



OOH Resonates with Multicultural Consumers

Favorability Toward OOH Advertising Over Indexes with Multicultural Consumers Compared to US Adults

Asian Americans **+8%**

Hispanic Americans **+14%**

Black Americans **+20%**

More Likely to Notice OOH Ads with Directions to Stores/Restaurants Compared to US Adults

Black Americans **+7%**

Hispanic Americans **+17%**

Asian Americans **+27%**

More Likely to Visit Stores/Restaurants Within 30 Minutes of Seeing Directional OOH Ads Compared to US Adults

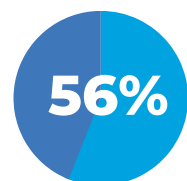
Black Americans **+28%**

Hispanic Americans **+28%**

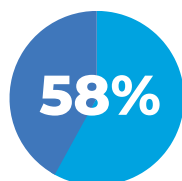
Asian Americans **+40%**

Importance of OOH Ad Messages Reflecting Target Audience Identity

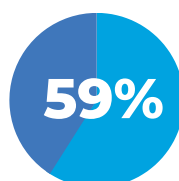
(% more likely to notice to notice OOH ads reflecting their cultural identity)



Hispanic Americans



Black Americans



Asian Americans

