



Consumer Shopping Intent – Black Friday & Cyber Monday

OOH PRIMED TO INFLUENCE KEY HOLIDAY SHOPPERS



Out of Home Advertising Association of America

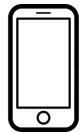
Survey Methodology



- Total Respondents: 1,368



- Audience: US Adults 18+



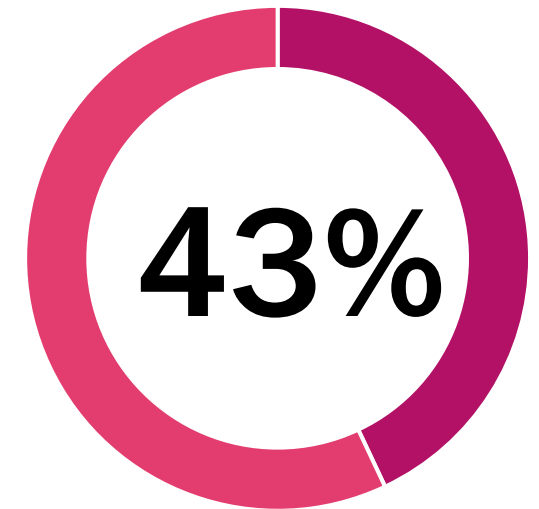
- Method: Mobile device



- Survey Dates: 10/19 - 10/21

Many Black Friday/Cyber Monday Shoppers Will Be Looking For Promotional Ad Signage

- ▶ 50% of US adults will be shopping on Black Friday alone.
- ▶ Nearly half (43%) of Black Friday and Cyber Monday shoppers report they'll be looking for ad signage promoting special sales and deals.



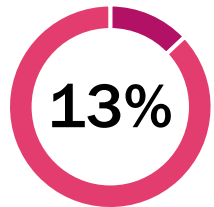
Contactless Promotional Offerings Generate Highest Interest With Heavy Spenders

The significant increase in contactless transactions during the pandemic is transferring to shopper enthusiasm for promotional technology options:

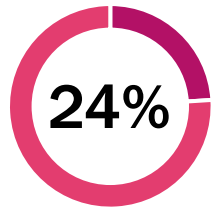
- ▶ 38% of US adults shopping in-person on Black Friday report an interest in ad signage offering discounts and specials via QR codes, NFC sensors or SMS text.
- ▶ Among Black Friday in-person shoppers planning to spend at least half of their holiday budget on Black Friday and Cyber Monday, 58% are interested in ad signage offering QR codes, NFC sensors or SMS text discounts or specials.



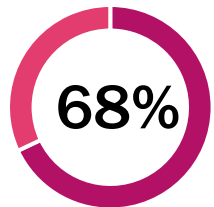
Black Friday and Cyber Monday Generate A Majority of Holiday Spending Among a Minority of Shoppers



- ▶ 13% of US adult consumers plan to spend at least half of their holiday shopping budget on Black Friday and Cyber Monday



- ▶ 24% plan to spend at least one quarter of their holiday budget on these two key dates.

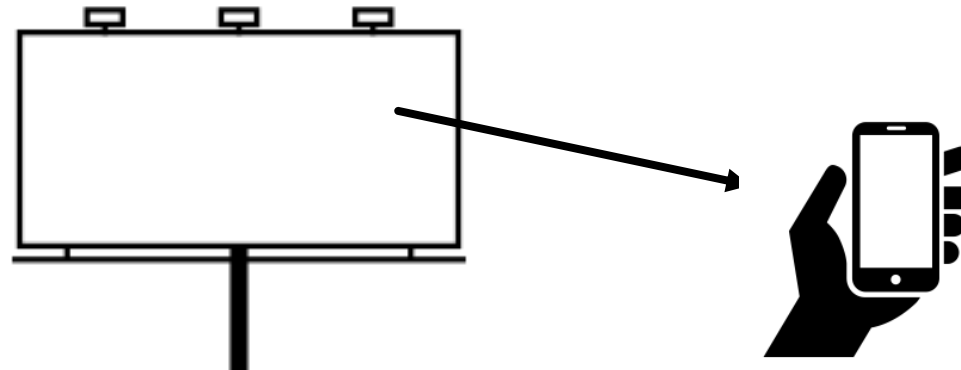


- ▶ 68% of consumers plan to spend 10 percent or less of their total holiday shopping budget on these two days, reinforcing the importance of the entire holiday shopping season.

Just Over Half Of Black Friday Shopping Will Be Online



- ▶ 52% of Black Friday shopping will take place online.
- ▶ Recent Harris Poll research reported 68% of US adults are suffering from digital online burnout and tuning out digital online ads.
- ▶ OOH has a high propensity to influence these shoppers as Nielsen found OOH to be more efficient in driving online activation than TV, print, radio or banner ads.



Almost Half Of Black Friday Shopping Will Be In Stores



- ▶ 50% of US adults will be shopping on Black Friday and 48% of their shopping will take in brick-and-mortar retail stores.
- ▶ The bulk of their planned purchases will come from:
 - ▶ Shopping centers and locally owned stores (18% each)
 - ▶ Big box stores (9%)
 - ▶ Discount club stores (4%)



Black Friday And Cyber Monday Spending Occurs In Key Product Categories

The majority of planned purchases for both Black Friday and Cyber Monday will be generated in these key product categories:



► Clothing and shoes = 37%



► Consumer electronics = 28%



► Household goods = 18%



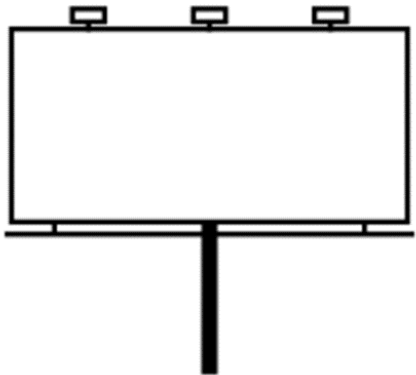
► Sporting goods = 12%



► Jewelry = 5%

Promotional Ad Signage Generates Highest Interest Among Clothing/Shoes and Consumer Electronics Shoppers

Clothing and shoes, and consumer electronics generate the highest interest in promotional ad signage:



- ▶ 80% of Black Friday/Cyber Monday shoppers spending primarily on clothes or shoes will look for ad signage for special sales and deals.
- ▶ 58% of Black Friday/Cyber Monday shoppers spending primarily on consumer electronics will look for ad signage for special sales and deals.

Clothing/Shoes and Consumer Electronics Shoppers Express Greatest Interest In Contactless Promotional Offerings

Clothing and shoes, and consumer electronics generate the highest interest in promotional technology options:



- ▶ 74% of Black Friday/Cyber Monday shoppers spending primarily on clothes or shoes are interested in Black Friday ad signage offering discounts or specials via QR codes, NFC or SMS.



- ▶ 58% of Black Friday/Cyber Monday shoppers spending primarily on consumer electronics are interested in Black Friday ad signage offering discounts or specials via QR codes, NFC or SMS.