



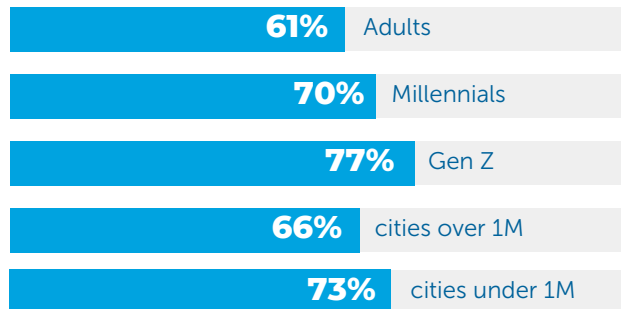
OOH Influences Springtime Gift Purchasing



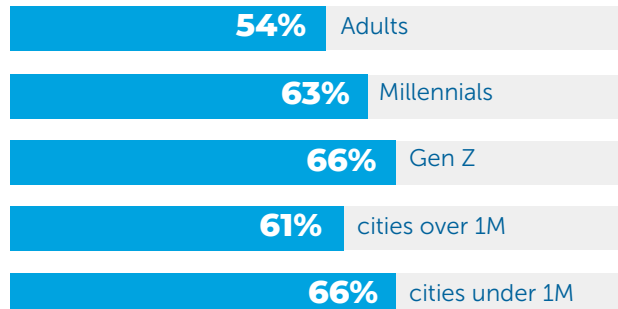
Younger Consumers & Urbanites Most Likely Influenced by OOH

Consumers who say OOH ads are likely to influence their purchase decisions for these occasions:

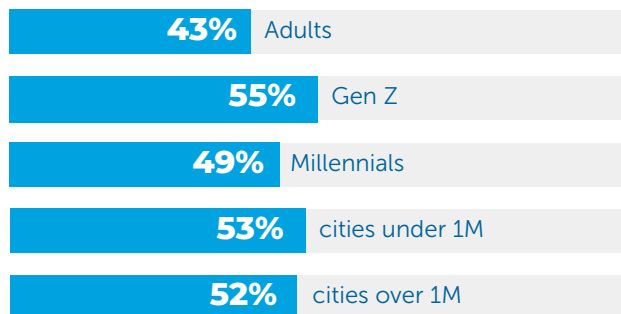
Mother's Day



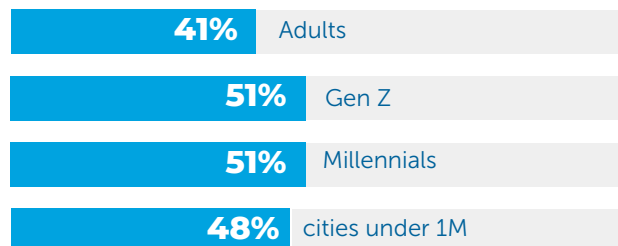
Father's Day



Graduations

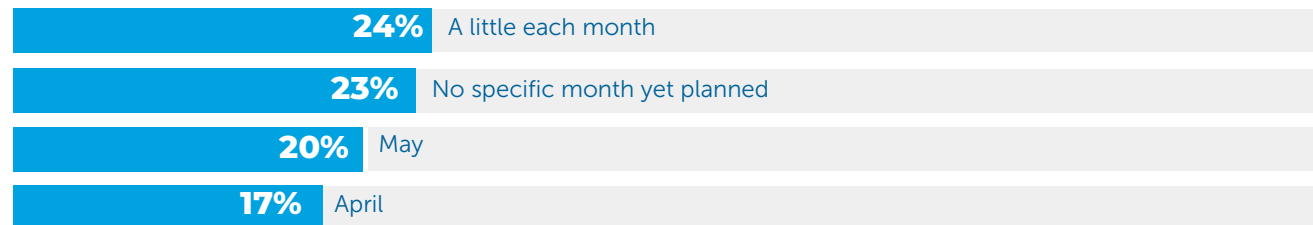


Weddings



Fluid Springtime Gift Purchasing Boosts OOH Influence

When consumers plan to make most of their springtime gift purchases, March - June:



Gift Spending
Mostly Equivalent
to Last Year

