



Outdoor Advertising Association of America

# 2018 OOH Media Conference Learnings + OBIE Awards

# OOH National Conference Learnings



State of the

# OOH Industry

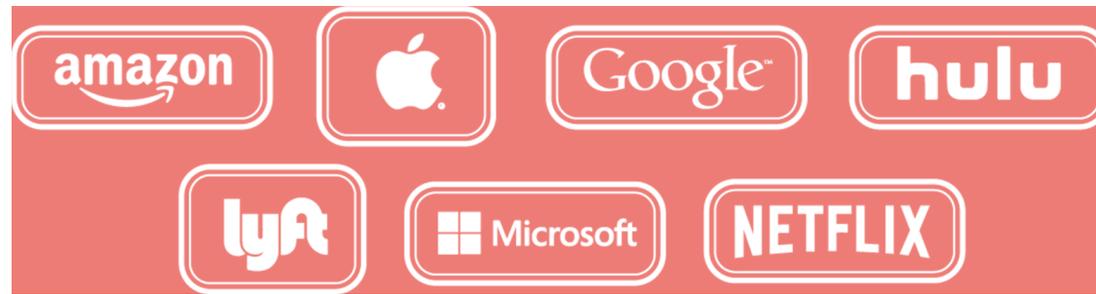
## A Call For More Collaboration



Nancy Fletcher OAAA President and CEO

# OOH – Strong Success and Promising Growth

- All-time revenue high of \$7.7 billion
- 31 consecutive quarters of growth
- Almost ¼ of the Top 100 OOH advertisers are tech and digitally-native brands like Amazon, Apple, Google, Hulu, Lyft, Microsoft, and Netflix
- Technology, data and infrastructure are helping fuel OOH success



# OOH – A Hero Sparking Social Conversations

“OOH has gone from stepsister to hero; it is the rising star of traditional media.”



# A Disrupted Advertising Marketplace

- Digital media ad spend rose +17% in 2017 to 45% market share, according to MAGNA.
- OOH revenue is growing, but stuck at 4% share.
- Data analytics - transforming every corner of OOH.
- Potentially disruptive innovations - augmented reality, artificial intelligence, autonomous vehicles, and Smart Cities



# OOH History - Proven Model of Vision, Unity, and Resolve

- Standardizing ad formats
- Developing measurement standards
- Protecting property rights
- Rolling out digital formats and defending digital billboards in court

Digital OOH Displays
1800 x 600 Pixel Ratio/3:1 Aspect Ratio Large Bulletin
1400 x 400 Pixel Ratio/7:2 Aspect Ratio Standard Bulletin
Junior Bulletin
840 x 840 Pixel Ratio/1:1 Aspect Ratio Square Bulletin
840 x 400 Pixel Ratio/21:10 Aspect Ratio Standard Poster
Junior Poster



# Collaboration Within Our Industry

- OOH Positioning

- Tell OOH's unprecedented story in a unified voice to convince clients, existing and new, that OOH deserves a bigger piece of the media pie
- All members should be aligned with the OOH positioning

- New Ad Campaign

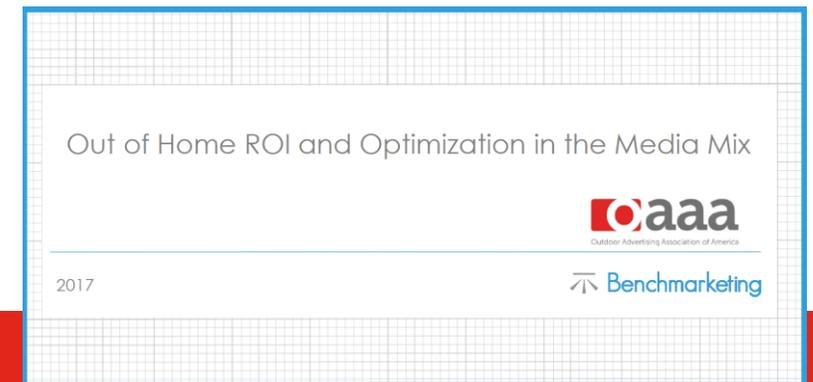
- Direct to advertisers and agencies just like 2015's successful "Feel the Real" campaign
- Continue the conversation about the role of OOH and how it complements digital
- Publicis New York – Agency of Record
- Member support is critical - resources, inventory and commitment



# Collaboration Within Our Industry

## OOH Research - industry resources/expertise to prove OOH effectiveness

- In 2017, published research studies demonstrating:
  - OOH ROI outranks most competitive media
  - OOH produces online activity better than all traditional media and banner ads
  - OOH posters are highly effective, drive engagement, and connect with young adults
- In 2018, publishing 2 new studies:
  - OOH deserves greater allocation across all product verticals/budget sizes (released in Austin)
  - Attribution analysis proving OOH drives consumer actions – both online and offline



# Collaboration Within Our Industry

## OOH Industry Groups

- Digital Signage Federation
- Digital Place-Based Advertising Association
- Geopath
- Interactive Advertising Bureau
- Independent Billboard Operators USA
- OAAA



# Collaboration with Customers

- OOH Capabilities Agency Road Show – 400+ agencies, all top 50 DMAs
- Celebrating Creative – #1 reason brands use OOH
- Expanded OBIE Categories
- Creative Testing Tool – 48K uses



# Collaboration with Communities

- Community collaboration drives perceptions and regulations
- Dependence on government permits/contracts to expand our footprint
- Historical unity has amplified OOH's voice far beyond one person or one company.



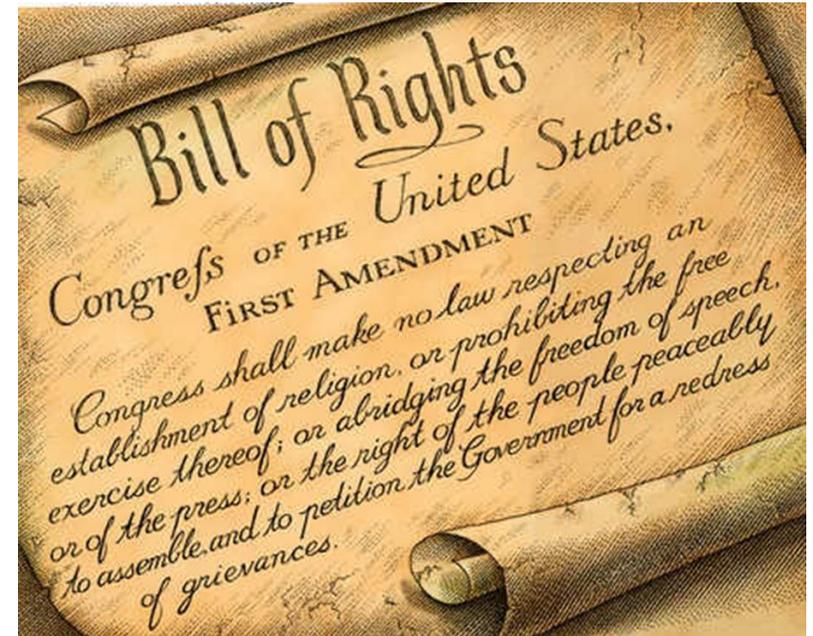
# Collaboration with Communities

## Legal Constitutional Challenge in Tennessee

*“Whether a sign qualifies as on-premises turns primarily on its location, not the topic discussed or the idea or message expressed. As a result, it is content neutral.*

*That proposition is supported by longstanding Supreme Court precedent predating Reed, and the vast majority of lower courts to have considered the issue after Reed have agreed.”*

*- Defendant’s Argument (OAAA Brief)*



# Collaboration with Communities

## Government Support

- Government increasingly relies on OOH to support transit, build and maintain bus shelters, provide amenities such as free Wi-Fi and charging stations, and communicate with the public.



# Collaboration with Communities

## Connecting with Communities

- 2014 Art Everywhere US
- 2015 - 2016 National Parks Centennial
- 2017 National Geographic Society “Photo Ark”
- 2018 Winter Olympics



# Increased Industry Collaboration – the Accelerant



# ANA: Advertising Growth - 12 Keys Areas of Focus

- #1 Brand & Creative Excellence
- #2 Talent
- #3 Marketing Organization Management
- #4 Measurement Data/Analytics Accountability
- #5 Brand Purpose
- #6 Gender Equality – bias damages ad effectiveness





# ANA: Advertising Growth - 12 Keys Areas of Focus

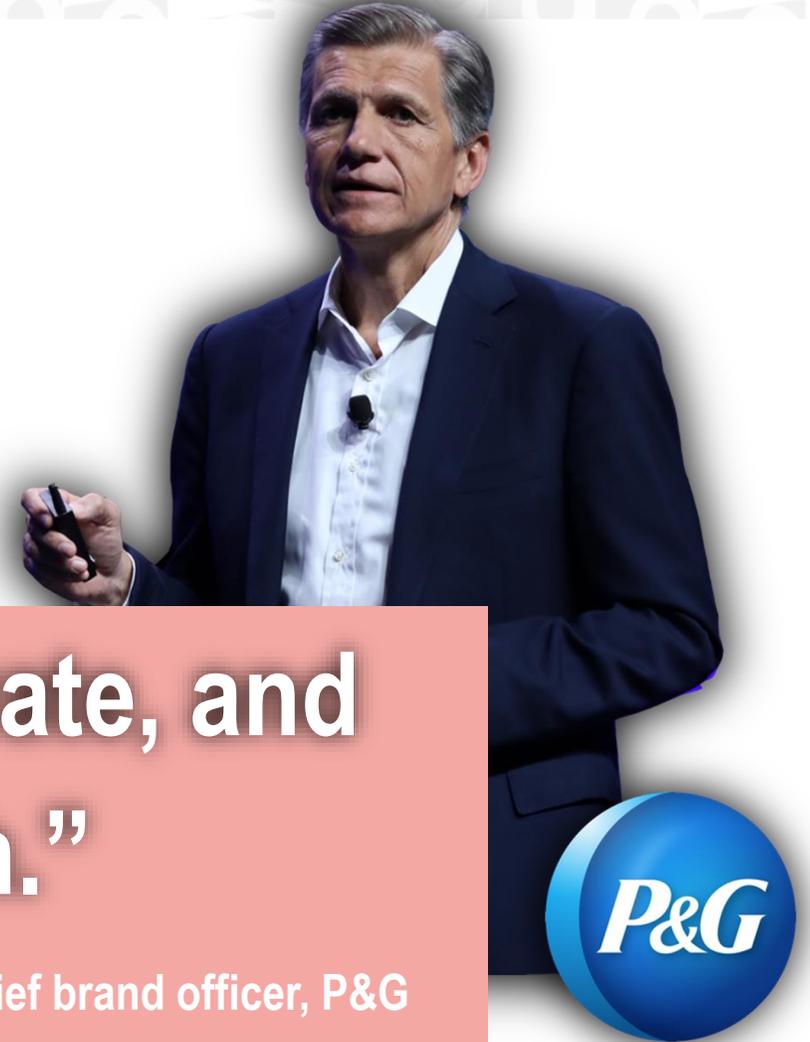
- #12 Future of Advertising, Marketing and Growth

The Six Pillars of Brand Activation:

- Experiential
- Relationship
- Promotion
- Retailer
- Influencer
- Content

**“Transform, innovate, and drive growth.”**

Marc Pritchard - ANA chairman and chief brand officer, P&G



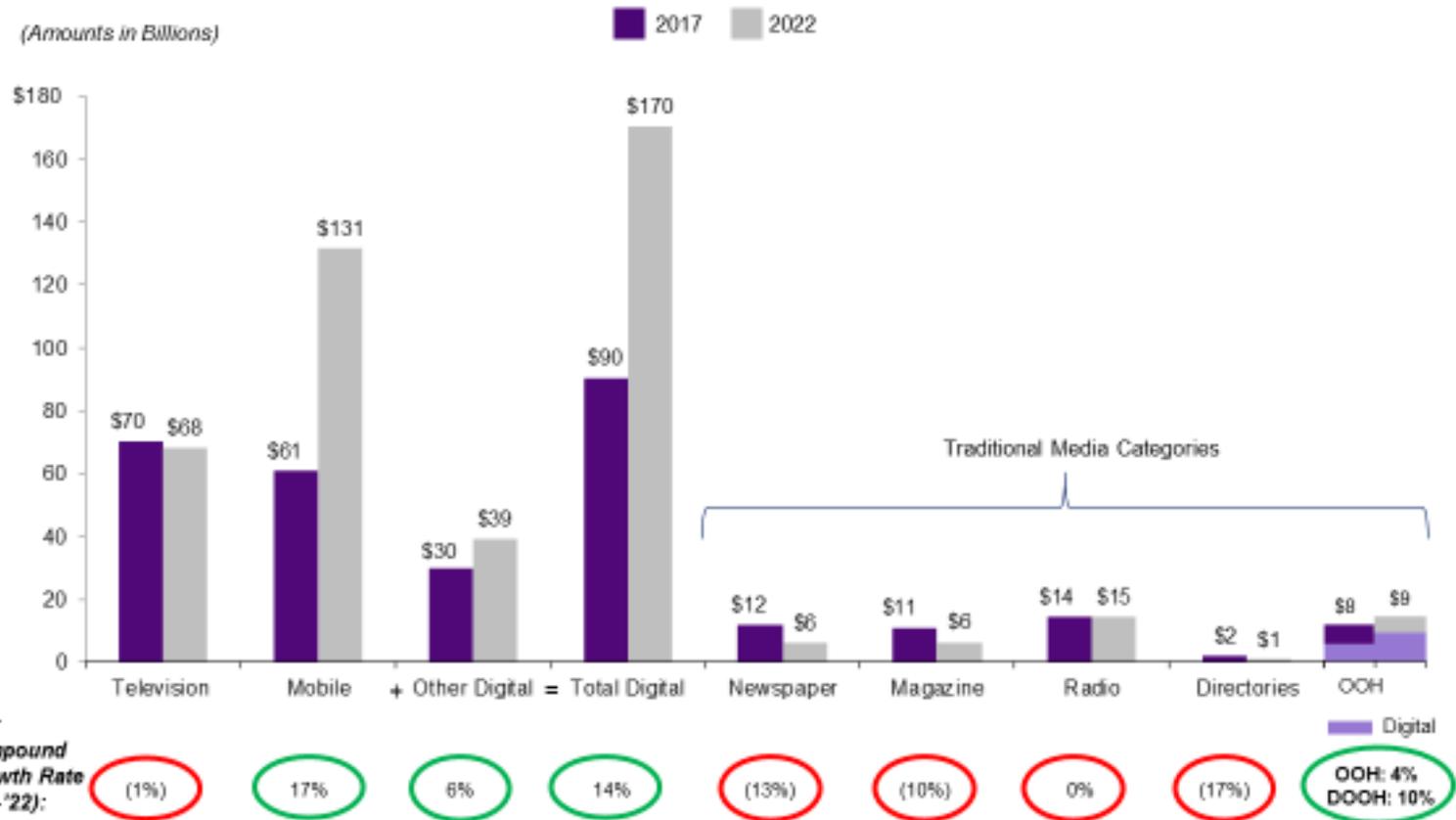
# OOH and Overall Ad Revenue Trends



Mark Boidman  
Partner & Managing Director  
PJ Solomon



## ...MOBILE / DIGITAL AND OOH ONLY FORMATS PROJECTED TO GROW IN NEXT FIVE YEARS



Why are traditional media channels declining?

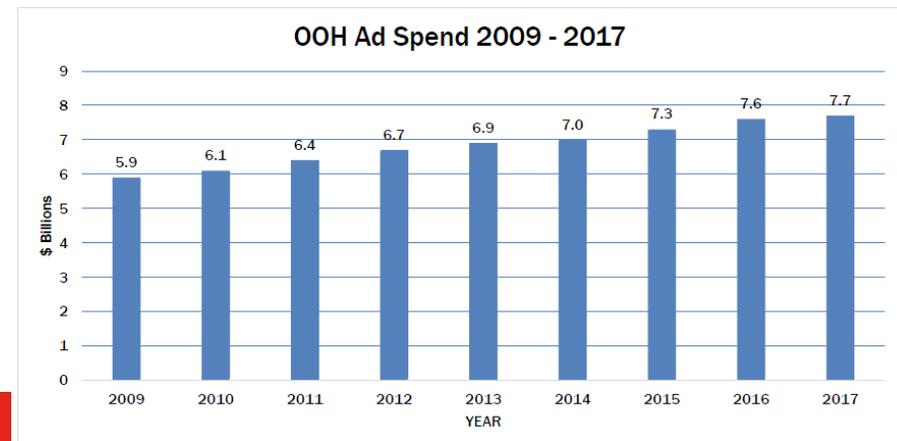
# OOH and Overall Ad Revenue Trends - Competition

- Television: No more “appointment programming” due to Netflix and other OTT options
  - Time spent with television continues to decrease annually
- Cable: Consumers are cutting the cord
  - Household penetration of cable TV fell below 80% in November 2017, the lowest figure in 15 years
- Newspapers: Consumers are moving nearly entirely to digital formats
  - Weekday circulation has fallen below 40mm, from highs of 60+mm in the '80s and '90s
- Radio: Traditional consumption has held up despite the proliferation of Spotify, Pandora, iTunes, and Amazon
  - Growth in terrestrial radio is gone and should start declining

Media Format	Growth Rate 2016	Growth Rate 2017	Projected Growth Rate 2018
OOH	3.1%	1.2%	2.1%
Total TV *	0.1%	-2.7%	-2.5%
Radio	-2.9%	-2.4%	-4.2%
Newspaper	-12.1%	-15.4%	-19.8%
Magazine	-8.7%	-13.4%	-15.5%
<b>Total Traditional Media</b>	<b>-2.4%</b>	<b>-4.7%</b>	<b>-5.1%</b>
<i>OOH Variance to Total Traditional Media</i>	<i>+5.5%</i>	<i>+5.8%</i>	<i>+7.2%</i>
Digital Media (search, display, video, social, mobile)	20.4%	18.1%	14.3%
<b>Total Core Media</b>	<b>5.7%</b>	<b>4.5%</b>	<b>3.7%</b>

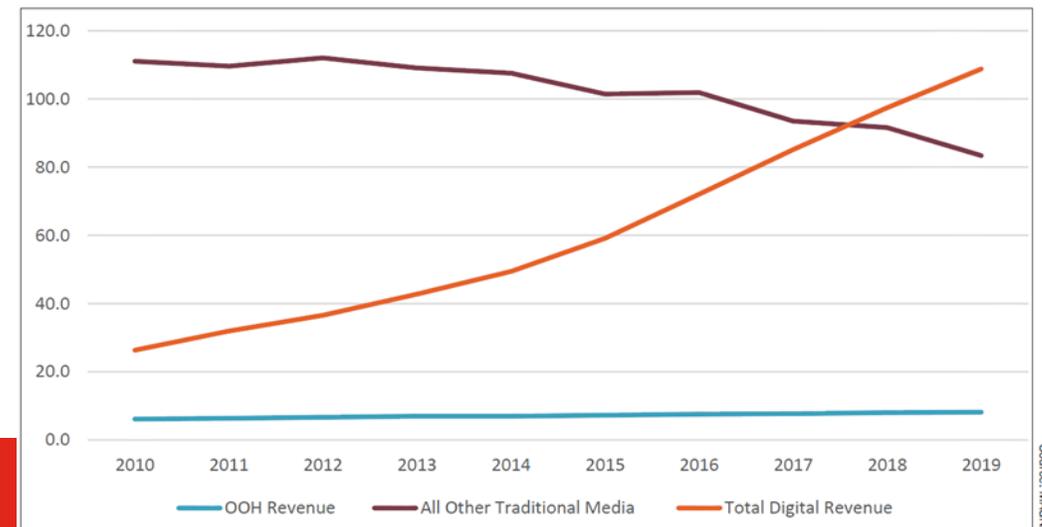
# OOH and Overall Ad Revenue Trends – OOH Positives

- Limited competition and ability to aggregate an audience
- No OTT companies, no ad-blocking – users cannot opt out
- Digital and mobile adding growth, but slowing down and has own challenges
- Potential Mergers & Acquisitions
- Over-indexed by top brands – indicative of underlying ROI?



# OOH and Overall Ad Revenue Trends – OOH Negatives

- Little revenue growth – small base
- Need for “next big thing” once digital penetration stabilizes
- Potential for cannibalization versus growing OOH share
- Autonomous vehicles present potential long term risk (but only in the long term)
- Still difficult to prove out ROI, but companies are getting there



# OOH and Overall Ad Revenue Trends

*“Out of home is becoming more versatile... It's growing share in 2018, 6.3% of measured advertising, we think, the highest it's been since 1993 and the only medium growing share other than digital.”*

**- WPP, Q4 2017 Earnings Call**



# OOH and Overall Ad Revenue Trends - Conclusions

- Digital currently taking all new ad spend, but might it take more?
- The music has stopped (other than streaming!): a reckoning is coming for traditional media formats
  - Print, TV, and radio ad spend are stagnating or contracting, with declines likely to accelerate
  - Audiences are shrinking as consumers spend more and more time online, less time with traditional formats
- With continued investment in tech, OOH is positioned to grow share and spend in the face of these other media channel declines
  - Consumers spending more time mobile and on the go
  - Can not be avoided
- Audience-selling and attribution will be key for future growth

## OOAA Outlook – Special Facts & Figures Issue



# Outlook

Outdoor Advertising Association of America May 7, 2018

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Special Facts and Figures Issue

### OOH Growth Continues Amid Traditional Media Declines

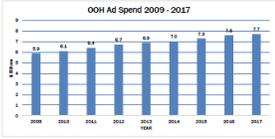
**OOH (+1.2%) and digital media (+1.8%) were the only core media channels to grow in 2017, as total core media (excluding elections and cyclical events) produced an increase of 4.5 percent. All other traditional media continued their downward trend and, as projected, OOH overcame magicians in total revenue and market share.**

**2017: 8 Consecutive Years of Growth**  
OOH ad revenue rose 1.2 percent to a record \$7.7 billion and extended its growth streak to 31 consecutive quarters. The growth was led by an 8.8 percent increase in Financial Services, followed by Miscellaneous Local Services & Amusements (+5.8%), Media & Advertising (+5.4%), Government, Politics and Organizations (+2.7%) and Restaurants (+0.3%).

**Digital Billboards, Transit Drive Growth**  
Digital billboards now total a record 7,800 faces and posted the highest increase of all segments within the four primary OOH categories (billboards, street furniture, transit, place-based). Digital billboards also accounted for over 21 percent of the billboard category. Transit was the fastest growing category posting an increase of 3.7 percent. Both MAGNA and WARC estimate digital OOH represented over 22 percent of total OOH in 2017.

**OOH Share Remains Steady**  
In the past decade all traditional media shares have declined significantly, except OOH, which has remained steady in the 4 percent range, ending 2017 at 4.2 percent. From 2007 to 2017, TV shrank from 33.9 to 31.2 percent, print from 37.4 to 7.5 percent, and radio from 1.2 to 6.9 percent. MAGNA projects OOH will continue to hold over 4 percent share through at least 2022.

The explosive growth of digital media led to another record year achieving 45.8 percent of ad spend in 2017. In the past decade, digital's share has almost quadrupled, but the real story is mobile.



OOH Ad Spend 2009 - 2017

**Mobile advertising now represents almost 60 percent of digital advertising and almost 30 percent of total advertising in the US.**

**OOH, Tech Marriages Continue**  
The technology and digital sectors continue to invest heavily in OOH with nearly one-quarter of the 2017 MegaBrands OOH top 100 coming from these sectors. Four of the top 10 OOH advertisers are Amazon, Apple, Google, and Verizon. Netflix is number 11, and recently made a bid to purchase a major OOH company in Los Angeles.

**Government, Political Ad Opportunities**  
2017 tied 2016 with record spend in the government, politics, and organizations category at \$244 million. 2018 offers sizable political ad revenue growth opportunities for OOH given the competitive nature of many local races across the country, along with the leap in spending by political action committees. State and local races are always the largest component of the political OOH sales segment. Looking back to the past two cycles of over-year political spend, 2016 increased 20 percent over 2014, reinforcing the opportunity 2018 offers.

**Research Validates OOH Media Choice**  
Phase two of Benchmarking's ROI/media mix optimization research, released at this week's Geoply OAAA OOH media conference, recommends higher OOH allocations of 9 to 17 percent versus the current average allocation of 4-2 percent. Benchmarking's econometric model is designed to produce the media mix that optimizes media investment. Nielsen's 2017 OOH online activation study revealed OOH was the number one channel in efficiency at driving search, Facebook, Twitter and Instagram activity, outperforming all traditional media and banner ads.

OOH's success continues to be rooted in its effectiveness, as demonstrated by OAAA's ongoing research initiatives, and its larger-than-life impact that reaches consumers at the most relevant moments. SOURCE: MAGNA, FORTUNE MEDIA

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SOURCE: MAGNA RESEARCH

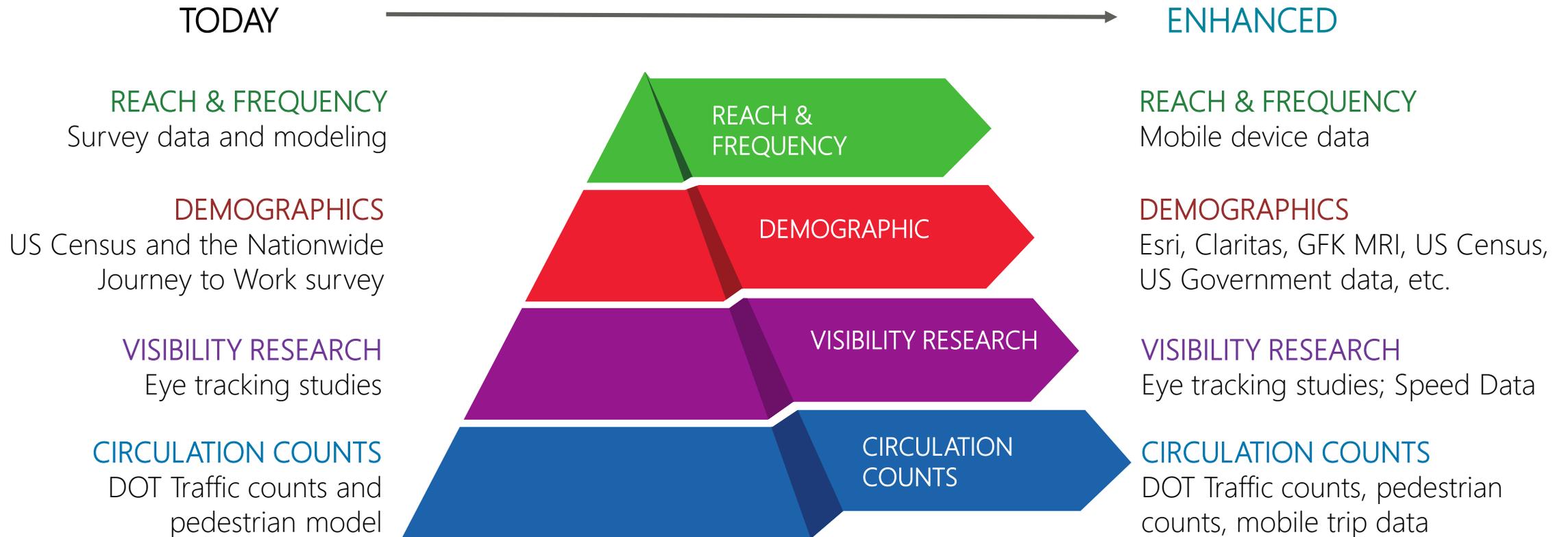
# OOH CEO Town Hall

- Digital OOH continues as a major focus – scalability important across all initiatives
- Be a part of digital media ecosystem (accountability, data/attribution, digitally compatible)
- Mobile data an important part of the OOH model – for data insights and leverage for OOH sales
- Need to coordinate and collaborate as industry to garner more share

Kevin Gleason, Adams Outdoor | Scott Wells, Clear Channel Outdoor | Sean Reilly, Lamar | Jeremy Male, OUTFRONT Media



# Geopath – Standardized Measurement and Enhanced Ratings



More information – [Geopath.org](http://Geopath.org)

# Power of OOH Creative – Tito's Handmade Vodka



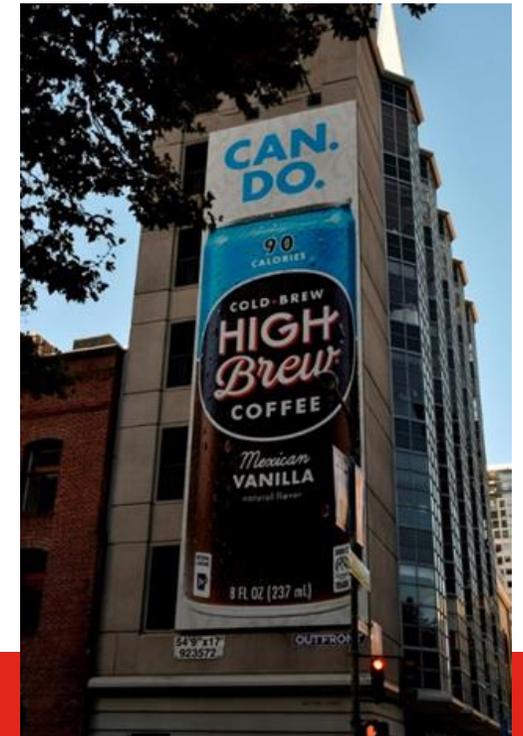
# Power of OOH Creative - High Brew Coffee

**AUSTIN CITY LIMITS MUSIC FESTIVAL**

<b>PRE-FEST ACTIVATION</b>	 <b>Digital Sweeps (Do512)</b>	 <b>OOH</b>	<b>ON-SITE ACTIVATION</b>	 <b>Commemorative Can</b>	 <b>Festival Sampling</b>
	 <b>High Brew Liner</b>	 <b>Additional Activation</b>		 <b>Media &amp; PR</b>	 <b>Social Media</b>
<b>SALES</b>	 <b>Retail Programming</b>	 <b>Distributor Engagement</b>	 <b>Festival Sales</b>		

**Advertising:**

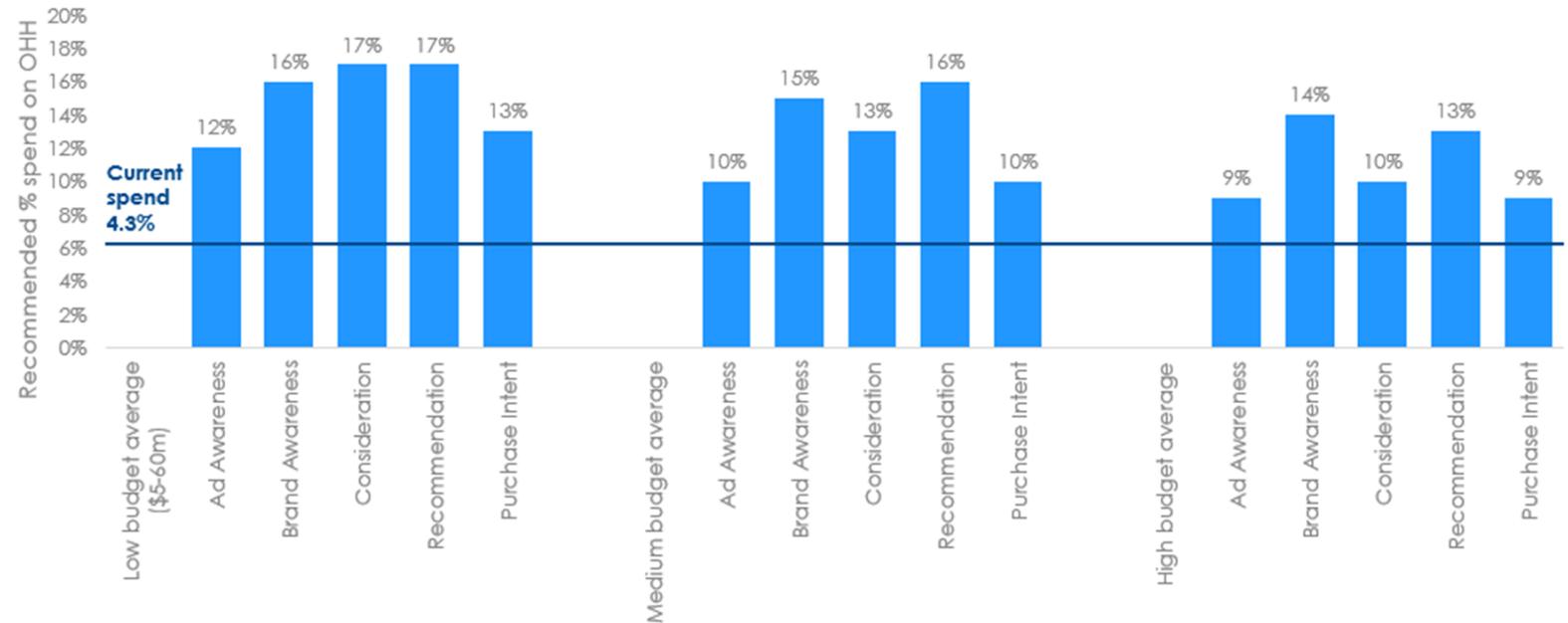
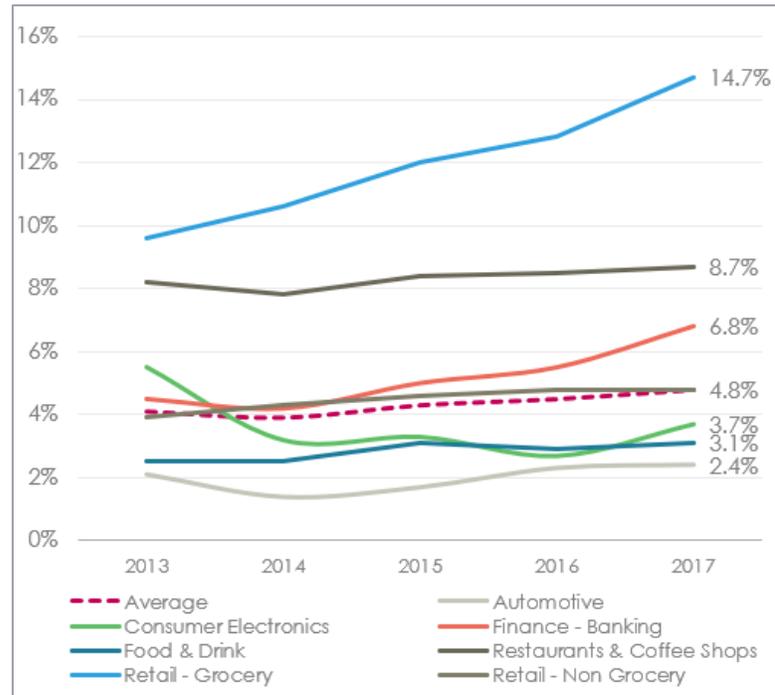
 <b>Iconic OOH</b>	 <b>Geotargeted Digital</b>
 <b>Strategic &amp; Function Driven OOH</b>	



# Benchmarking – OOH Media Mix Optimization

More should be spent on OOH at all budget levels and in all phases of customer journey

OOH Share Growth in Key Product Verticals  
2013 – 2017



[Benchmarking OOH ROI & Media Mix Optimization](#)

# Benchmarking – OOH Media Mix Optimization

OOH under-allocated in all categories analyzed

## AUTOMOTIVE

2017 spend : 2.4%  
AVG spend (2013-17): 2.0%  
Key Insights: BA Focus  
LOW – BA (14%)  
MED – BA (10%)  
HIGH – BA (9%)

## CONSUMER ELECTRONICS

2017 spend : 3.7%  
AVG spend (2013-17): 3.7%  
Key Insights: REC Focus  
LOW – REC (17%)  
MED – REC (18%)  
HIGH – REC (16%)

## FINANCE - BANKING

2017 spend : 6.8%  
AVG spend (2013-17): 5.2%  
Key Insights: REC Focus  
LOW – CON & REC (42%)  
MED – REC (41%)  
HIGH – REC (22%)

## FOOD & DRINK

2017 spend : 3.1%  
AVG spend (2013-17): 2.8%  
Key Insights: BA Focus  
LOW – PI (18%)  
MED – BA (10%)  
HIGH – BA (10%)

## RESTAURANTS & COFFEE SHOPS

2017 spend : 8.7%  
AVG spend (2013-17): 8.3%  
Key Insights: PI Focus  
LOW – PI (19%)  
MED – PI (19%)  
HIGH – PI (18%)

## RETAIL - GROCERY

2017 spend : 14.7%  
AVG spend (2013-17): 11.9%  
Key Insights: BA Focus  
LOW – BA (36%)  
MED – BA (36%)  
HIGH – BA (36%)

## RETAIL – NON GROCERY

2017 spend : 4.8%  
AVG spend (2013-17): 4.5%  
Key Insights: REC Focus  
LOW – PI (26%)  
MED – REC (17%)  
HIGH – REC (16%)

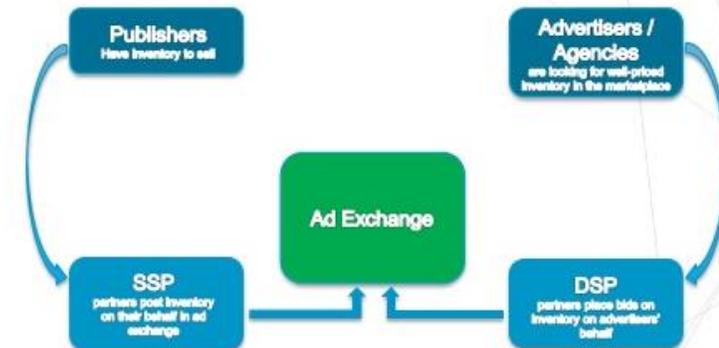
## AVERAGE CATEGORY

2017 spend : 4.8%  
AVG spend (2013-17): 4.3%  
Key Insights:  
Brands tend to benefit from increasing their % OOH to improve **Brand awareness, Recommendation, Purchase Intent**

# Supply Side Programmatic OOH

- Increasing interest in programmatic including OOH agencies, and direct sale opportunities through platforms (MediaMath, The Trading Desk)
- Offers operational efficiency - appeals to buyers seeking optimization through attribution
- Expands the market to those not currently using OOH
- Programmatic can include printed OOH by automating some of the steps
- OOH value enhanced if exact audience viewing can be defined at precise moments
- CPM protection - transactions only happen in ranges set by both supply and demand side
- Digital OOH inventory is finite - a benefit in comparison to all other forms of digital media with unlimited inventory

## Ad Exchange



# Machine Learning – A Look Inside OOH Sales

## Key Findings:

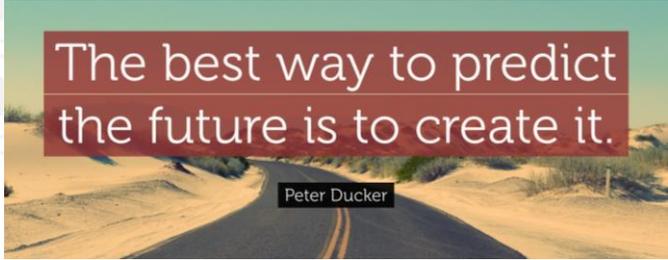
- Buyers reward vendors that provide more data, especially impressions and audience
- On average, buyers appear to prefer lower CPMs rather than large numbers of impressions at a higher net media cost
- Despite seeking lower CPMs, buyers do appear to factor “intangibles” into their purchasing decisions
- As distance increases from city centers, assets appear to have more likelihood to be contracted
- Buyers value sellers that can execute campaigns faster



## Project Methodology:

- Unsupervised machine learning (A.I.) categorized data into relevant datasets, then regression analysis identified correlations between assets proposed and contracted.
- Sample: Geopath assets proposed in response to RFPs from agencies with \$1M+ annual OOH media spend.
- Over one million data points considered.

# Future of OOH



The best way to predict the future is to create it.

Peter Ducker

## Neil Eddleston, Managing Director – JCDecaux: OOH’s Viewability Advantage

- Digital online world will be pushed to enhance viewable definition
  - 44% of mobile ads viewable; 61% of desktop viewable; 100% of printed OOH and 60-70% of digital OOH viewable
  - Likelihood to see? #1 OOH, #2 Mobile, #3 Desktop, while dwell time is consistent across media.

## Dan Levi, CMO – Clear Channel Outdoor: Value of OOH’s Audience Insights

- Understanding real world consumer behavior and mobility - highly efficient way to reach target audiences.
  - CCO’s RadarView provides a dynamic view of audience AND location-driven OOH opportunities. RadarView’s marriage of locations, demographics and behaviors delivers insights to create planning efficiencies by aligning analytics and movement data. They’ve built over 500 demographic segments to help target clients’ customers.

## Jason Kuperman, Chief Product Experience Officer – OUTFRONT Media: Automating Ad Publishing

- 50K screens with NYC MTA, 1K screens going up in Boston, just won BART contract in San Francisco
  - Must automate the publishing structure with AI decision-making due to quantity of screens - can’t have manual processes.

# OAAA/Geopath OOH Local Case Study Awards



[OOH Local Case Studies Library](#)

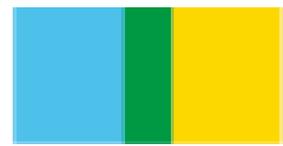
**Lee Houghton**  
*YESCO Outdoor Media*



## *Runners-up*

- Lindsay Jasser, *OUTFRONT Media*
- Katie Waldeck, *Clear Channel Outdoor*
- Heather Geron, *JCDecaux*
- Ben Lewis, *OUTFRONT Media*
- Adams Outdoor Lehigh Valley PA Office

# Ad Council Crystal Bell Award - Intersection



# Intersection



The Ad Council's Nicole Husband presented the 2018 Crystal Bell Award to Ari Buchalter, Intersection.

**STEAL**

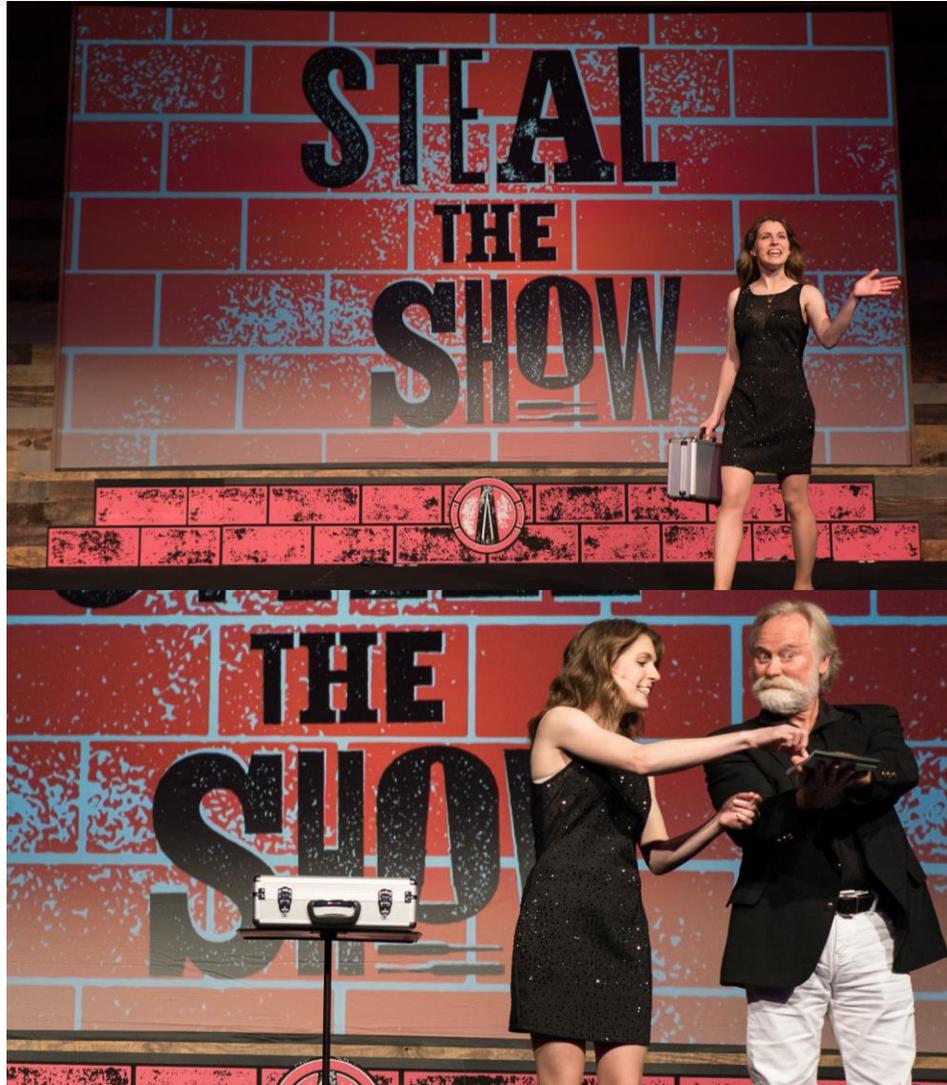
**THE**

**SHOW**

A woman with long brown hair, wearing a black sequined dress and a small microphone, is performing on stage. She has her arms outstretched and is smiling. The background is a blurred stage setting with blue and purple lighting. Other people are visible in the background, some blurred.

**HOST:**  
**Jen Kramer,**  
**Illusionist**

# Audience Participation



# 2018 OBIE Award Judges



**Matt Murphy** – Chief Judge,  
Executive Creative Director and  
Partner, 72andSunny



**Michael Anderson**,  
Creative Director  
McGarrah Jessee



**Rudy Ferrer**, COO  
Delta Media, Inc.



**Ted Florea**, Global Chief  
Strategy Officer,  
Krishenbaum Bond  
Senecal + Partners



**Jayanta Jenkins**,  
Global group Creative  
Director, Twitter



**Sergio Spaccavento**,  
Executive Creative  
Director, Conversion



**Todd Turner**, National  
Creative Director,  
Adams + Fairway

# 2018 OBIE Entry, Winner Stats



NUMBER OF YEARS OF THE OBIES

76



TOTAL 2018 SUBMISSIONS

700+



2018 GOLD OBIES

7



2018 SILVER OBIES

15



# Custom Installation: Milwaukee Brewers Baseball Club Rolling Away the Tarp



# Engagement: Viceland, Weed Week



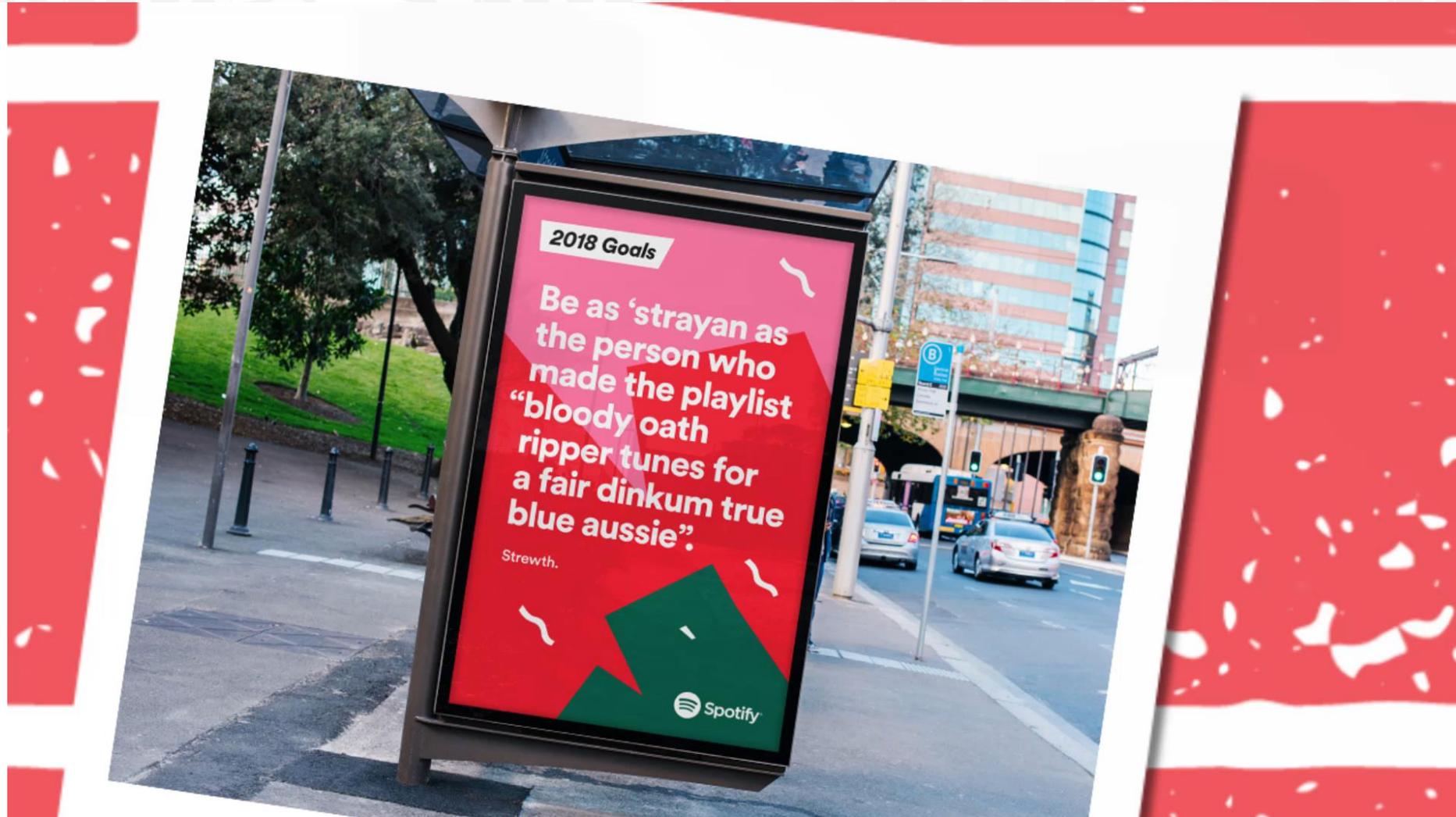
# Entertainment: OUTFRONT Studios, San Diego Taco Fest



# Experiential: Grandesign, OMG, Warner Brothers Neibolt House Experience



# International: Spotify, 2018 Goals



# Media: Lindemmen Associates Stranger Things



# Nonprofits & Public Service: 22squared, Irma Gives Back



# Platinum: Spotify

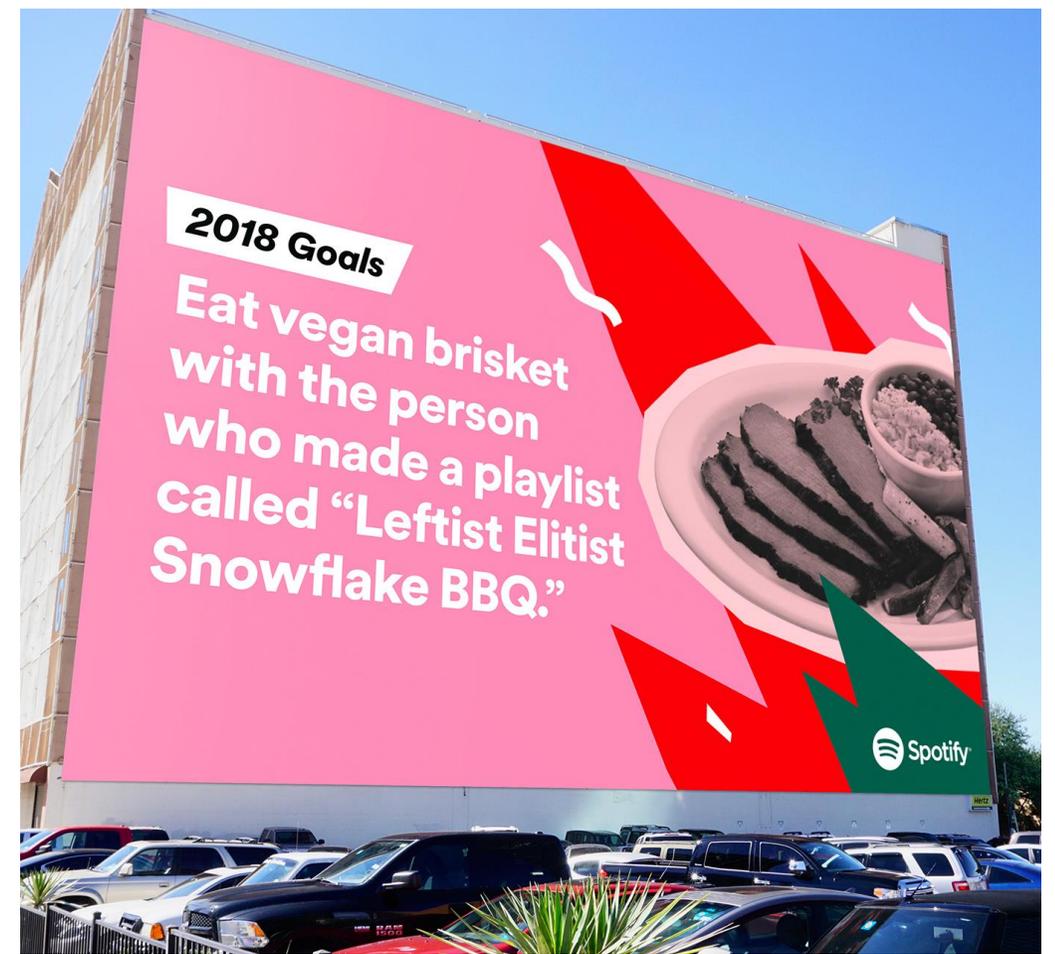


# Craft Awards

Craft awards were also added in 2017 to celebrate individual skills in OOH design.

- Copywriting
- Digital Design
- Illustration
- Photography

# Copywriting: Spotify 2018 Goals



## Digital Design: space150, Coca Cola



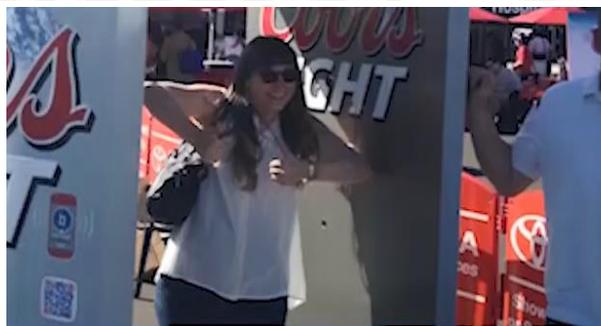
# Illustration: Colossal Media, Adidas



# Photography: National Geographic #SaveTogether



# Hall of Fame: MillerCoors



# Silver OBIE Award Winners



# OBIEAwards.org

## CONGRATS OBIE WINNERS

See who stole the show at the  
2018 OBIE Awards.



## View the 2018 OBIE Awards Winners Gallery

[ see the gold, silver & finalists ]



## Order the 2018 OBIE Awards Book

The OBIE Awards Book is a lasting tribute to the year's best creative OOH campaigns. Purchase your copy today. [\[ order the book \]](#)



# Save the Date – 2019 OAAA/Geopath OOH Media Conference & Expo



JOIN US NEXT YEAR

OAAA / GEOPATH  
**OOH MEDIA  
CONFERENCE + EXPO**

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MAY 20-22, 2019 | ARIA, LAS VEGAS

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*See you there*