Maximizing OOH in Today's Marketplace
Key 2023 Trends & Consumer Insights
OOH Industry Growth
2022: OOH Fastest Growing Ad Channel, Surpassed 2019

- OOH +20.7%
- Total Media +7.2%

Digital OOH Increased 24.2%

Source: MAGNA
OOH Ad Spend Grew 20.7% to $8.6 Billion

2022 YE
Total OOH Revenue $8.55 Billion

OOH Grew Across All Category Formats

- Billboards: 13%
- Transit: 49%
- Street Furniture: 27%
- Place-Based: 67%

Digital OOH represents 29% of total OOH, format figures in millions. Source: OAAA
### Top 10 Product Categories:

1. Hospitals, Clinics, Medical Centers
2. Legal Services
3. Quick Serve Restaurants
4. Consumer Banking
5. Domestic Hotels and Resorts
6. Colleges and Universities
7. Local Government
8. Television and Cable TV
9. Food Stores and Supermarkets
10. Real Estate Agents, Agencies Brokers

**Top 10 Represents 1/3 of Total OOH Spend**

Source: Vivix
#1 OOH Product Category: Healthcare

58% of US adult consumers recently noticed OOH ads for healthcare

76% of those who saw a healthcare OOH ad engaged

Actions taken among those who engaged:
- Searched for the product, company, or facility online: 46% (Urban 1M+)
- Asked friends or family if they know about the product, company, or facility online: 34%
- Visited the product, company, or facility's website: 30%
- Asked my doctor or other HC provider about the product, company, or facilities: 28%
- Shared by word-of-mouth information about the product, company, or facility: 28%
- Engaged with the offering, company, or facility: 23% (Urban <1M)
- Contacted the company or facility: 22% (Gen Z)
- Followed the product, company, or facility on social media: 21%
Top 10 OOH Advertisers 2022

Source: Vivvix
As COVID Fears Level, Economic and Inflation Concerns Remain High

Source: Harris Poll America This Week Tracker (2023)
Impact of Maintaining or Increasing Ad Spend in Last Recession

Brands who maintained or increased spend in the last recession

- **54%** saw ROI improve
- **60%** that raised outlay realised a better ROI
- **52%** recorded an ROI uptick over a two-year period
- **17%** incremental sales growth achieved by brands that increased investment

Source: Why advertisers need to keep spending in a recession – and other effectiveness insights from Analytic Partners, Stephen Whiteside, WARC, June 2022
2023 + 2024 Ad Spend Growth Projections

Ad Revenue Growth (incl. cyclical)

Source: MAGNA (September 2023) | CE= Cyclical events (Political + Olympics)
2024 will see the highest political ad spend of all time: report

Spending related to next year's elections will surpass $10 billion, according to Adimpact.
Political Primer: OOH Delivers Value and Effectiveness

Content:

Political Advertising is Different
OOH Proof Points for Political & Advocacy
2023 Political Preview & Opportunities
OOH Political Case Studies
Political Agencies and Organization Contact List

APPENDIX

• OOH Political & Advocacy Ad Examples
• Voter Trend Statistics
• Creative & Media Planning Resources
OOH Political Ad Spend: A Growth Category

OOH Political Ad Spend 2013 - 2022

Source: Vivvix
OOH Political Ad Spend: 66% Occurs in Second Half

Source: VivviX
Almost 85% of OOH Political Ad Spend is Locally Driven

OOH Political Ad Spend by Category Type 2013 - 2022

- Ballot Issues
- Political & Political Parties: PACs
- State & Local Campaigns
- National Campaigns (US Senate/House)
- Presidential Campaigns

Source: Vivvix
Consumer Journey & Experience
Almost 80% of Workers are Commuting

Commuting to Work - US Adults

- 77% Commute at least part-time
- 55% Commute daily
- 22% Hybrid commute

Source: Morning Consult
Transit and Airport Volume Continue to Grow

US Air Travel

- Up 10.4% July 2023 vs. July 2022
- Up 1% July 2023 vs. July 2019
- Up 12.5% January – July 2023 vs. January – July 2022

Transit Ridership

- Up 13.6% in Q2 2023 vs. Q2 2022
Consumer Mobility + OOH Reach Drives Ad Notice

Consumer Mobility Heightens OOH Ad Exposure

86% of adults have driven or ridden in a vehicle in the past 30 days

56% of adults have walked in a town, city, or downtown in the past 30 days

OOH’s Massive Reach Generates High Consumer Notice

88% of adults have seen OOH ads in the past 30 days

85% of adults look at OOH ads all, most or some of the time

Source: Morning Consult
Engages When Most Likely to Act

61% of adults view billboard ads favorably, high than any competitive media.

44% net favorability rating for OOH ads beats digital media, radio, podcasts, streaming audio.

Source: Morning Consult
Consumers Are Highly Engaged With OOH

85% of Viewers Find OOH Ads Useful

Types of OOH ad messages consumers find most useful:

- **42%** special offers and promotions
- **38%** COVID safety and hygiene
- **29%** awareness of new business/service
- **25%** advertiser services and business hours
- **21%** advertiser website or social media information

Source: The Harris Poll
OOH Engagement Drivers: Brand Loyalty, Locality, Influencers, Special Offers

OOH Ads that Best Capture Attention & Engagement:

- **62%** feature **favorite brand or product**
- **52%** highlight **local businesses, artists or events**
- **51%** feature **favorite artist, celebrity or influencer**
- **48%** provide access to **new product from favorite brand (NFC, QR code, SMS)**

Source: The Harris Poll
OOH Ads Most Likely to Engage Consumers: Colorful, Clever and Clear

- **45%** Colorful and vibrant
- **38%** Portrays something clever or funny
- **36%** Simple design, few words, easy to read
- **32%** Big and bold (e.g., a larger than life mural on a tall building, bus or mobile billboard)
- **19%** Evokes an emotional feeling/has a serious tone
- **17%** Abstract and creative illustration with no words

Source: The Harris Poll
How often do you see out of home advertisements reposted on the following social media platforms?

*Among users of each social media platform*

Source: The Harris Poll
OOH Generates Highest Ad Recall of All Core Media

<table>
<thead>
<tr>
<th>Medium</th>
<th>TV</th>
<th>AUDIO</th>
<th>ONLINE</th>
<th>OOH</th>
<th>PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linear (a)</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streaming (b)</td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Podcast (c)</td>
<td></td>
<td>59%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Radio (d)</td>
<td>11%</td>
<td>46%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile (e)</td>
<td>12%</td>
<td></td>
<td>57%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desktop (f)</td>
<td>9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed (g)</td>
<td></td>
<td></td>
<td>86%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital (h)</td>
<td></td>
<td></td>
<td>84%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print (i)</td>
<td></td>
<td></td>
<td>71%</td>
<td></td>
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</tr>
</tbody>
</table>

Source: Solomon Partners
Importance of OOH Ad Messages Reflecting Target Audience Identity.

% more likely to notice OOH ads reflecting their cultural identity

- OOH viewers are younger and have higher income than the general population
- OOH’s highest indexing viewers: ages 18 - 44
- OOH over-indexes with Asian and Hispanic Americans, and with Black Americans in many OOH formats

Asian, Black, and Hispanic Americans are more likely more likely to notice OOH ads that reflects their cultural identity

Source: The Harris Poll, Morning Consult
### OOH Resonates with Multicultural Consumers

**Favorability Toward OOH Advertising Over Indexes with Multicultural Consumers vs. US Adults**

<table>
<thead>
<tr>
<th>Group</th>
<th>Favorability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian Americans</td>
<td>+8%</td>
</tr>
<tr>
<td>Hispanic Americans</td>
<td>+14%</td>
</tr>
<tr>
<td>Black Americans</td>
<td>+20%</td>
</tr>
</tbody>
</table>

**More Likely to Notice OOH Ads with Directions to Stores/Restaurants vs. US Adults**

<table>
<thead>
<tr>
<th>Group</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Americans</td>
<td>+7%</td>
</tr>
<tr>
<td>Hispanic Americans</td>
<td>+17%</td>
</tr>
<tr>
<td>Asian Americans</td>
<td>+27%</td>
</tr>
</tbody>
</table>

**More Likely to Visit Stores/Restaurants within 30 Minutes of Seeing Directional OOH Ads vs. US Adults**

<table>
<thead>
<tr>
<th>Group</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Americans</td>
<td>+28%</td>
</tr>
<tr>
<td>Hispanic Americans</td>
<td>+28%</td>
</tr>
<tr>
<td>Asian Americans</td>
<td>+40%</td>
</tr>
</tbody>
</table>

Source: Morning Consult
2023 Holidays: Consumer Travel Intent

Among the 60% of US adults who plan to travel for the EOY holidays

- 62% will travel by car
- 59% will travel by plane (87% Urban pop 1M+)
- 25% will travel by bus, train, light rail or subway (33% Millennials, 32% Gen Z)

Holiday travelers plan more vacation days and longer distances vs. 2022

- 47% will travel over 500 miles round trip
- 44% will travel for more holiday vacation days than last year (59% Gen Z, 57% Urban pop 1M+)
- 36% will travel longer distances than last year (50% Urban, 43% Gen Z)
2023 Holidays: Consumer Gift Shopping Intent

Months shoppers plan to do the majority of their purchasing:

- 38% November
- 16% December
- 15% Spread over several months
- 12% October

Shoppers plan to spend the most in these product categories:

- 60% Clothing
- 41% Technology products (52% Millennials)
- 37% Toys (46% Millennials)
- 30% Jewelry or Accessories (49% Gen Z)
- 30% Perfume or Cosmetics

Ad messages most relevant to shoppers:

- 87% Value or savings (vs. 75% LY)
- 80% Convenience and/or location (vs. 66% LY)
- 73% Special Delivery Options
- 64% Businesses supporting the local community (vs. 56% LY)
Digital Transformation
Consumer Concerns with Digital Media

Consumers are annoyed by ad sponsored digital media content and feeling device fatigue

- 78% are annoyed with ads that interrupt viewing, listening, and reading experiences
- 73% are concerned about personal security and data when using online devices
- 68% frequently skip online ads due to digital device burnout
- 43% are actively trying to spend less time on their phone, computer, or reduce TV viewing

Source: The Harris Poll
Digital: Key Growth Driver for OOH

- **24%**
  - DOOH Revenue Growth in 2022

- **13.5K**
  - Total Billboard Units in 2023

- **14%**
  - Projected Revenue Growth in 2023

**SHARE SHIFT TO DIGITAL**

- **45%**
  - of Total OOH Spend Will be DOOH by 2027

Source: MAGNA, OAAA, Yahoo
Digital OOH Generates Consumer Engagement

- 70% of consumers have recently noticed digital billboard ads
- 65% of viewers took action after seeing digital billboard ads (search, store visit, social media post)
- 52% of viewers engaged in a mobile device action (website visit, purchase, access discount)

Source: Morning Consult, Nielsen
Nearly Half Say Contextual OOH Ads Are More Interesting

Dynamic OOH Ad Content Increases Consumer Interest

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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>US Adults</td>
<td>40%</td>
</tr>
<tr>
<td>Millennials</td>
<td>45%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>45%</td>
</tr>
<tr>
<td>Urban Residents</td>
<td>45%</td>
</tr>
<tr>
<td>Hispanic Americans</td>
<td>46%</td>
</tr>
<tr>
<td>Household Income $100K+</td>
<td>51%</td>
</tr>
<tr>
<td>Adults 30 - 44</td>
<td>51%</td>
</tr>
<tr>
<td>Post-Graduate Degree</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: The Harris Poll
Omnichannel Demand-Side-Platform integrations into DOOH Supply-Side Platforms continue to grow

**Programmatic DOOH in 2023:**
- Projected growth of 48% over 2022
- Projected to be 23% of DOOH

**Key Drivers:**
- Shorter lead times
- Greater flexibility
- Aggregated Scale
- Consistent targeting/data

Source: WARC, Alfi
VOOH Attributes & Competitive Advantages

**Scale:** 750K+ digital screens across malls, gas stations, transit systems, offices and more.

**Reach:** Top 10 VOOH Networks reach 30% more Adults 18-34 than cable and 31% more than broadcast.

**Premium Inventory:** Delivered on high-quality large screens with 100% viewable ads — no “above or below” the fold and no bots.

**Reliable:** Ever-present. No need to turn on, tune in or click. Cannot be delayed, skipped, or blocked.

**Greater Recall:** DOOH generates up to 82% ad recall – higher than all other media channels. More trusted than other digital channels including online, mobile, and social.

Source: Nielsen, Solomon Partners, Marketing Sherpa
Almost Four in Five Act Following Recent OOH Ad Exposure

78% of US adults took an action after recently seeing an OOH ad including:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Action Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>used search to look up information about the advertiser</td>
</tr>
<tr>
<td>41%</td>
<td>watched a television program</td>
</tr>
<tr>
<td>29%</td>
<td>visited an advertiser’s social media</td>
</tr>
<tr>
<td>29%</td>
<td>visited an advertiser’s website</td>
</tr>
<tr>
<td>28%</td>
<td>tuned to a radio station</td>
</tr>
<tr>
<td>24%</td>
<td>visited an advertised restaurant</td>
</tr>
<tr>
<td>23%</td>
<td>visited a store or other business advertised</td>
</tr>
<tr>
<td>22%</td>
<td>watched a movie in the theater</td>
</tr>
<tr>
<td>21%</td>
<td>talked about the advertisement or product with others</td>
</tr>
</tbody>
</table>

Source: Morning Consult
Almost ~70%+ Notice OOH Ads on Their Way to In-Store Shopping

- 68% US Adults
- 73% Asian Americans
- 76% Hispanic Americans
- 78% Black Americans

Source: Morning Consult
## OOH Influences Consumer Purchase Decisions

### Almost Half Say OOH Ads Impact In-Store Purchase Decisions

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>US Adults</td>
<td>42%</td>
</tr>
<tr>
<td>Adults 18-29</td>
<td>45%</td>
</tr>
<tr>
<td>Men</td>
<td>48%</td>
</tr>
<tr>
<td>HHI $100K+</td>
<td>50%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>50%</td>
</tr>
<tr>
<td>Adults 30-44</td>
<td>51%</td>
</tr>
<tr>
<td>Hispanic Americans</td>
<td>51%</td>
</tr>
<tr>
<td>Post-Graduate Degree</td>
<td>54%</td>
</tr>
<tr>
<td>Black Americans</td>
<td>57%</td>
</tr>
</tbody>
</table>

Source: Morning Consult
76% of US adults took an action on their mobile device after recently seeing an OOH ad including:

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used search to look up information about the advertiser</td>
<td>51%</td>
</tr>
<tr>
<td>Made an online purchase</td>
<td>43%</td>
</tr>
<tr>
<td>Visited an advertiser’s website</td>
<td>33%</td>
</tr>
<tr>
<td>Accessed a coupon, discount code, or other info using QR code, tap or SMS/text</td>
<td>31%</td>
</tr>
<tr>
<td>Downloaded or used an app shown in the ad</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Morning Consult
OOH Most Efficient at Driving Online Activation

Top Efficiencies - OOH Ads Prompted Consumers to Take Action:

- 41% used a search engine
- 33% visited a website
- 30% searched for video
- 21% posted in social media
- 19% downloaded an app
- 18% posted a video

Interpreting Survey Chart Results | Within the past six months, 41% of US adults used a search engine to look up information after seeing an out of home ad.

Methodology: Conducted online between March 3 and 31, 2022, among a representative sample of 1,580 US residents aged 16-64. Ad spend data supplied by MAGNA | Source: OAAA, Comscore

Source: Comscore
OOH Ads Amplify All Media Plans – Delivers Huge Boost to Search ROI

+40%
OOH boosts ROI of Search

Source: Benchmarketing
OOH Engages Gen Z + Millennials – Reaches Them Again on Social Media

OOH Ads Deliver Important Earned Impressions Through Social Media

67% of both Gen Z and Millennials have seen an OOH ad reposted on social media

91% of Gen Z and 82% of Millennials would reshare an OOH ad on social media

Source: The Harris Poll
OOH Key Product Category Ads Most Relevant to Consumers

Consumers Rate a Wide Variety of OOH Product Ads as Most Relevant

- **63%** Retail
- **62%** Fast Food
- **60%** Food & Beverages
- **55%** Health Services
- **54%** Consumer Tech
- **52%** Automotive
- **43%** Insurance
- **43%** Financial Services

Source: The Harris Poll
Out of Home Advertising Association of America

6 in 10 Recall Seeing OOH
QSR Ads Recently

(Especially Younger & Urban Americans)

- Men: 65%
- Women: 54%
- Gen Z: 77%
- Millennial: 76%
- Gen X: 60%
- Boomer+: 39%
- Urban 1M+: 69%
- Urban <1M: 62%
- Suburban: 57%
- Rural: 54%

OOH QSR Ads Engaged
Almost 9 in 10 Recent Viewers

- In-store Purchase: 67%
- Ordered on Mobile App: 39%
- Visited Website: 39%
- Shared Advertiser Info WOM: 24%
- Used QR code, Tap or Text: 16%
- Followed Advertiser on Social: 16%
- Took Ad Photo & Shared: 14%

67% of those who saw a QSR OOH ad made a purchase at a physical store

Source: The Harris Poll
OOH Automotive Ads Generate Consumer Notice & Action

OOH Automotive Ads Generate Attention

Consumers who recently noticed an OOH automotive ad:

- 52% of consumers in cities of 1M+ in size
- 50% of Gen Z
- 49% of men and Millennials
- 38% of adult consumers

OOH Automotive Ads Drive Activation

Among those consumers who recently noticed an OOH automotive ad:

- 43% took an action after seeing the ad
- 38% visited the dealer or brand website
- 38% did online research about the dealer or brand
- 30% shared information by word of mouth
- 23% visited the dealer/brand showroom
- 21% followed the dealer or brand on social media
- 20% called the dealership
- 19% purchased a vehicle
- 17% leased a vehicle

Source: The Harris Poll
OOH impact in driving notice and engagement, along with ad message content most likely to resonate with consumers

- Alcoholic Beverages
- Automotive
- Cannabis
- Financial Services
- Healthcare Services
- Home Improvement/Hardware Stores
- Hotels
- Insurance Services

- Legal Services
- Luxury Apparel
- Pharmaceuticals
- Political
- Quick Service Restaurants
- Sports Betting
- TV/Video Streaming Services
Measurement of OOH Performance and Audience

Borrell 2023 Local Ad Survey
43% of agencies named OOH as medium of most interest.

66% of marketers believe optimizing the media mix is the best way to maximize absolute ROI
Source: Vivvix
Borrell Local Ad Spend Research: OOH Important to Master Marketers

**Determining ROI:**
- Most important issue for local advertisers to solve

**Large local businesses $1 million+ in sales:**
- 42% of novice marketers are the business owner vs. 29% for Master Marketers
- 44% of Master Marketers use OOH vs. 21% of Novice Marketers
- Master Marketers spend 4X more on total advertising and 5X more on OOH

Source: Borrell
OAAA Member Benefits – Marketing Resources
• MegaBrands – top 100 OOH advertisers
• OOH Revenue – quarterly analysis of OOH performance
• Market Share – tracking OOH share of total ad spend
• Revenue by Format – ad spend by OOH's four categories
• Historical Revenue – OOH ad spend trends by year
• OOH Measurement – links to US market lists by DMA and CBSA
Marketing Research

OOH OPPORTUNITIES: CONSUMER INSIGHTS & INTENT Q4 2022

OOH Opportunities

Out of Home Advertising Association of America
Remaining 2023 Marketing Research Initiatives

- **OOH ROI/MMM Media Allocation Analysis and Recommendations (Benchmarketing)**
  Prove the value of OOH in comparison to core competitive media channels, and provide benchmarks for OOH allocation of media spend based on budget size, KPI and product category.

- **Marketing Mix Modeling (MMM) Case Study with Major Brand (Sequent Partners)**
  In 2021, OAAA produced best practices for performance measurement of OOH in marketing mix modeling (MMM) and attribution models. This before and after ROI case study with a major brand will show current modeling practices have undervalued OOH and, therefore, should increase both consideration of and media share allocation to OOH by brands, agencies and the modelers.
OAAA Website – Customized Marketing Resources

- ADVERTISING MEDIA SPEND – Kantar
- DEMOGRAPHIC ANALYSIS (by select geography) - EASI Demographics
- DMA DEMOGRAPHIC PROFILES & STATE DMA MAPS - SRDS
• Develop a sales strategy by product category and month
• Can be done on more focused segmentation levels such as category, sub-category and micro-category
• Data for approximately 180 DMA markets across the US
Case Studies

McDonald’s

Background
McDonald’s was looking for a way to reach their 18-49 target demographic across the nation to promote their 2 for $4 meal. In order to achieve this, there was a threshold of 50% for each 20% demographic market, with a total reach goal of at least 50%. McDonald’s media buys must be fair and equitable throughout.

Objective
To showcase the 2 for $4 deal, McDonald’s launched an OOH campaign in the breakfast hour to highlight the deal. The campaign featured a series of breakfast ads showcasing videos of consumers enjoying a breakfast meal and the decision to eat the featured McDonald’s product.

Strategy
The prime frame of 06:00 am to 09:00 am was chosen to support the $2 for $4 deal to reach consumers on the go around the breakfast hour. The campaign was introduced in all markets nationwide and a total of 85% of restaurant locations.

Plan Details

<table>
<thead>
<tr>
<th>Market</th>
<th>National (300 National)</th>
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</thead>
<tbody>
<tr>
<td>Time</td>
<td>06:00 am-09:00 am</td>
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</table>

Digital signage in 68 cities targeting 75% of the market.

Results
Post exposure: 2.53% impressions were followed by McDonald’s sales, reaching 95% of the audience across a 14-day period.

The campaign generated 8,270,000 incremental visits. The campaign generated 82% of ad sales with a $1.25 CPM and 40% of HVT.
Sample Business Documents: Format Contracts, Proof of Performance Report, Request for Information, Request for Proposal

Guides: Planning for OOH Media, Video OOH, OOH Measurement & Analytics


Standards and Specifications: Standard OOH Business Practices, Print Specifications, Place-Based DOOH Practices, Open Direct, Digital Aspect Ratios

Guidelines: Mobile and Social Applications for OOH, OOH Data Exchange API, OOH Data Usage, Digital Display API Monitoring, Digital Lighting, Digital Billboard Security
INTRODUCTION to MODULES

MODULE 1 - VALUE OF OOH ADVERTISING
MODULE 2 - MEASURING OOH AUDIENCES
MODULE 3 - UNDERSTANDING CLIENT OBJECTIVES
MODULE 4 - CRAFTING CLIENT PROPOSALS
MODULE 5 - SALES STRATEGIES USING OOH RATINGS
MODULE 6 - TURN YOUR PRESENTATION INTO COMPELLING CONVERSATIONS
MODULE 7 - A REVIEW OF BASIC SELLING SKILLS
MODULE 8 - EXPRESSING THE TRUE VALUE OF OOH
MODULE 9 - TRANSIT
Creative Resources
Where industry experts go to share and learn

• Learn from OOH industry experts to enhance your clients’ creative campaigns

• Access creative tools and best practices:
  • **OOH Mockup Generator** – one of the best resources an OOH media company can utilize, as the right creative dramatically increases advertiser response and enhances the probability of ad renewal.
  • **Creative Library** – Access to archives of OOH creative across formats
  • **Creative Best Practices** – Released annually providing guidance on how to tailor OOH Creative

• Stay connected through special reports, newsletters, on-demand video series, and more
Out of Home Advertising Association of America

OOH Creative Mockup Generator – https://oohmockupgenerator.oaaa.org/

- Free to use
- One time registration

Effective Creative = Advertiser Results = Higher Renewal Rates
OOH Creative Mockup Generator – https://oohmockupgenerator.oaaa.org/

OOH Formats:
- Bulletin
- Poster
- Custom Extension
- Wall
- Bus
- Bus Shelter
- Taxi
- Mobile Billboard
- Transit Station
- Shopping Mall
- Airport
- Newstand
- Bench

OOH Environment Views:
- Highway
- Urban
- Suburban
- Rural

Renderings can be emailed directly to clients

Zoom feature
OOH Industry Directories

- **Member Directory** - Access to and placement in the OAAA’s directory comprised of OAAA Members.
- **Tech Locator** - An easy-to-use online tool, allows anyone the ability to quickly search for providers offering data and technologies essential to the growing OOH business.
- **OOH Media Locator** – has multi-level search capabilities to locate media operators by CBSA or DMA market, media category, and a specific format.
THANK YOU!

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