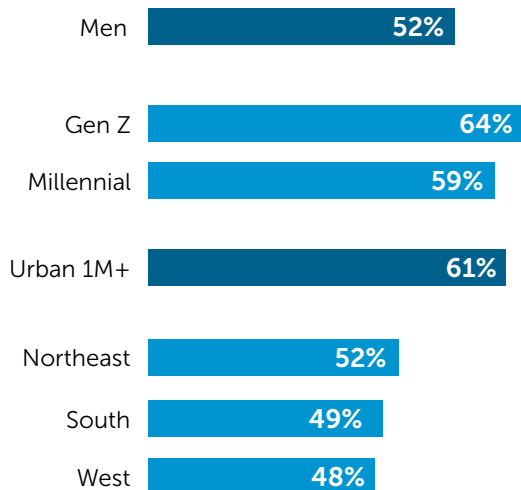




OOH Drives Awareness and Action for Luxury Apparel



47% Recently Recall Seeing Luxury Apparel OOH Ads



86% Who Saw a Luxury Apparel OOH Ad Engaged

91% Millennials

Actions taken among those who engaged

Visited the luxury brand's website

49%

Watched product reviews on items from the brand social media

33%

Followed the luxury brand on social media

31%

42% Midwest

Shared by word-of-mouth information about the luxury brand

30%

38% Northeast

34% Millennials

Started saving money to purchase a product from the luxury brand in the future

25%

Purchased a product from the luxury brand online

25%

Purchased a product from the luxury brand at a retail location

24%

Took a picture of the ad to share on social media

21%

Used QR code, tap technology, or SMS text to access a product offer or info

21%

OOH Luxury Apparel Ad Messages Most Likely to Engage Consumers

Among those interested in OOH luxury apparel ads

Price and/or cost-saving opportunities

44%

50% Gen X

Product quality

43%

52% Urban 1M+

New items on the market

36%

Brand or retail store website/social media information

24%

Products related to the specific season of the year

23%

Information on nearby location availability

19%

Products depicted in a way that create an emotional connection with me

17%

23% Millennials

Partnerships or endorsements

16%

26% Gen Z