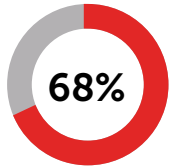


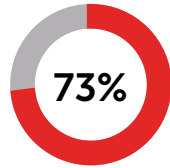


OOH Influences Consumer Purchase Decisions

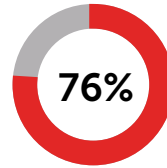
Almost 70% Notice OOH Ads On Their Way To In-Store Shopping



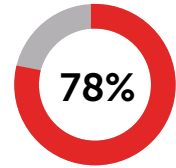
US Adults



Asian Americans



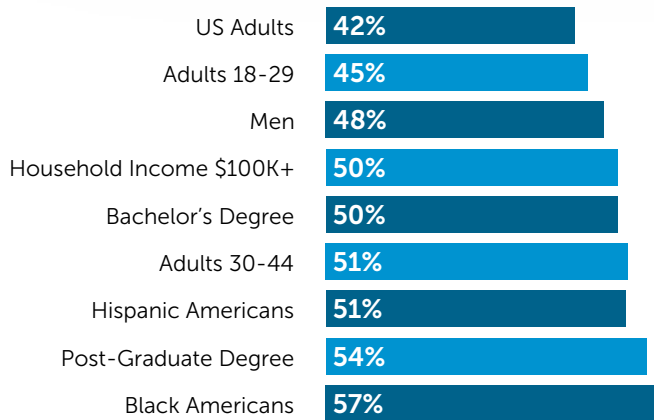
Hispanic Americans



Black Americans

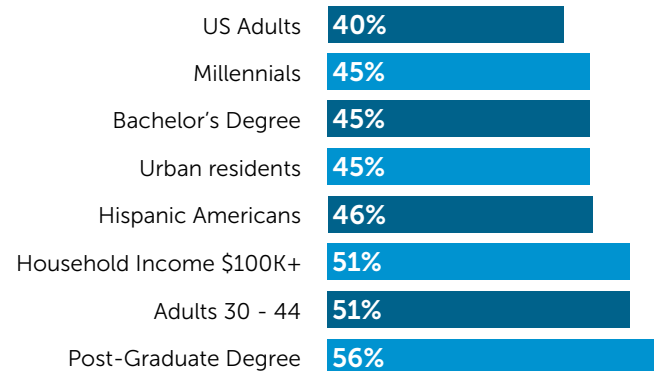


Almost Half Say OOH Ads Impact In-Store Purchase Decisions



Dynamic OOH Ad Content Increases Consumer Interest

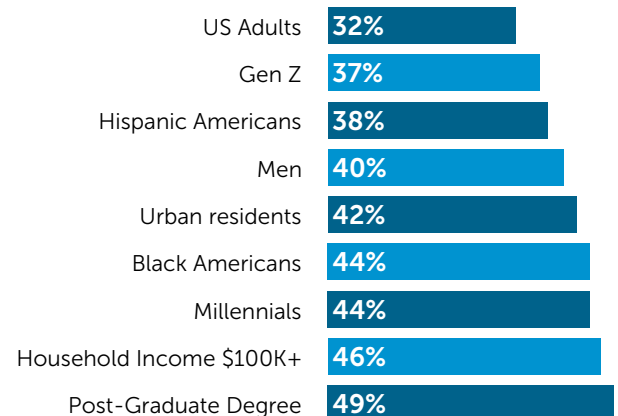
Percent who find OOH ads with timely information more interesting than typical ads



OOH Special Offer Ad Messages Most Likely to Influence In-Store Purchases



Appearance of Influencers/Celebrities in OOH Ads Increases Likelihood to Purchase



Source: OAAA, Morning Consult.

Methodology: Conducted online within the US by Morning Consult from March 3 - 5, 2023 among 1,681 US adults ages 18 - 64, weighted to reflect the US population across age, gender, race/ethnicity, region, and education.

MORNING CONSULT

OAAA
Out of Home Advertising Association of America