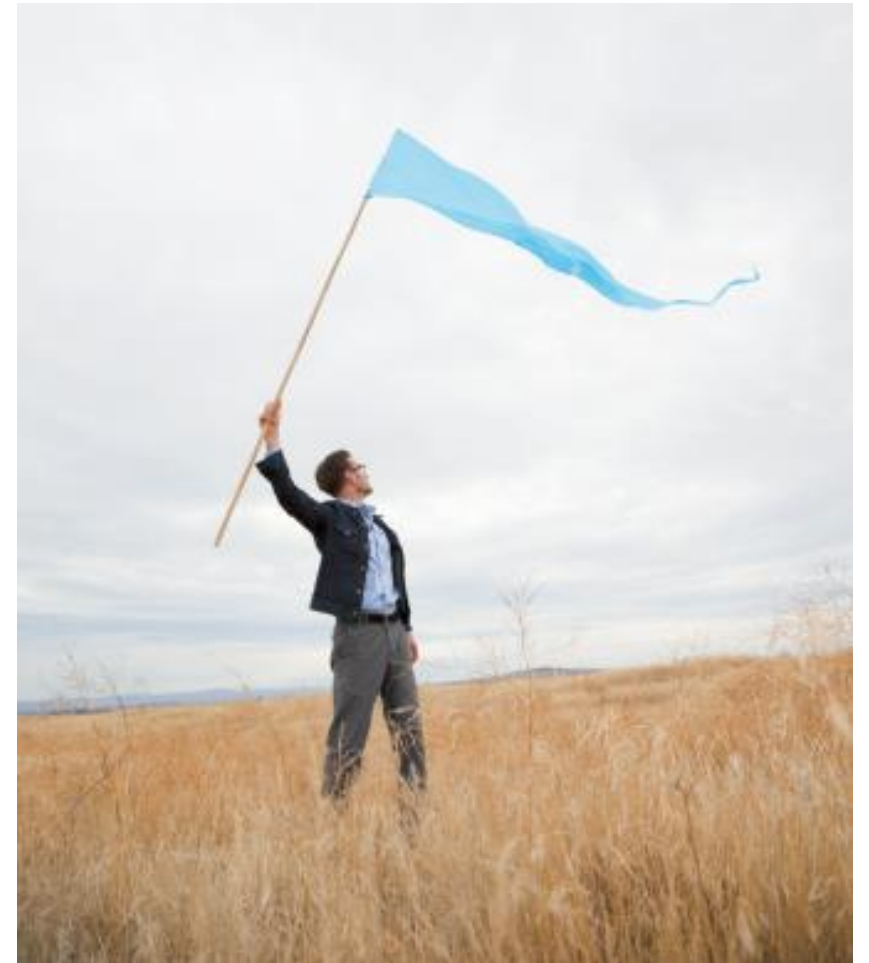
CEO, Clear Channel Outdoor

Why is Positioning Important?

Brand positioning is the main idea your brand stands for in the mind of your target audience

It's important because:

- Your brand communicates who you are, what your purpose is, and why customers should be interested
- It acts like a 'north star' or roadmap that brings internal focus and clarity
- It informs strategy, communications, and decision-making
- It serves as an internal 'manifesto' that rallies team members around a single vision



Best Practices – Alignment and Consistency

The most successful brands treat positioning as a 360-degree effort, aligning all operations to consistently deliver the brand promise in all touch points



Final Strategy



2017 – 2021

We'll achieve significant industry revenue growth by making OOH advertising more of a core media buy than ever before

Why a Core Media Buy?

core

/kôr/
Adjective

Definition: The central, most important, fundamental, or essential part of something.

Synonyms: *Basis, critical, crux, essence, vital, foundation, important, nucleus*

“OOH advertising should be a **core** part of the media mix.”

Brand Evolution – How to Become a “core” Media Buy

From:

Location



Creative



Innovative



Siloed



Sales-Focused



To:

Audience + Location + Data

Big, bold, beautiful storytelling

Effective and scalable innovation

Integrated and connected

Solutions-oriented and results-driven

Brand Pyramid

Spike Attributes:

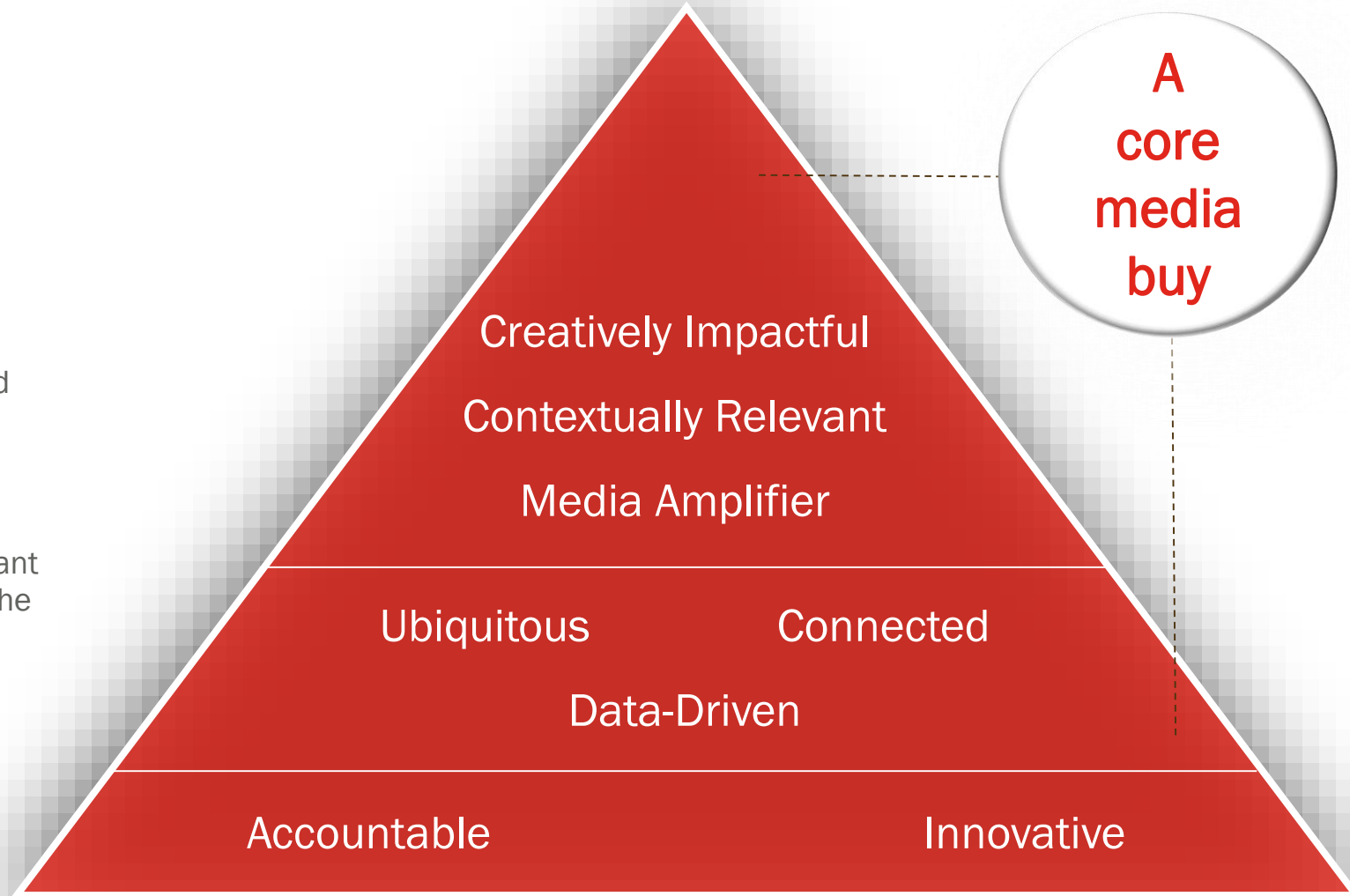
Brand attributes which define and differentiate the brand

Qualifying Attributes:

Valued attributes that are important reasons to believe, and support the overall brand positioning

Entrystake Attributes:

Commodity attributes expected of all competitors



Definitions – Spike Attributes

Creatively Impactful

- Big, bold, beautiful creative
- Powerful storytelling
- Range of sizes, shapes, formats, and technologies offer a creative blank canvas
- Out of the box thinking

Contextually Relevant

- Right message, right time, right audience
- Targets and engages consumers by location, demo, behavior, day-part, weather, news, etc.
- Provides unmatched placed-based relevance

Media Amplifier

- Extends and strengthens reach and frequency in an integrated media plan
- Most effective driver of mobile, social, and digital clicks and page views
- Mass reach makes ad campaigns feel bigger

Definitions – Qualifying Attributes

Ubiquitous

- Always on 24/7/365
- Surrounds and immerses consumers during the 70% of the day they're away from home
- Can't be blocked, skipped, or viewed by bots
- Provides real-life impact in a digital world

Connected

- Leading-edge technology connects and engages with consumers
- A full partner in integrated media planning and buying
- Connected networks and platforms

Data-driven

- Geo-location and audience measurement deliver improved targeting and deeper consumer insight
- Big data and enhanced analytics offer more expansive performance and ROI analysis

Definitions – Entry Attributes

Accountable

- Customer-focused
- Solutions-oriented and results-driven
- Professional talent
- High quality, well-maintained products


Innovative

- Forward-thinking
- Realistic, effective, scalable innovation
- Digitally-native and media-fluent thinking
- Continuous improvement of the customer experience

Brand Positioning Statement – “A Core Media Buy”

Target Audience (To):	Media, advertising, and marketing professionals in the United States
Frame of Reference (What):	Out of home advertising (“OOH”)
Positioning Benefit (Is):	Is a core media buy
Reasons to Believe/Proof Points (Because OOH is):	<ul style="list-style-type: none">• Creatively impactful – with big, bold, beautiful storytelling• Contextually relevant – delivering the right message, at the right time and place, to the right audience• A media amplifier – extending and strengthening reach, while driving mobile, social, and digital clicks and page views• Ubiquitous – always on 24/7/365, offering real-life impact in a digital advertising world• Connected – using big data and leading-edge technology to better engage and interact with consumers

Elevator Story

A close-up photograph of an elevator control panel with several buttons illuminated in blue. The buttons are labeled with numbers and symbols, including '17B', '17A', '170', '167', '1B', and '1A'. A white text box is overlaid on the right side of the image.

OOH advertising should be a **core media buy** – because it's more creative, more relevant, and more of a media amplifier than ever before.

Final Value Proposition



OOH Value Proposition

In a world of clicks, likes, and page views, Out of Home advertising (“OOH”) is more of a core media buy than ever before. OOH is the real thing. It can’t be blocked, skipped, or viewed by bots. OOH is always on, surrounding and immersing audiences with real, powerful, advertising, wherever consumers live, work, travel, shop, and play.

Real. Creative. Advertising.

OOH advertising offers big, bold, powerful storytelling, and a range of formats and unique locations that deliver larger-than-life impact. New mobile, wireless, and digital OOH technologies offer creative and innovative ways to interact and transact with consumers.

Real. Relevant. Advertising.

OOH advertising delivers the right message, at the right time and place, to the right audience. It offers highly targeted and contextually relevant advertising based on location, demographics, consumer behavior, and even day-part.

Real. Connected. Advertising.

OOH uses leading-edge technology to strengthen bonds between brands and consumers, to improve targeting and ROI analysis, and to stay ahead of where consumers are heading. With connected networks and platforms, OOH advertising is a fully integrated partner in the media planning and buying ecosystem.

Real. Effective. Advertising.

OOH advertising drives awareness and brand affinity. It’s also a proven media amplifier, because it extends reach and frequency in integrated campaigns and is the most efficient driver of mobile, social, and digital engagement.

OOH
Real. Powerful. Advertising.

Final Brand Identity



Logo



Tagline

A short phrase that communicates a core facet of the brand's positioning in a creative and memorable way. Often considered 'verbal identity' because of how strongly tags can be associated with a brand.

Classic Taglines

- The relentless pursuit of perfection – *Lexus*
- Must-See TV – *NBC*
- Just Do It – *Nike*
- Think small. - *VW Beetle*
- Imagination at work. – *GE*
- A diamond is forever. – *DeBeers*
- Think Different – *Apple*

Tagline

Real. Powerful. Advertising.

The logo consists of two large, stylized 'O's and a large 'H'. Each 'O' is split vertically, with the left half being red and the right half being grey. The 'H' is also split vertically, with the left half being red and the right half being grey. The letters are bold and sans-serif.

Real. Powerful. Advertising.



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