



Outdoor Advertising Association of America

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.