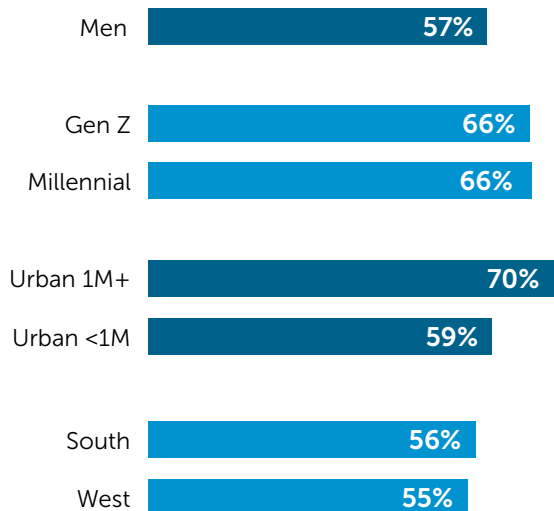




# OOH Drives Awareness and Action for Pharmaceuticals



## 54% Recently Recall Seeing Pharma OOH Ads



## 78% Who Saw a Pharma OOH Ad Engaged

Actions taken among those who engaged

Visited the product or company's website

38%

84% Millennials, Men

Searched for more information about the product

35%

Made a purchase at a physical retail location

35%

50% Gen X

Shared by word-of-mouth information about the product

32%

44% Northeast

38% Urban 1M+

Inquired about the product with my doctor or a healthcare specialist

31%

Ordered the product via a mobile app

24%

Followed the product or company on social media

22%

Got a prescription for the product

21%

Contacted my insurance company to see coverage capabilities

19%

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

16%

23% Suburban

Took a picture of the ad to share on social media

15%

## OOH Pharma Ad Messages Most Likely to Engage Consumers

Among those interested in OOH pharma ads

Product benefits and/or symptoms being treated

45%

Effectiveness of product compared to other brands

38%

Product pricing

38%

49% Gen Z

New product offerings

24%

Product discounts or subsidies by manufacture

24%

Home delivery option

23%

Nearby Availability

18%