



Go Big By Going Out of Home

OOH Delivers the Top 27 US Markets and Almost One Billion Impressions with Four Weeks of Exposure for the Cost of a Super Bowl Ad



Super Bowl viewing audiences for the fleeting, \$7 million 30-second ad spots are waning, and from the perspectives of both media planning and consumer research, there are compelling reasons why advertisers should view OOH as a highly effective alternative. Using [Place Exchange's PerView](#) solution for measuring OOH reach, frequency, and impressions, their plan revealed:

If a Super Bowl advertiser moved their **\$7 million budget** to OOH they could:

1

Buy each of the **27 top US markets** for four weeks with 600 total TRPs

2

Earn almost **one billion impressions** (946,000,000)

3

Achieve an average reach of over **78% and frequency of 7.8 in the 27 markets**

All for an average CPM of **\$7.36**

OOH

Super Bowl

VS.

49% of adult consumers notice OOH ads now more than a year ago



Viewership remains below the higher watermark levels of 110 million+ from 2013-17

OOH ads generate word-of-mouth with about **25% of viewers** on average



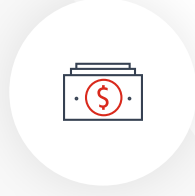
Super Bowl ads generate an increase in word-of-mouth of 16% in February

OOH offers some of the **most effective CPMs** in the marketplace



The cost of a 30-second Super Bowl spot has risen more than 2X general inflation the past 15 years

OOH CPMs typically range from **\$2-9**



2023 Super Bowl CPMs are projected to be about \$62.50

85% of adult consumers find OOH ads useful



Super Bowl commercials do not appear to drive improvement in the advertisers' overall ad effectiveness on a forward basis

OOH has the **highest levels** of ad recall of all major media and peaks at **86%**



Linear TV ad recall peaks at 60% while streaming peaks at 72%, and many viewers of Super Bowl ads do not recall the brand or core message of the ad.