





Audiences are

DISTRACTED

and **UNENGAGED**



Blue Bite



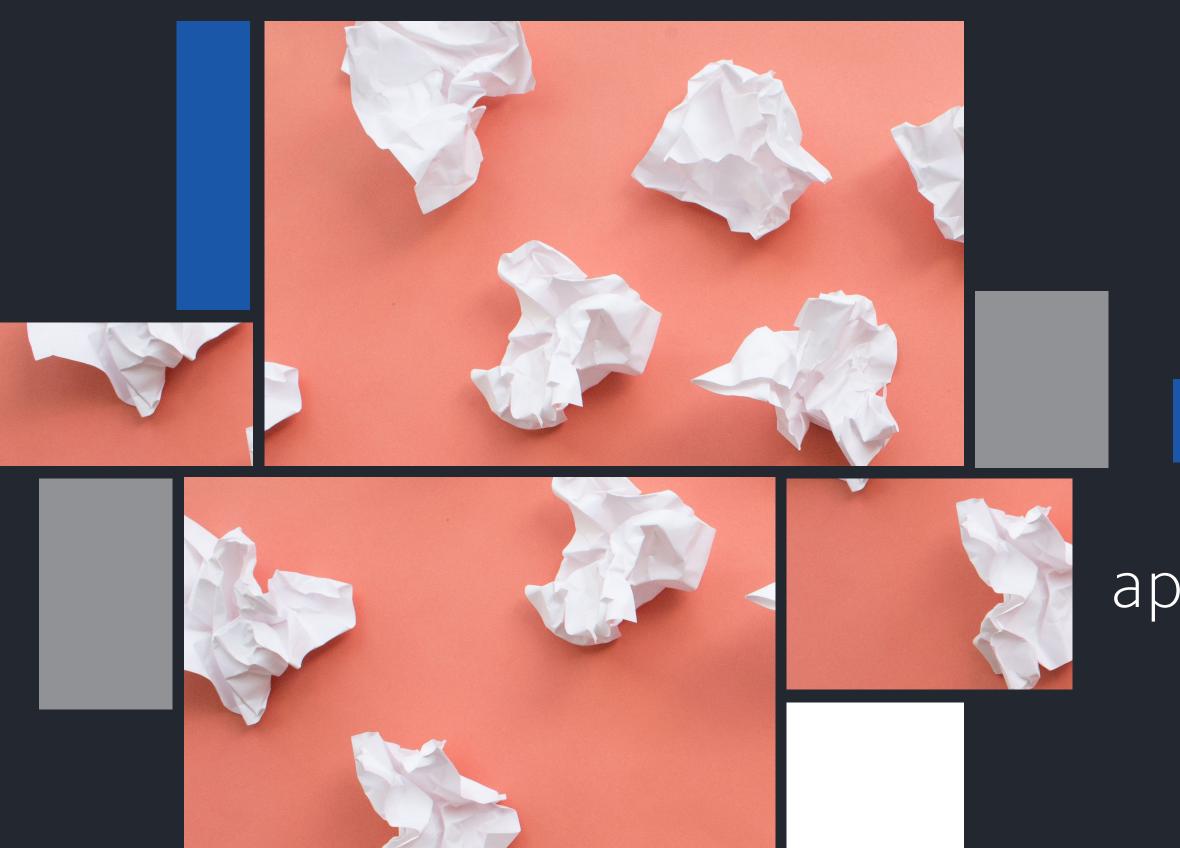


OOH is often seen as a

NICE-TO-HAVE

advertising medium

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"STRAIGHT JACKET"

approach to creativity





Limited way to

EFFECTIVELY MEASURE

Return on Investment



	2007	COMPOUND ANNUAL GROWTH RATE (CAGR)	2016	COMPOUND ANNUAL GROWTH RATE (CAGR)	2021
ООН	\$4.0B	10%	\$9.2B	4%	\$11B
МОВ	\$1.5B	42%	\$36.6B	23%	\$102.31B

Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000

[+] PIERRE NANTERME
CEO of Accenture





- Voluntary interactions indicate high intent

- Amplify messaging

- Digital interactions are highly measurable

- Digital integration provides a unique/stand-out element

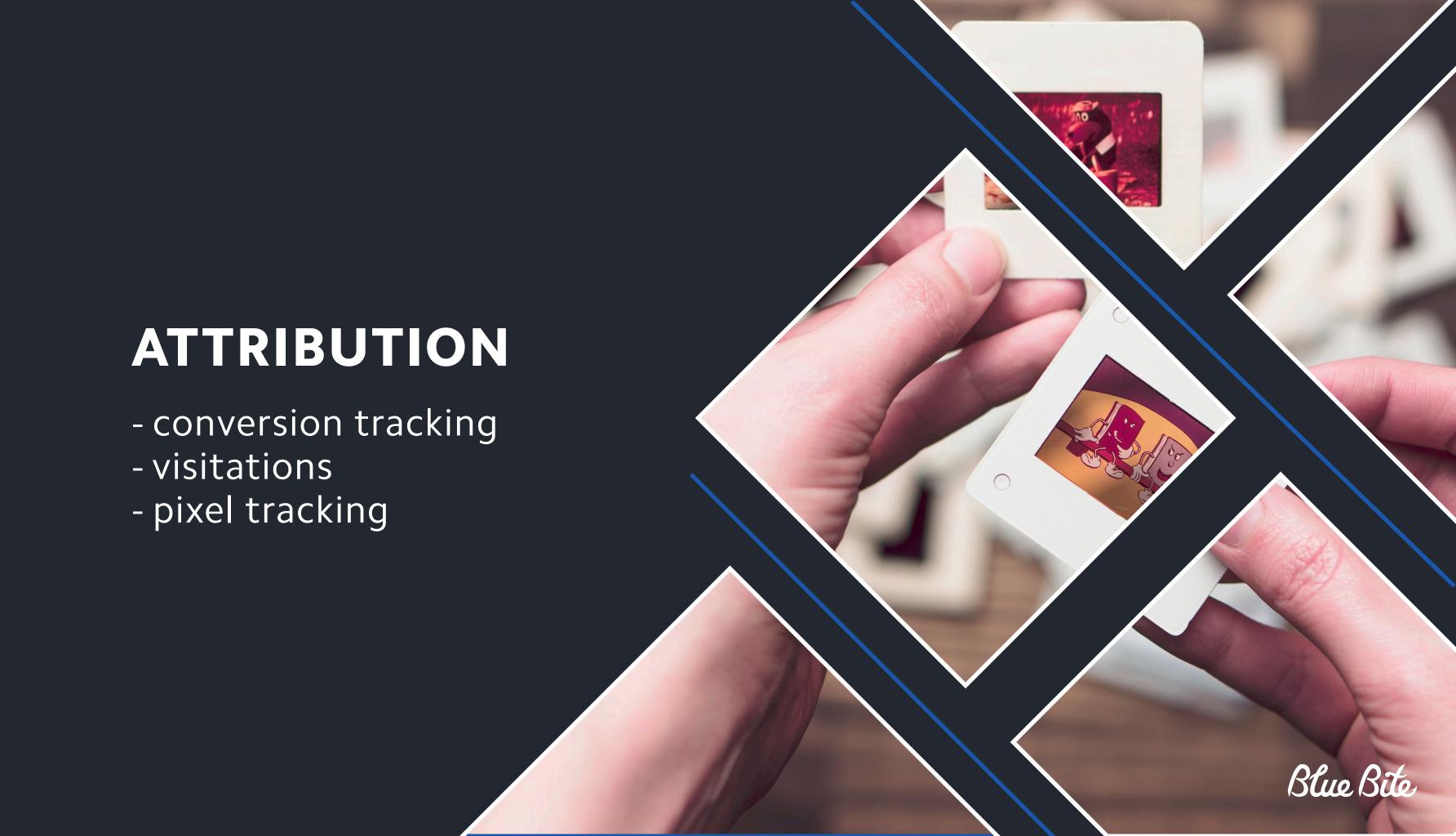


LOCATION PROXIMITY

- out of home
- points of interest
- behavioral intent
- recency















PERSONALIZED CONTENT AND EXPERIENCES











