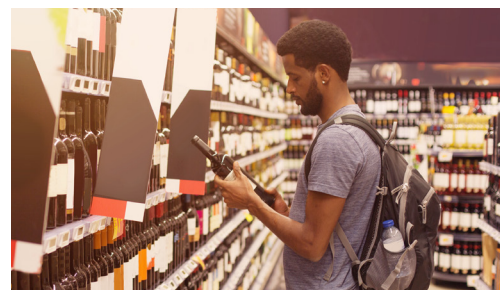
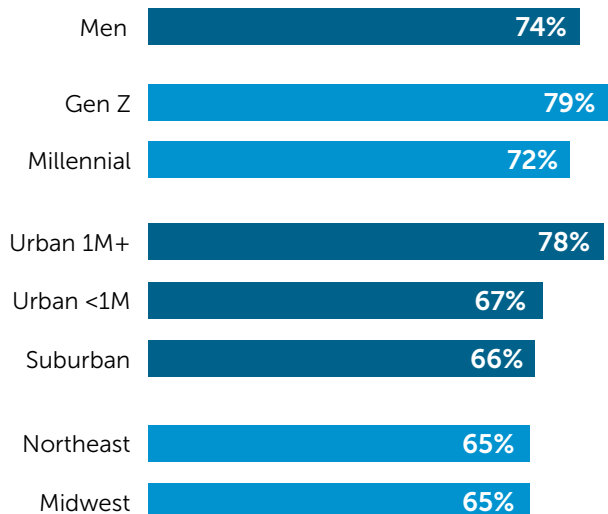




OOH Drives Awareness and Action for Alcoholic Beverages



64% Recently Recall Seeing OOH Alcoholic Beverage Ads



77% Who Saw an Alcohol OOH Ad Engaged

Actions taken among those who engaged

Made a purchase at a physical retail location



83% Millennials

87% Urban 1M+

Visited the beverage, brewing company, or retail store's website



Shared by word-of-mouth about beverage/brewing company/retail store



Watched product reviews on items from the brand social media



Followed the beverage/brewing company/retail store on social media



Made a purchase online or through an app



OOH Alcohol Ad Messages Most Likely to Engage Consumers

Among those interested in OOH alcohol ads

New products on the market



Price and/or cost-saving opportunities



Variety of product offerings



Locally made



Nearby locations to purchase



New alcoholic beverage companies



Brand or retail store website/social media info



Where Consumers are Most Likely to Buy Alcohol

Local liquor store



Local grocery store



Big box stores



Local bar or restaurant



Local convenience, gas, and/or drug store



Alcohol warehouse store



Online and/or through an app

