

THE VALUE OF OOH

- Record levels of consumer miles driven and passenger miles flown in recent years have helped make OOH the second fastest-growing ad medium in the U.S. Only digital advertising has grown faster.
- Consumers 18-64 spend more time with OOH than any other ad media except for television.
- OOH viewers are younger and more affluent than the general US population, and the highest indexing OOH demographic is adults ages 16 – 34.
- Modeling research recommends OOH media plan share at 9%-17%. Current OOH average share is only 4%, so many media plans are not optimized because OOH is under-allocated.
- OOH generates greater store traffic increases than mobile, or mobile plus desktop media.
- OOH delivers superior ROI. For every \$1 spent on OOH approximately \$5.97 in sales is generated, outperforming digital display, print and radio. Plus, OOH increases the ROI of search by 40%.
- OOH drives more online activity per ad dollar spent than TV, radio, print, and banner ads. OOH generates over 3 times the level of expected online activation based on share of ad spend.
- 66% of OOH viewers, ages 16+, were prompted by an OOH ad to engage in an action on their smartphone, and 42% used their smartphone to search for an OOH advertiser.



Real. Powerful. Advertising.



OOH MEDIA PLAN AWARDS

The OOH Media Plan Awards program honors efficient and effective out of home media plans that maximize the synergies between media and creative strategies based on budget size.

The Media Plan Awards open for submissions in June and are accepted through August.

Enter at oaaa.org/oohmediaplanawards

OBIE AWARDS

The OBIE Awards are one of the oldest and most prestigious awards programs in the advertising industry. For over 70 years, the OBIEs have honored creative excellence in the OOH medium.

Each year, the OBIE Call For Entry launches in October with the deadline set in December.

Enter at obieawards.org



OBIE

