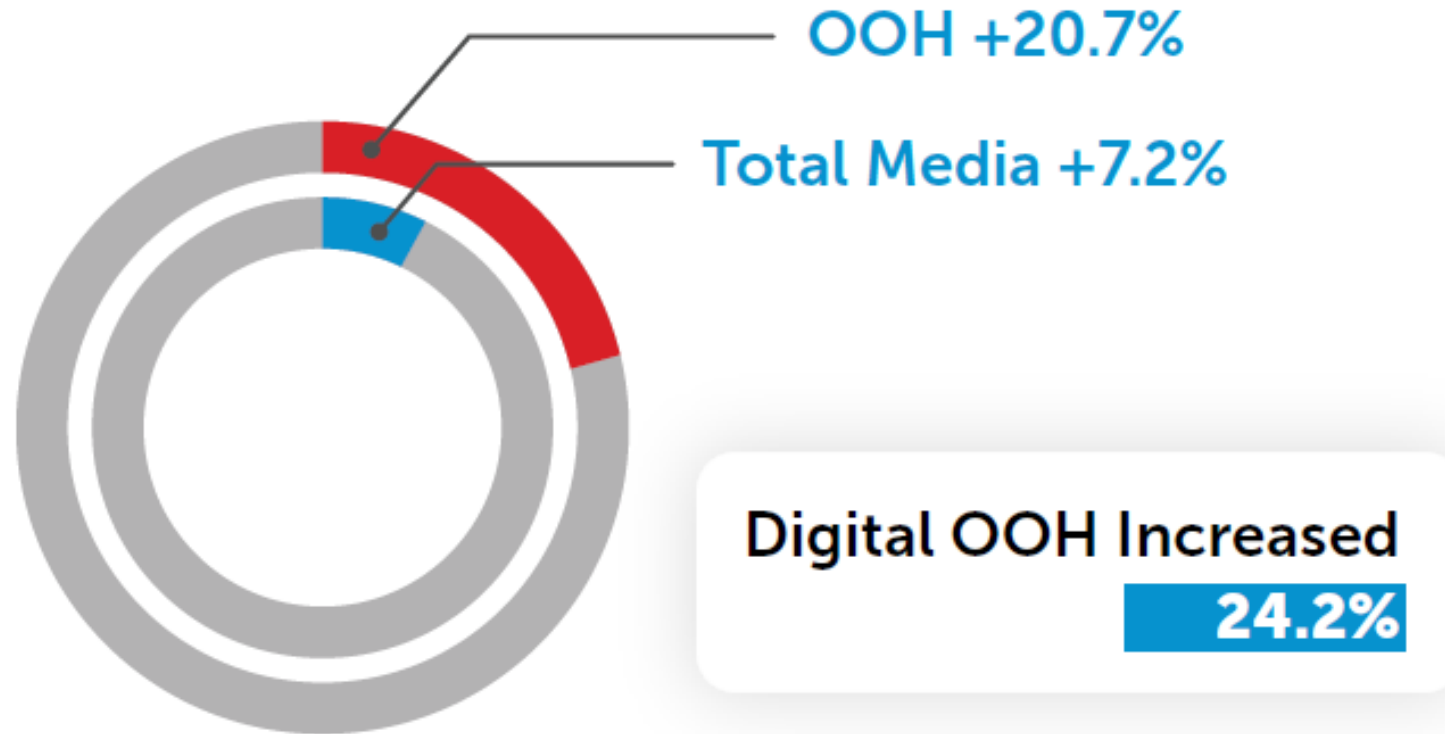# Maximizing OOH in Today's Marketplace
Key 2023 Trends & Consumer Insights

OOH Industry Growth

2022: OOH Fastest Growing Ad Channel, Surpassed 2019
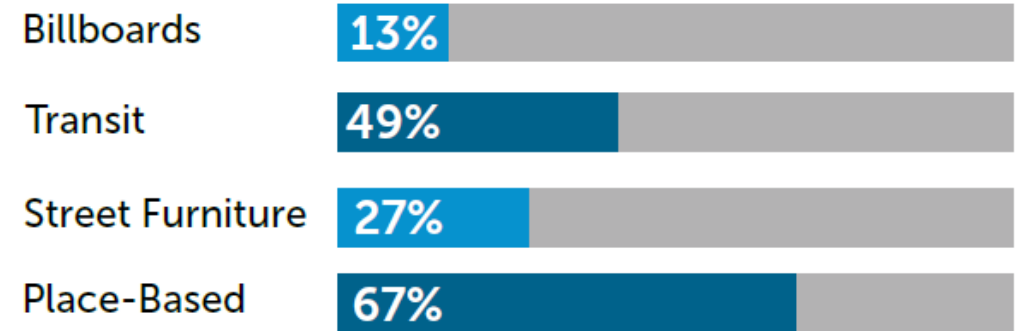

OOH +20.7%

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

Place-Based
$556.1
6.5%

Transit
$1291.8
15.1%

Street Furniture
$487.6
5.7%

Billboards
$6219.5
72.7%
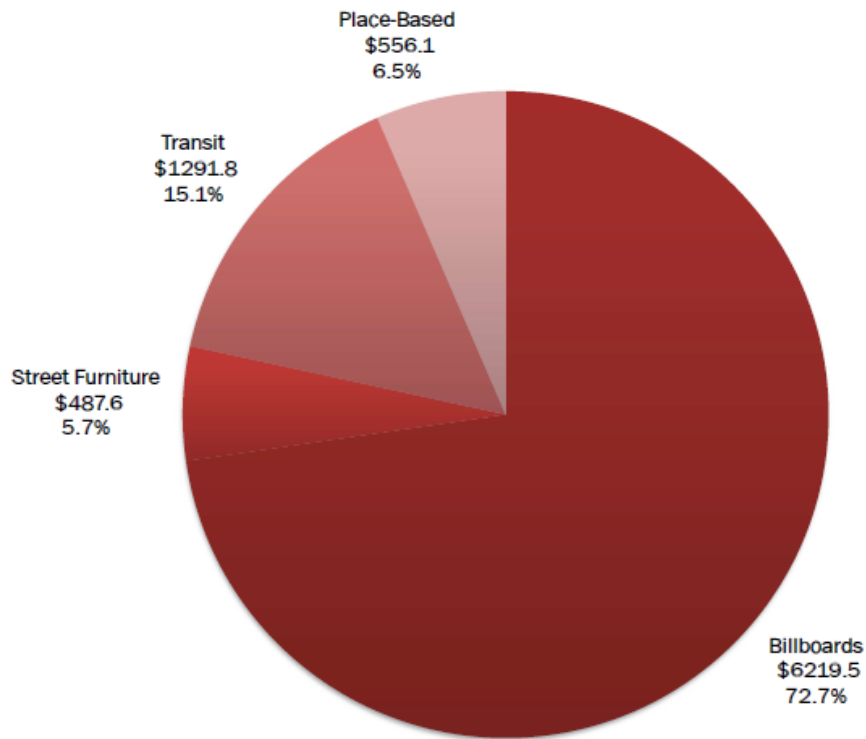
OOH Grew Across All Category Formats

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

Digital OOH represents 29% of total OOH, format figures in millions.
Source: OAAA

OOH Ad Spend: Top 10 Product Categories

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
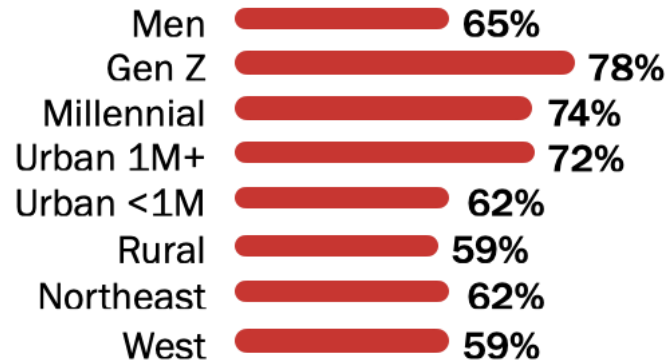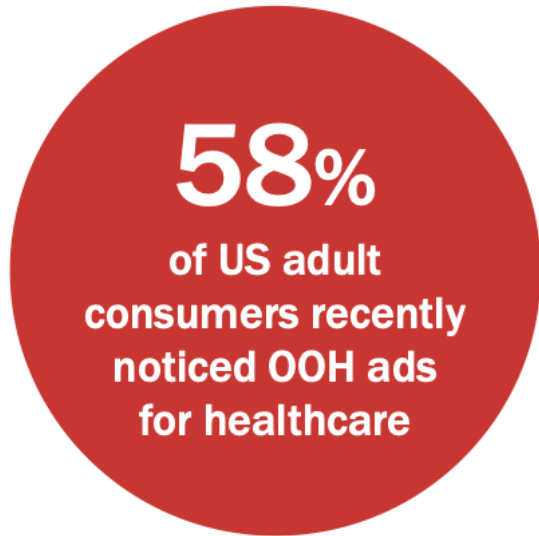9. Food Stores and Supermarkets
10. Real Estate Agents, Agencies Brokers

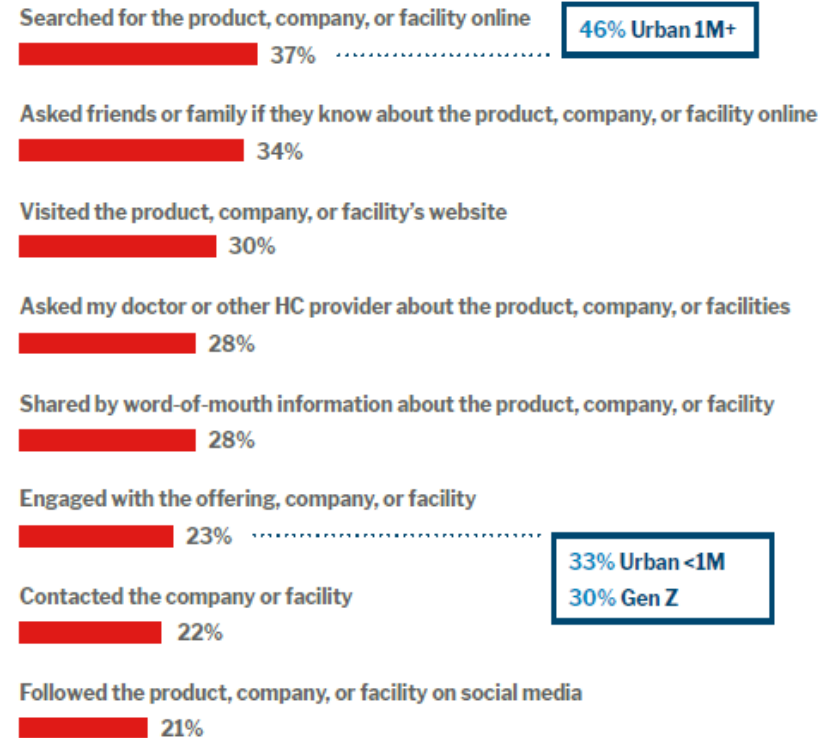**Top 10 Represents 1/3 of Total OOH Spend**

Source: Vivvix

#1 in California
#2 and in the Nation
Cedars Sinai
BEST HOSPITALS U.S. News HONOR ROLL 2022-23

Source: Vivvix

#1 OOH Product Category: Healthcare

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

Men	65%
Gen Z	78%
Millennial	74%
Urban 1M+	72%
Urban <1M	62%
Rural	59%
Northeast	62%
West	59%

76% of those who saw a healthcare OOH ad engaged

Actions taken among those who engaged:

Searched for the product, company, or facility online — 37%   **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%

Contacted the company or facility — 22%   **33% Urban <1M 30% Gen Z**

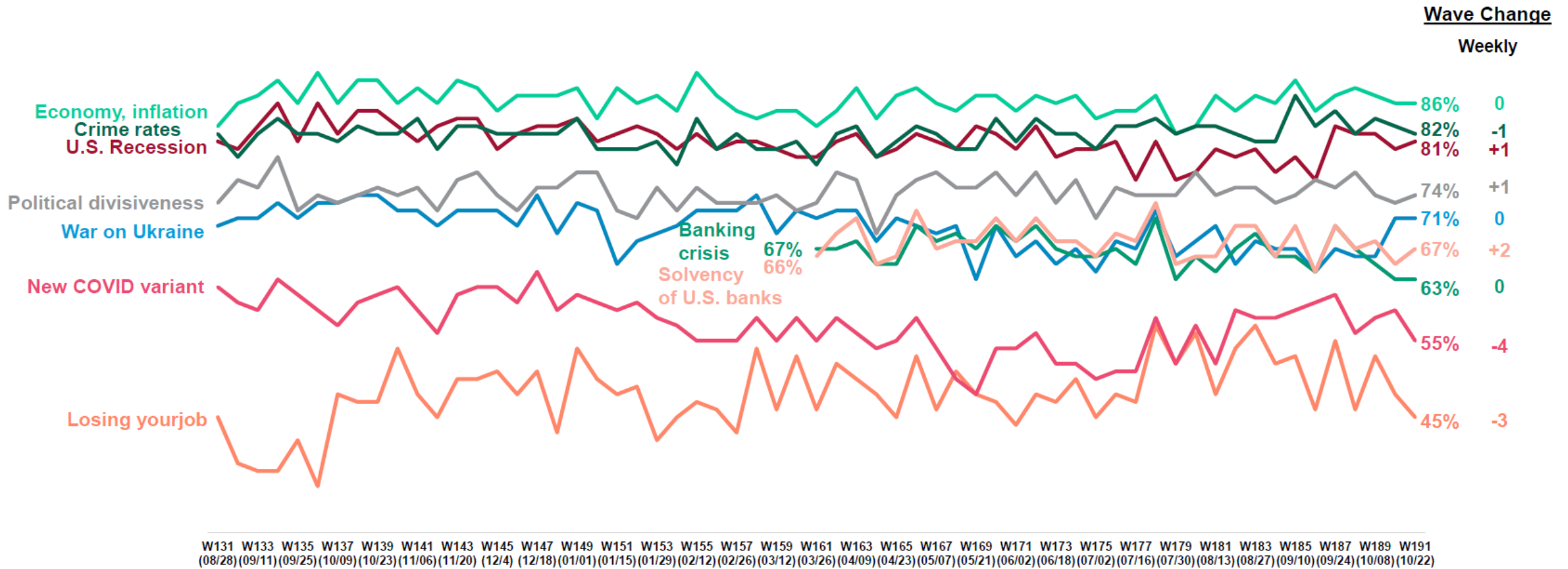Followed the product, company, or facility on social media — 21%

Source: The Harris Poll

Top 10 OOH Advertisers 2022

Source: Vivvix

As COVID Fears Level, Economic and Inflation Concerns Remain High

Wave Change

Weekly

Economy, inflation — 86% — 0
Crime rates — 82% — -1
U.S. Recession — 81% — +1
Political divisiveness — 74% — +1
War on Ukraine — 71% — 0
Banking crisis — 67% — +2
Solvency of U.S. banks — 66% — 67%
New COVID variant — 63% — 0
— 55% — -4
Losing your job — 45% — -3

W131 W133 W135 W137 W139 W141 W143 W145 W147 W149 W151 W153 W155 W157 W159 W161 W163 W165 W167 W169 W171 W173 W175 W177 W179 W181 W183 W185 W187 W189 W191
(08/28)(09/11)(09/25)(10/09)(10/23)(11/06)(11/20)(12/4)(12/18)(01/01)(01/15)(01/29)(02/12)(02/26)(03/12)(03/26)(04/09)(04/23)(05/07)(05/21)(06/02)(06/18)(07/02)(07/16)(07/30)(08/13)(08/27)(09/10)(09/24)(10/08)(10/22)

Impact of Maintaining or Increasing Ad Spend in Last Recession

Brands who maintained or increased spend in the last recession

54% saw ROI improve
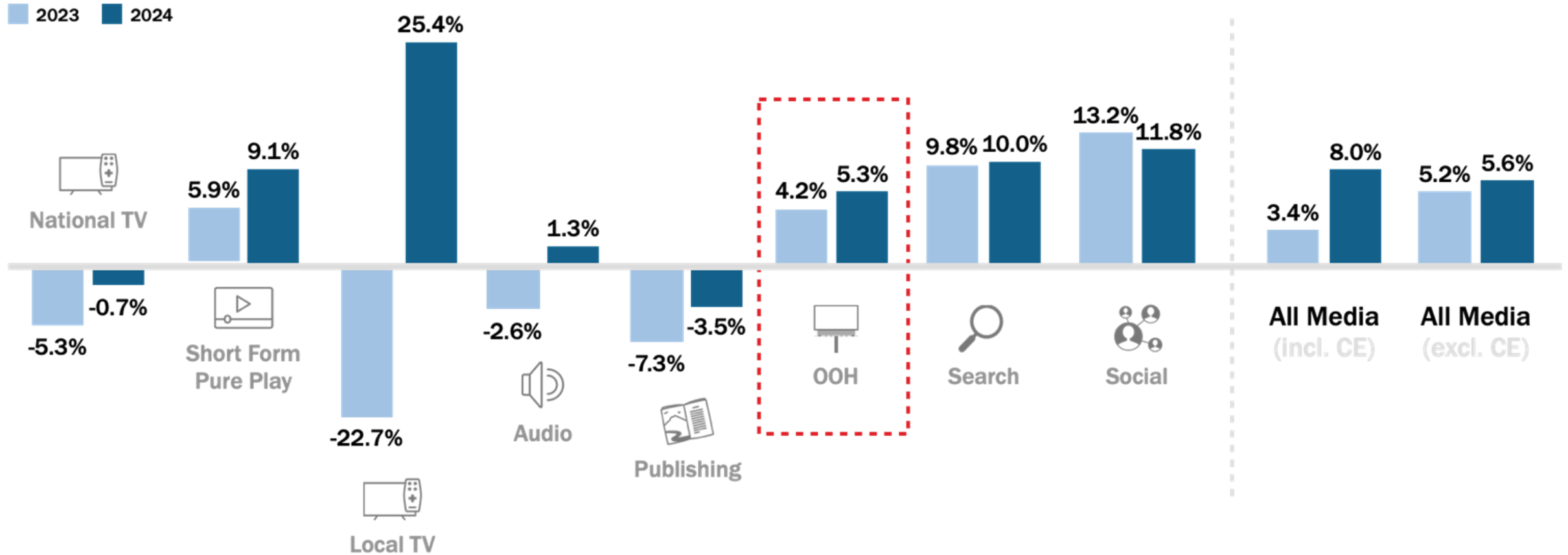
60% that raised outlay realised a better ROI

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)

Legend: 2023, 2024

- National TV: -5.3% (2023), -0.7% (2024)
- Short Form Pure Play: 5.9% (2023), 9.1% (2024)
- Local TV: -22.7% (2023), 25.4% (2024)
- Audio: -2.6% (2023), 1.3% (2024)
- Publishing: -7.3% (2023), -3.5% (2024)
- OOH: 4.2% (2023), 5.3% (2024)
- Search: 9.8% (2023), 10.0% (2024)
- Social: 13.2% (2023), 11.8% (2024)
- All Media (incl. CE): 3.4% (2023), 8.0% (2024)
- All Media (excl. CE): 5.2% (2023), 5.6% (2024)

Source: MAGNA (September 2023) | CE= Cyclical events (Political + Olympics)

2024 US Political Ad Spend Projected to Reach $10 - $12 Billion

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
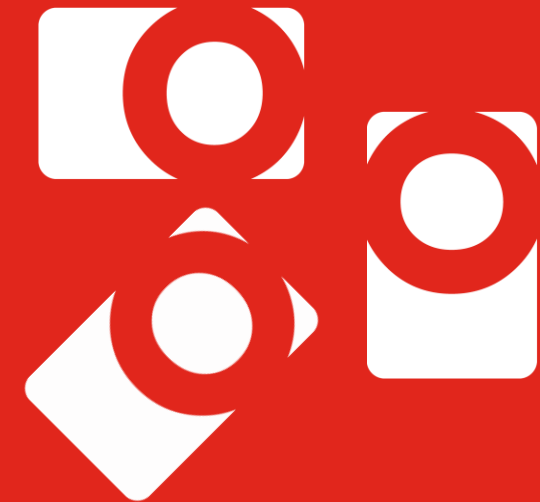
OOH Political Ad Spend: A Growth Category

OOH Political Ad Spend 2013 - 2022
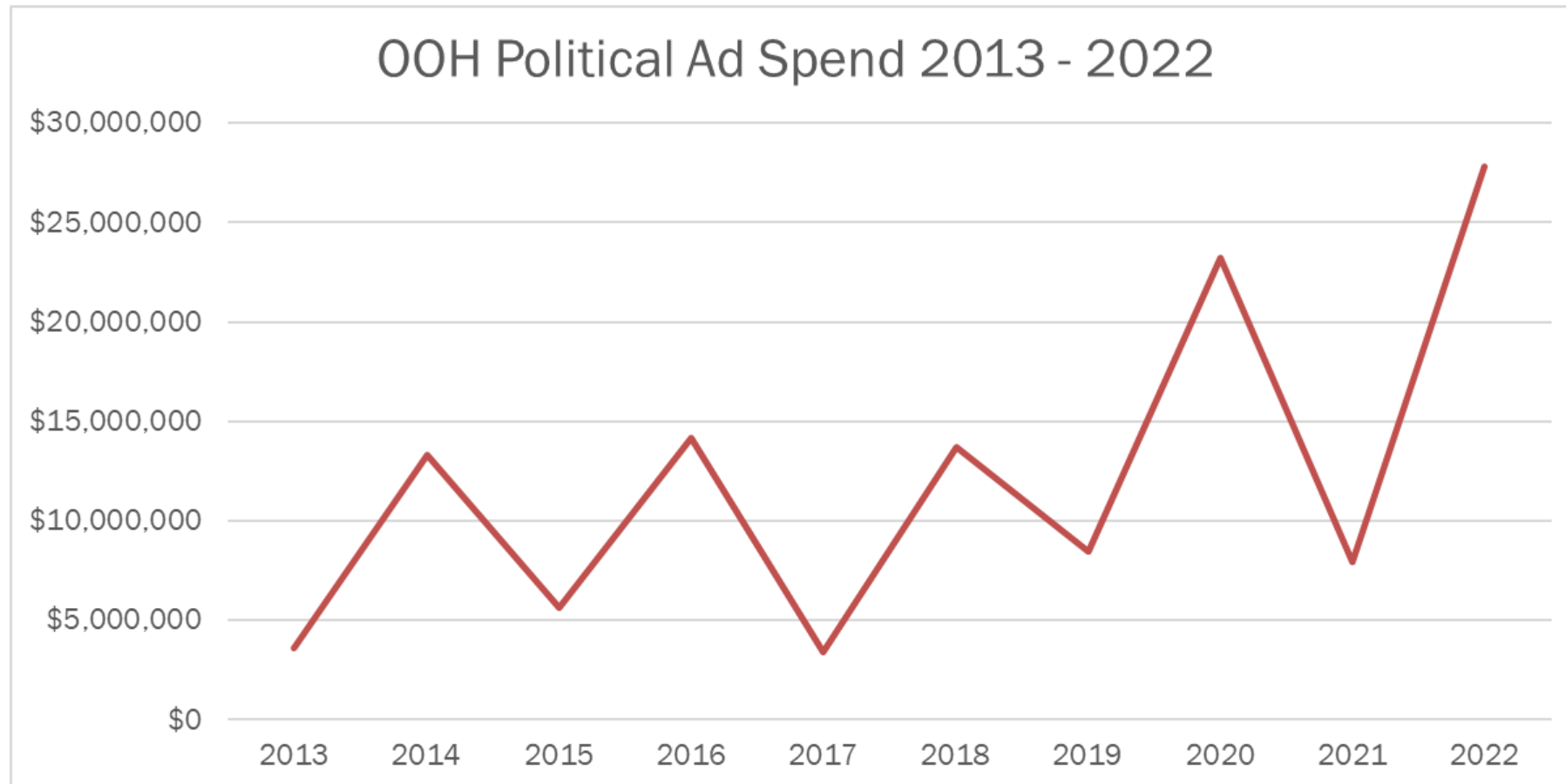
Source: Vivvix

OOH Political Ad Spend: 66% Occurs in Second Half

OOH Political Ad Spend by Quarter 2013 - 2022
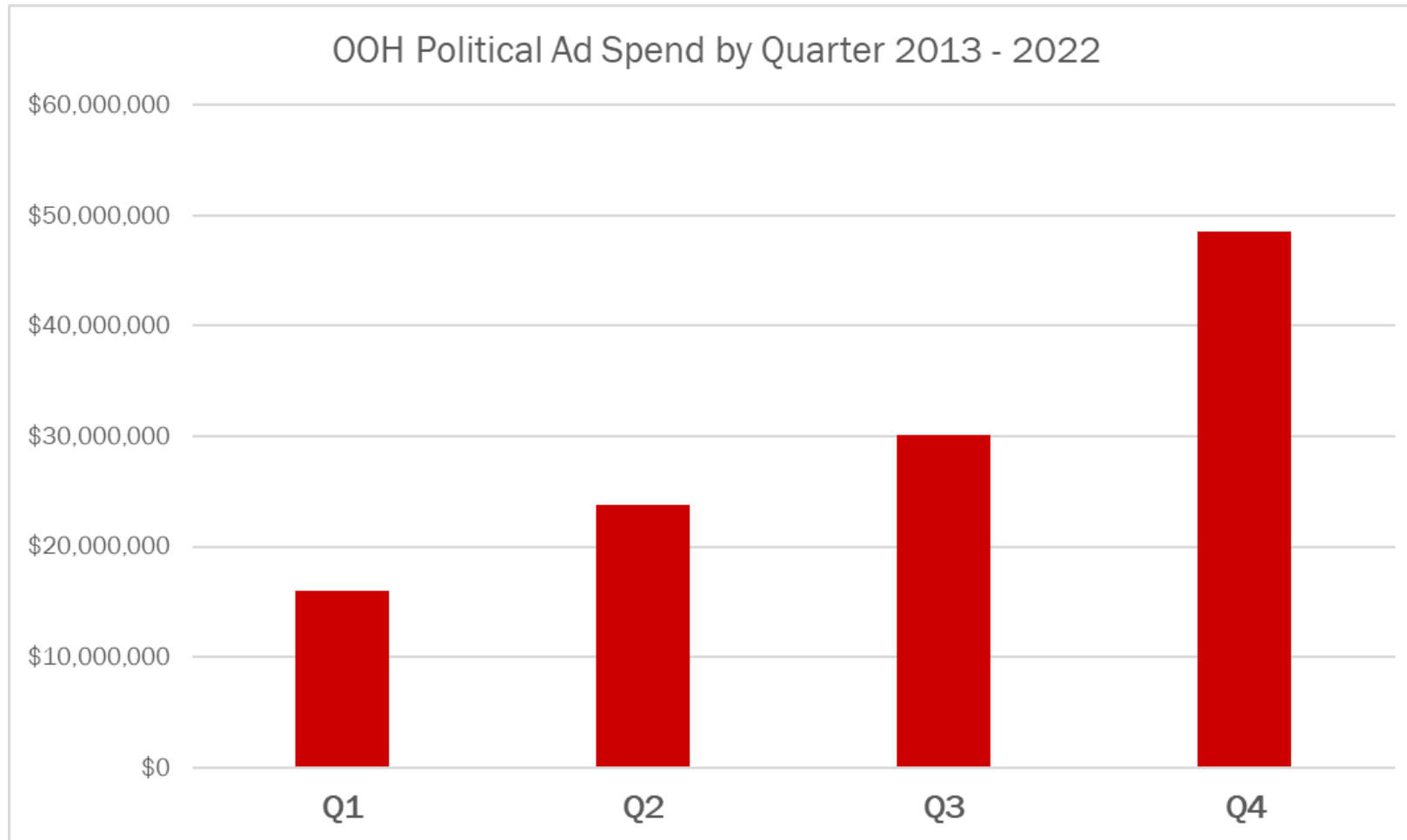
Source: Vivvix

Almost 85% of OOH Political Ad Spend is Locally Driven
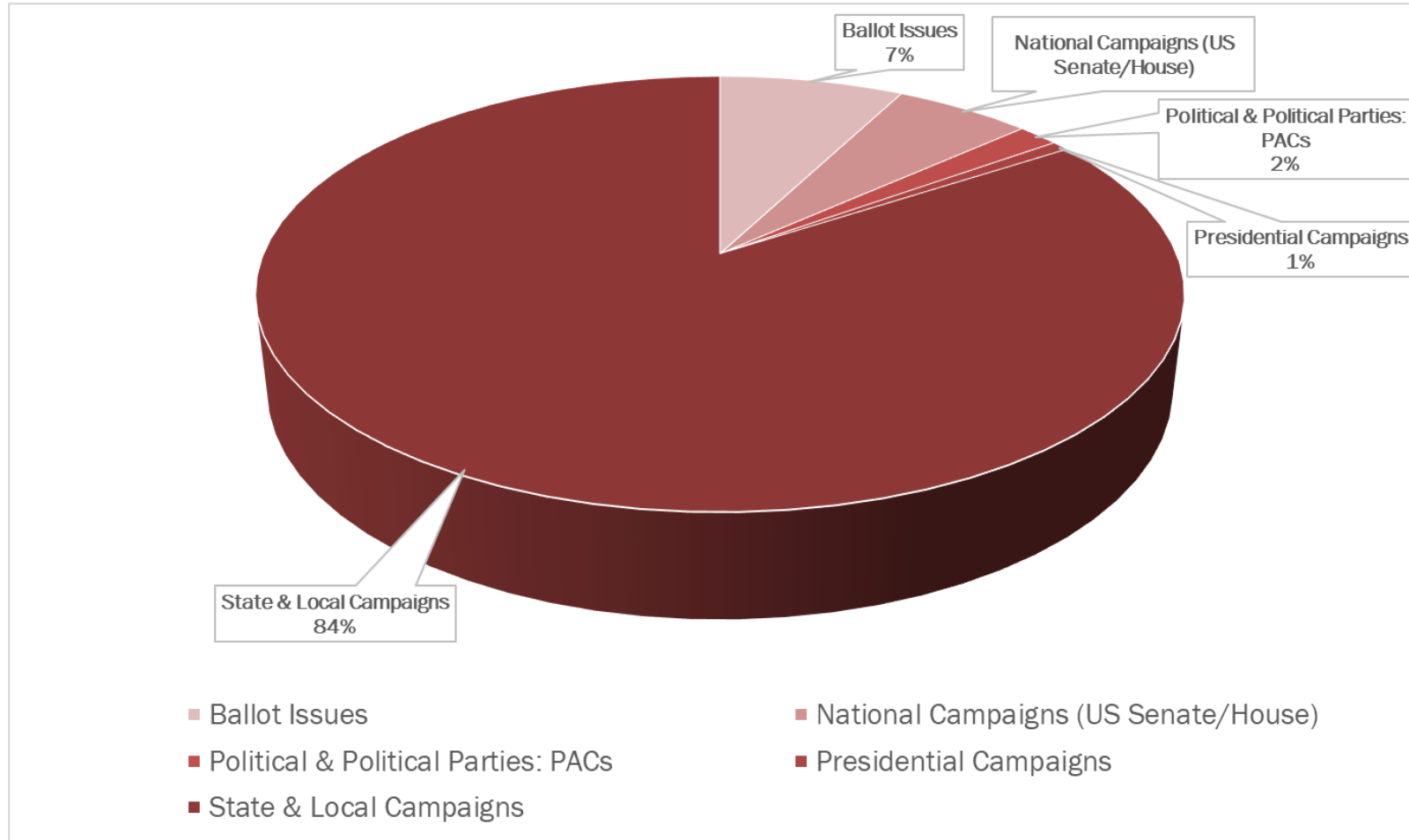
OOH Political Ad Spend by Category Type 2013-2022

Source: Vivvix

Ballot Issues 7%

National Campaigns (US Senate/House)

Political & Political Parties: PACs 2%

Presidential Campaigns 1%

State & Local Campaigns 84%

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

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
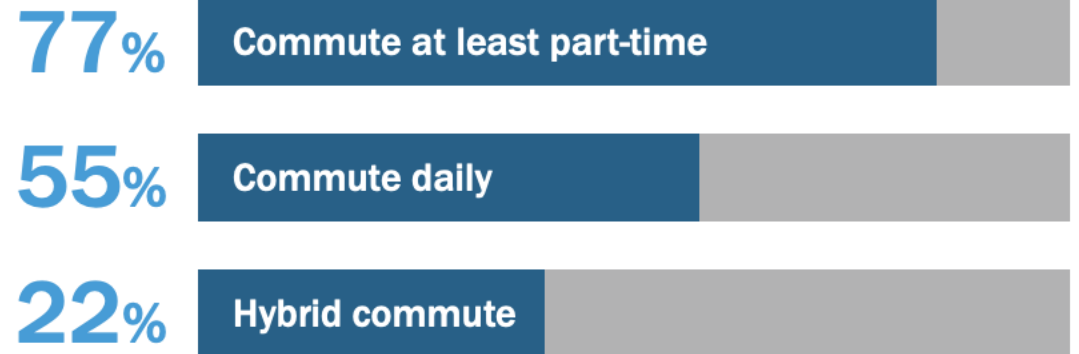
Source: Morning Consult

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

Source: APTA, US DOT

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

OOH Complements Consumer Experiences, Engages When Most Likely to Act

Engages When Most Likely to Act
OOH Ads Evoke High Favorability with Consumers
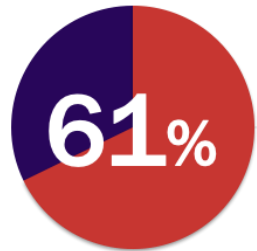
61% of adults view billboard ads favorably, high than any competitive media
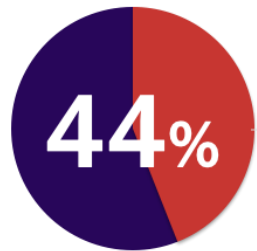
44% net favorability rating for OOH ads beats digital media, radio, podcasts, streaming audio

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

Your date with fries awaits.
Only on the app.

$1 Large

Offer valid 01/31/22 thru 05/31/22 at participating McDonald's.

Source: The Harris Poll

OOH Engagement Drivers: Brand Loyalty, Locality, Influencers, Special Offers
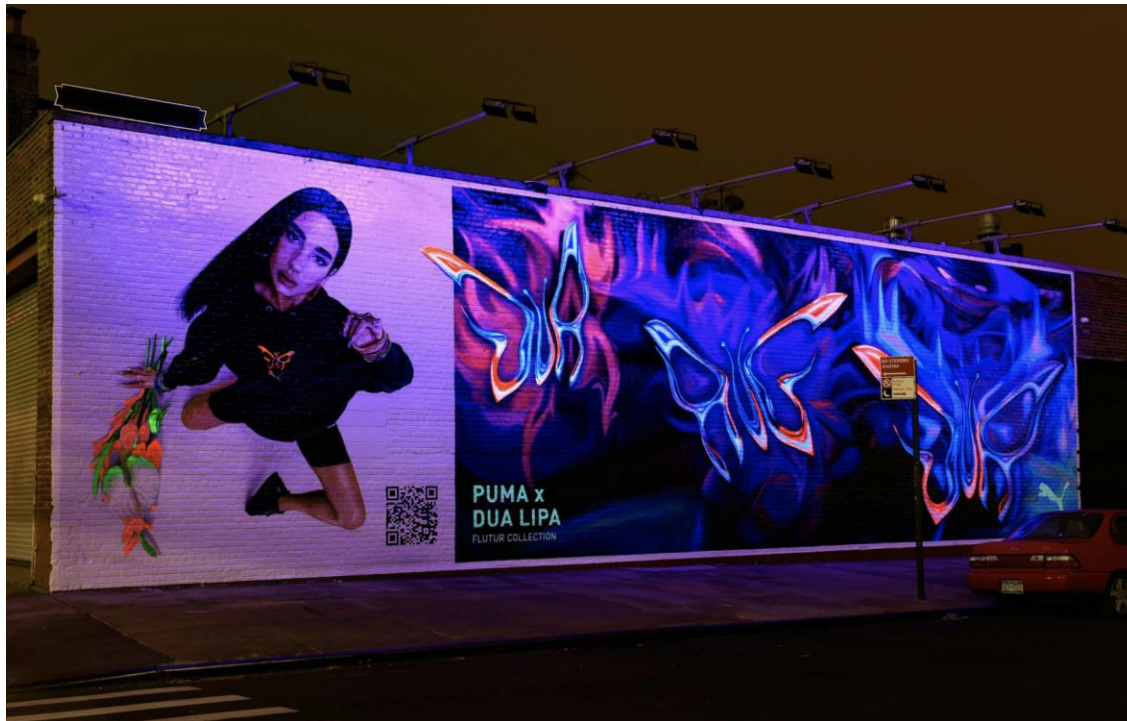
OOH Ads that Best Capture Attention & Engagement:

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

OOH Ads Most Likely to Engage Consumers:

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

Social Media Users Notice OOH Ads Posted on Platforms

How often do you see out of home advertisements reposted on the following social media platforms?

Among users of each social media platform
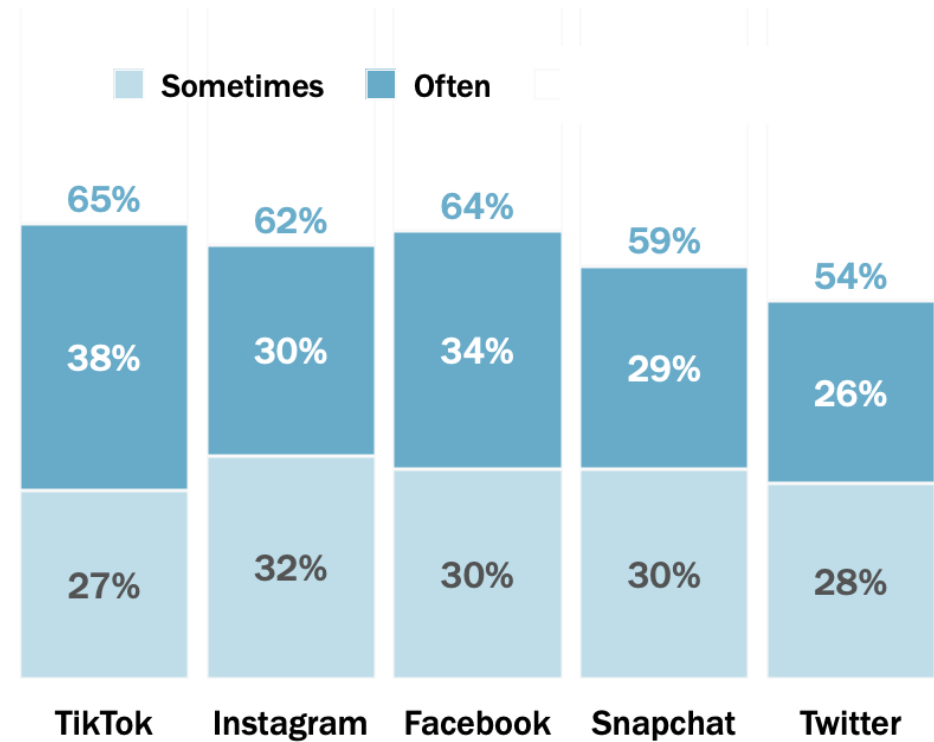
Source: The Harris Poll

OOH Generates Highest Ad Recall of All Core Media

TV	Linear (a)	20% — 60%
	Streaming (b)	28% — 72%
AUDIO	Podcast (c)	59% — 77%
	Radio (d)	11% — 46%
ONLINE	Mobile (e)	12% — 57%
	Desktop (f)	9% — 48%
OOH	Printed (g)	38% — 86%
	Digital (h)	46% — 84%
PRINT	Print (i)	53% — 71%
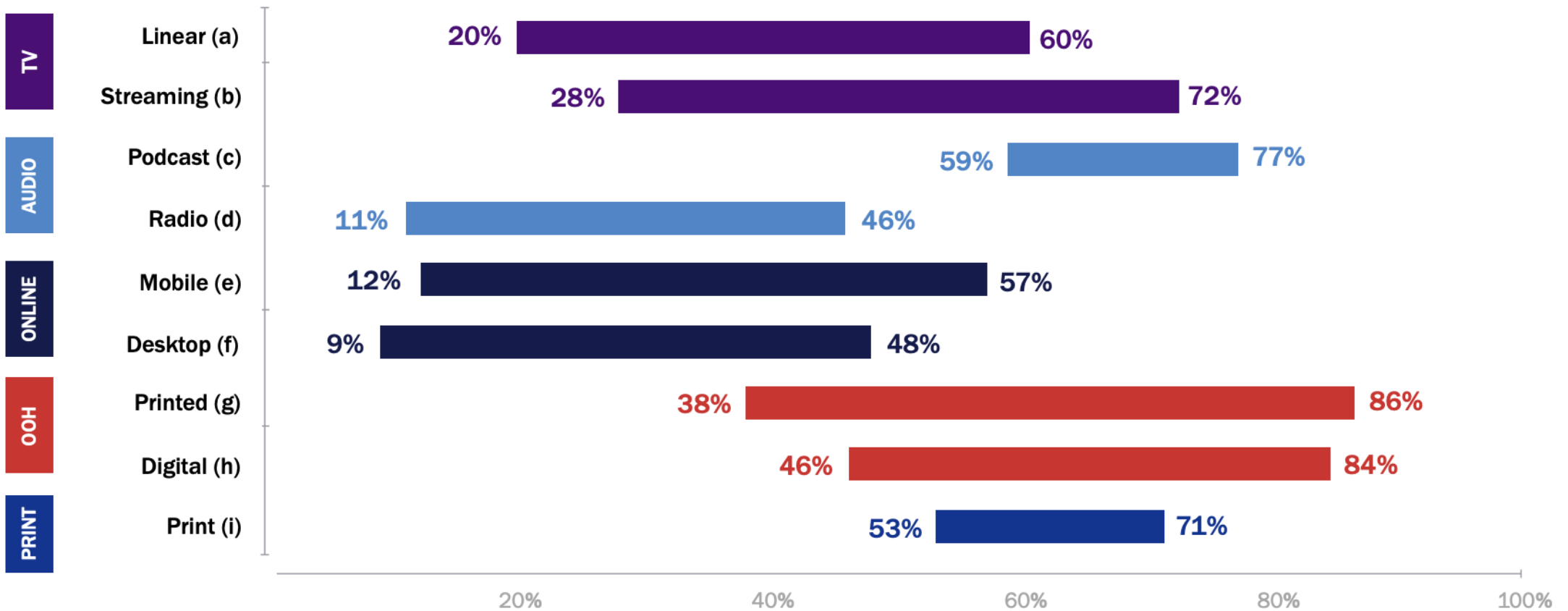
Source: Solomon Partners

OOH's Valuable Audience

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

56% — Hispanic Americans

58% — Black Americans

59% — Asian Americans
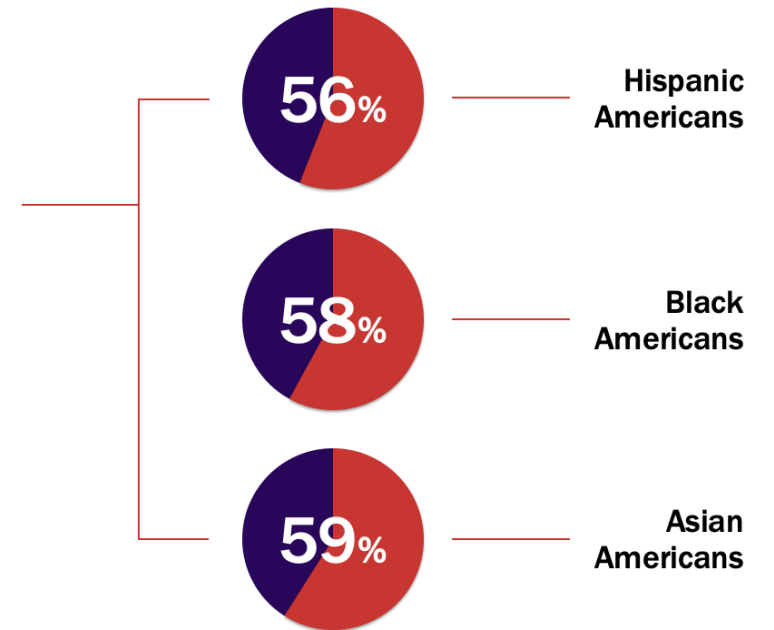
OOH Resonates with Multicultural Consumers

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

Asian Americans	+8%
Hispanic Americans	+14%
Black Americans	+20%
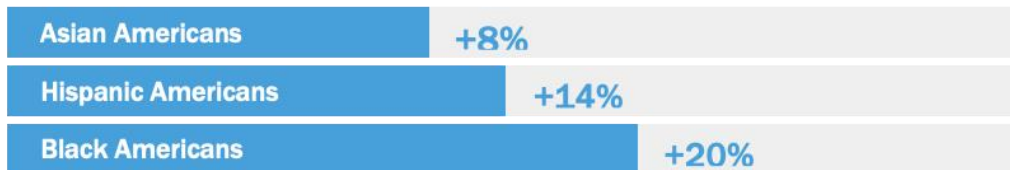
More Likely to Notice OOH Ads with Directions to Stores/Restaurants vs. US Adults

Black Americans	+7%
Hispanic Americans	+17%
Asian Americans	+27%
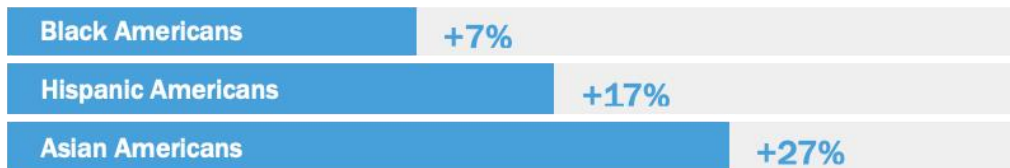
More Likely to Visit Stores/Restaurants within 30 Minutes of Seeing Directional OOH Ads vs. US Adults

Black Americans	+28%
Hispanic Americans	+28%
Asian Americans	+40%
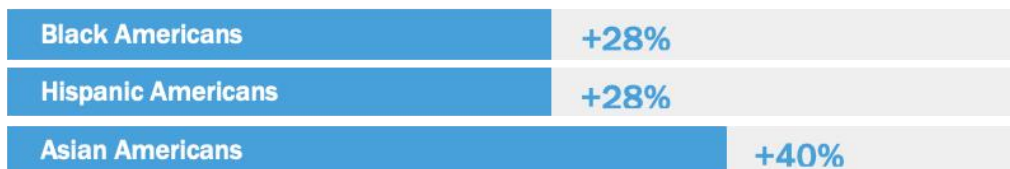
Source: Morning Consult

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
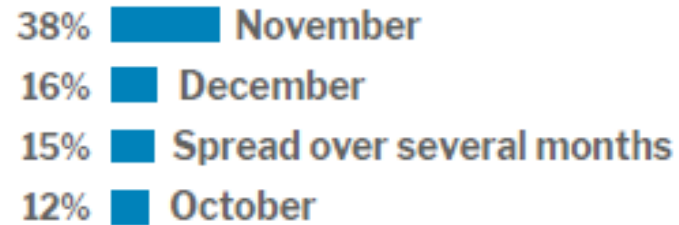
Shoppers plan to spend the most in these product categories:

- 60% Clothing
- 41% Technology products (52% Millennials)
- 37% Toys (46% Millennials)
- 30% Jewelry or Accessories (49% Gen Z)
- 30% Perfume or Cosmetics
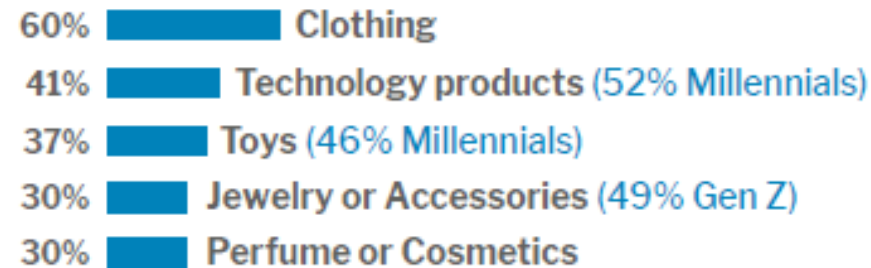
Ad messages most relevant to shoppers:

- 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)
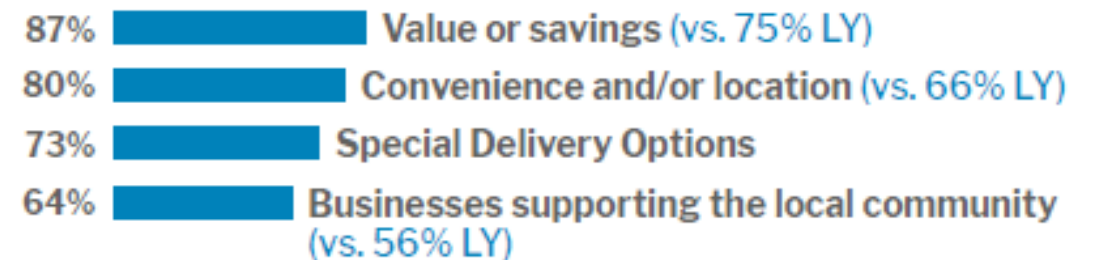
Digital Transformation

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

14%
Projected Revenue Growth in 2023

13.5K
Total Billboard Units in 2023

45%
SHARE SHIFT TO DIGITAL
of Total OOH Spend Will be DOOH by 2027
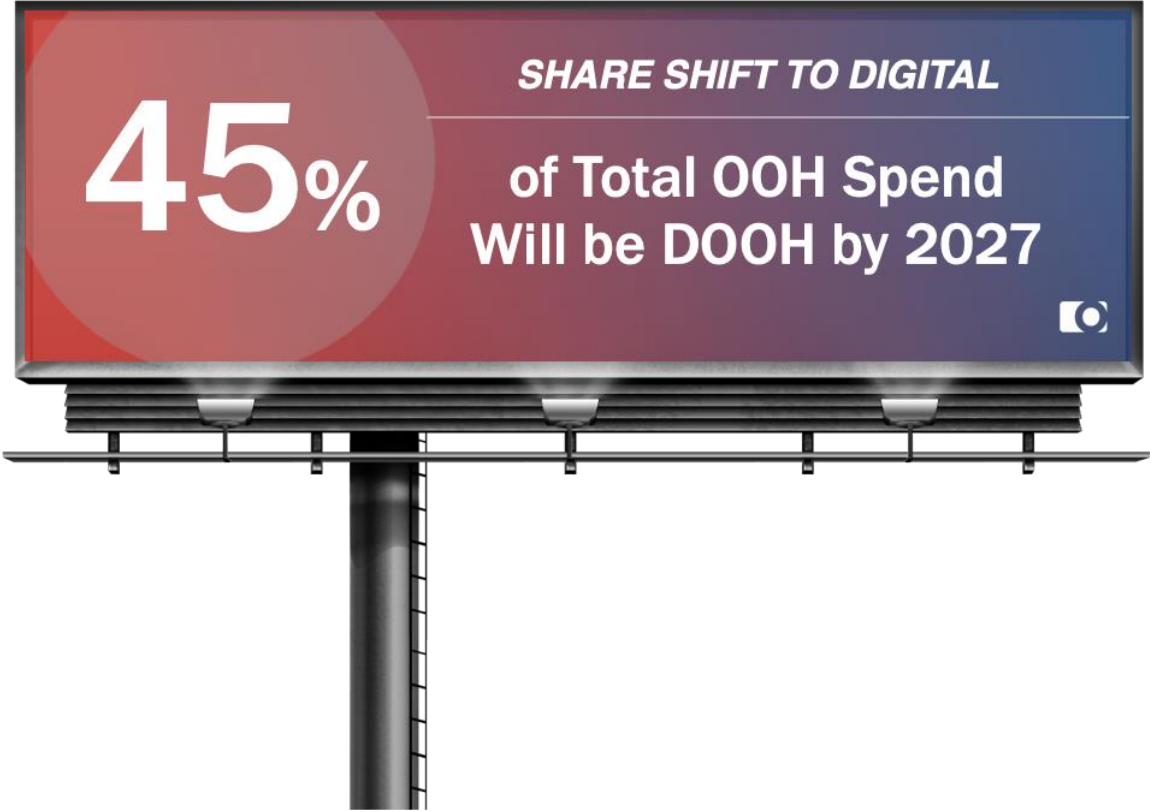
Source: MAGNA, OAAA, Yahoo

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

Dynamic OOH Ad Content Increases Consumer Interest

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

Category	Percent
US Adults	40%
Millennials	45%
Bachelor's Degree	45%
Urban Residents	45%
Hispanic Americans	46%
Household Income $100K+	51%
Adults 30 - 44	51%
Post-Graduate Degree	56%

Source: The Harris Poll

Programmatic: Significantly Expanding DOOH Opportunities
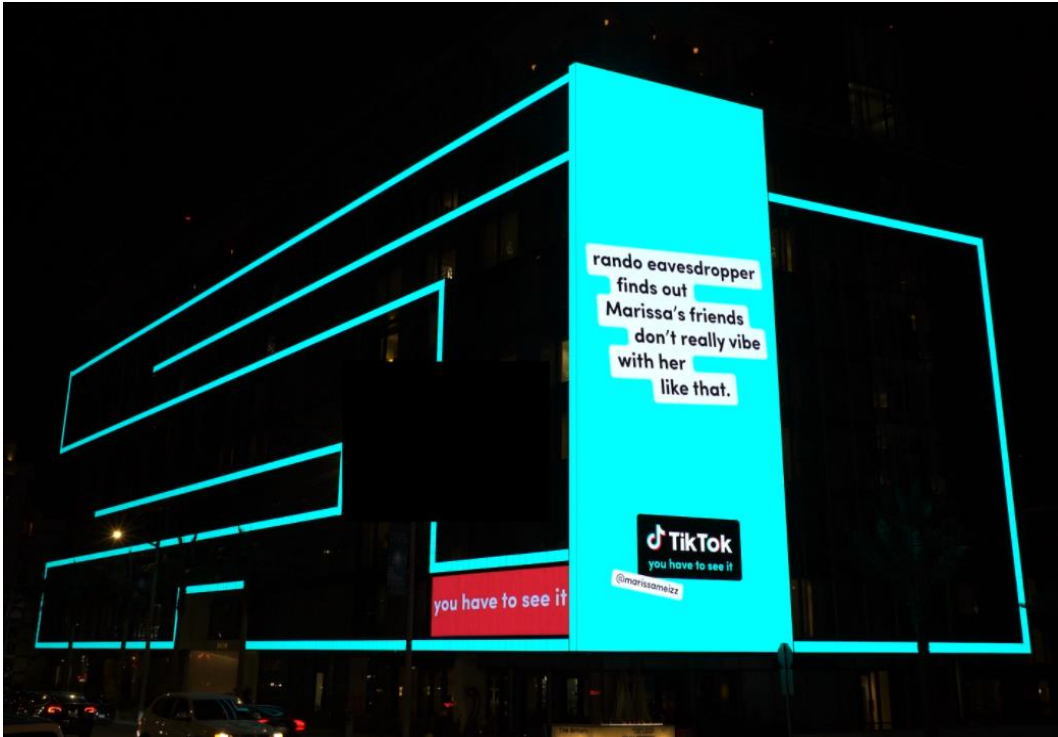
Omnichannel Demand-Side-Platform integrations into DOOH Supply-Side Platforms continue to grow

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

OOH Effectiveness

Almost Four in Five Act Following Recent OOH Ad Exposure

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

44%	used search to look up information about the advertiser
41%	watched a television program
29%	visited an advertiser's social media
29%	visited an advertiser's website
28%	tuned to a radio station
24%	visited an advertised restaurant
23%	visited a store or other business advertised
22%	watched a movie in the theater
21%	talked about the advertisement or product with others
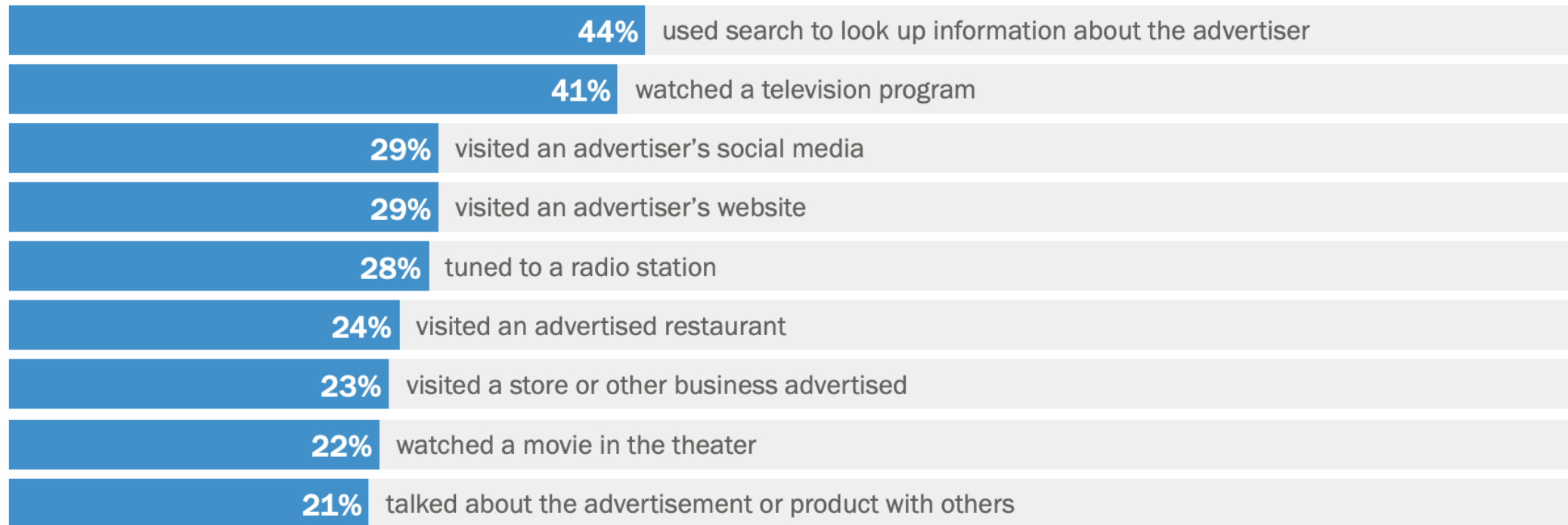
Source: Morning Consult

OOH Engages Consumers On Journeys to Retail Stores

Almost ~70%+ Notice OOH Ads on Their Way to In-Store Shopping
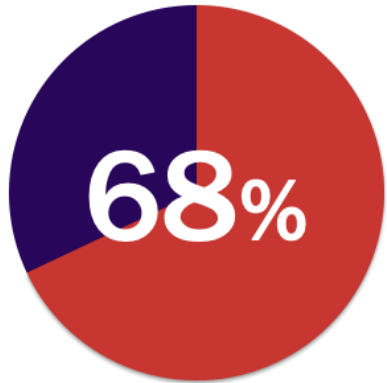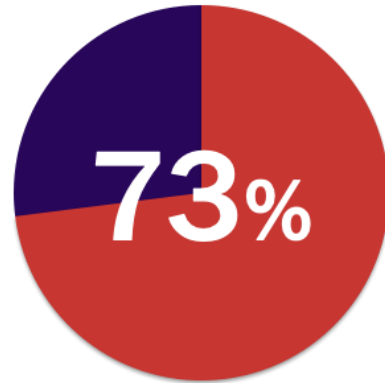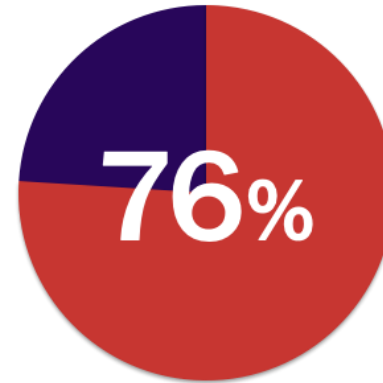
68%	73%	76%	78%
US Adults	Asian Americans	Hispanic Americans	Black Americans
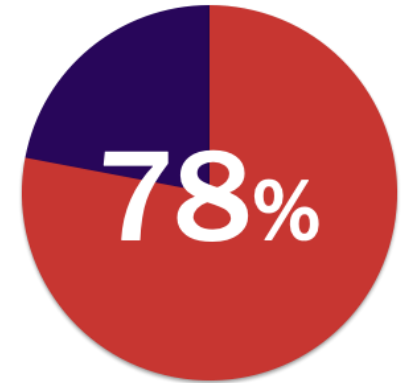
Source: Morning Consult

OOH Influences Consumer Purchase Decisions

Almost Half Say OOH Ads Impact In-Store Purchase Decisions

Group	Percentage
US Adults	42%
Adults 18-29	45%
Men	48%
HHI $100K+	50%
Bachelor's Degree	50%
Adults 30-44	51%
Hispanic Americans	51%
Post-Graduate Degree	54%
Black Americans	57%
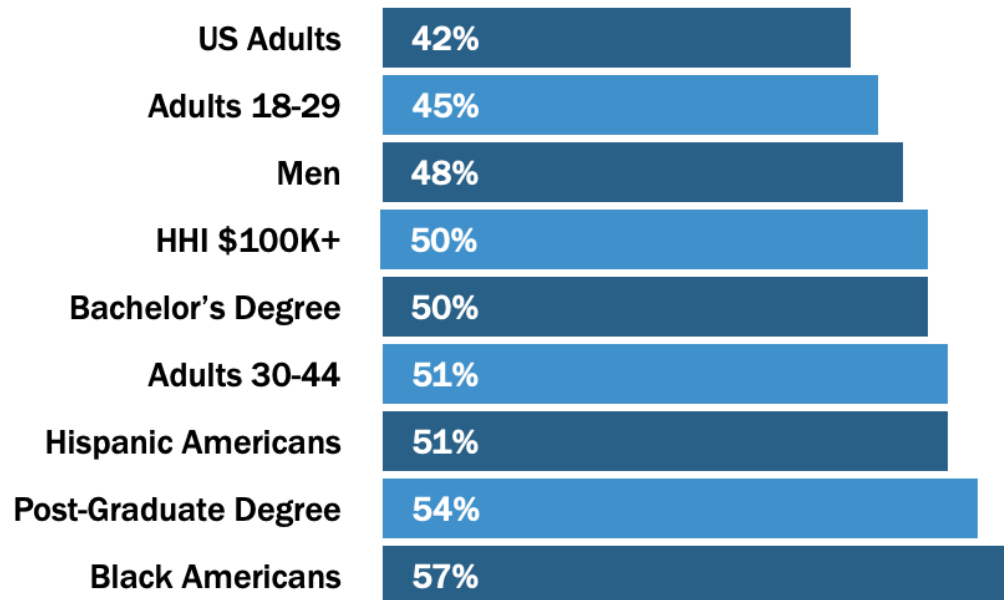
Source: Morning Consult

OOH Primes Mobile Activation

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

- **51%** used search to look up information about the advertiser
- **43%** made an online purchase
- **33%** visited an advertiser's website
- **31%** accessed a coupon, discount code, or other info using QR code, tap or SMS/text
- **26%** downloaded or used an app shown in the ad
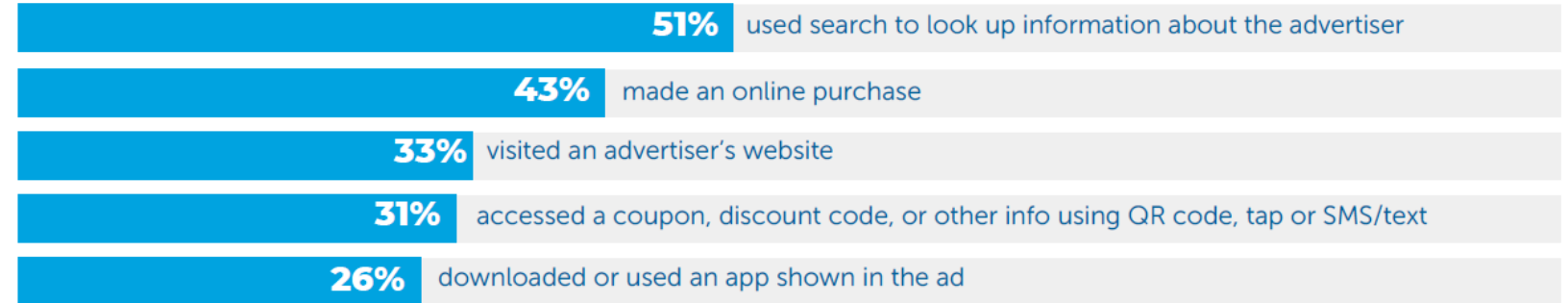
Source: Morning Consult

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 **21%** posted in social media **19%** downloaded an app

33% searched social media **30%** searched for video **20%** made an online purchase **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

Search Engine Actions

Legend: OOH | Television | Video Ads | Display Ads | Radio | Print

Category	OOH	Television	Video Ads	Display Ads	Radio	Print
Search Engine	41	45	37	27	22	16
Search Social	33	33	31	16	14	10
Search Video	30	30	28	17	13	10
Post Social	21	16	13	9	8	7
Post Video	17	15	15	9	6	4
Download App	19	22	22	18	10	7
Website Visit	28	33	27	26	15	12
Purchased Online	20	24	16	15	10	8
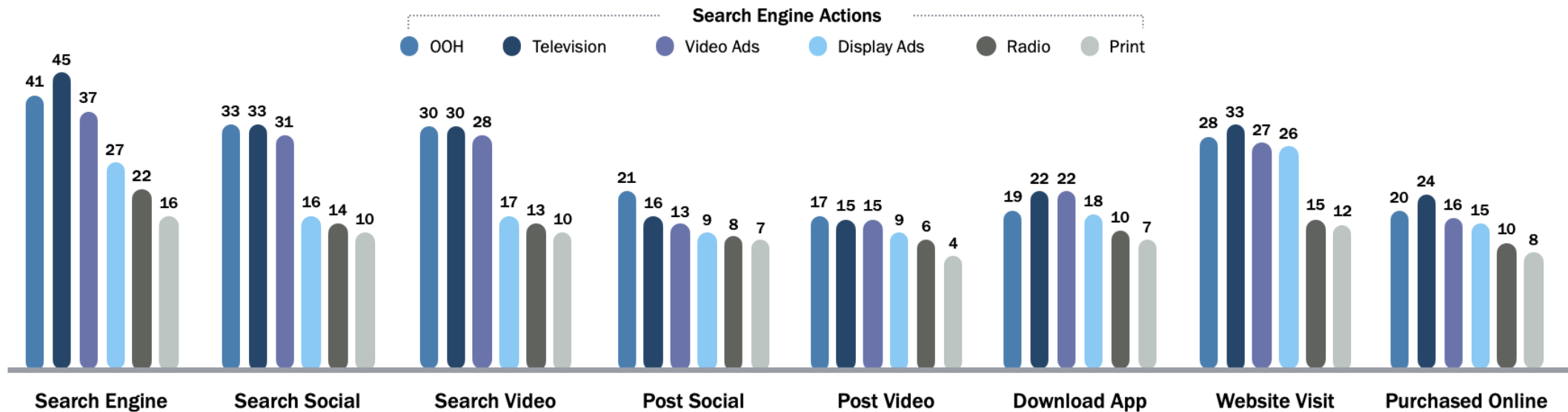
Source: Comscore

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

+40%

OOH boosts ROI of Search

Source: Benchmarking

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

Clint Smith
@ClintSmithIII

Well now this is pretty damn cool

1:53 PM · Nov 17, 2021 · Twitter for iPhone

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

OOH Reaches QSR Consumers ➡ Drives Sales

6 in 10 Recall Seeing OOH QSR Ads Recently

(Especially Younger & Urban Americans)

Segment	%
Men	65%
Women	54%
Gen Z	77%
Millennial	76%
Gen X	60%
Boomer +	39%
Urban 1M+	69%
Urban <1M	62%
Suburban	57%
Rural	54%
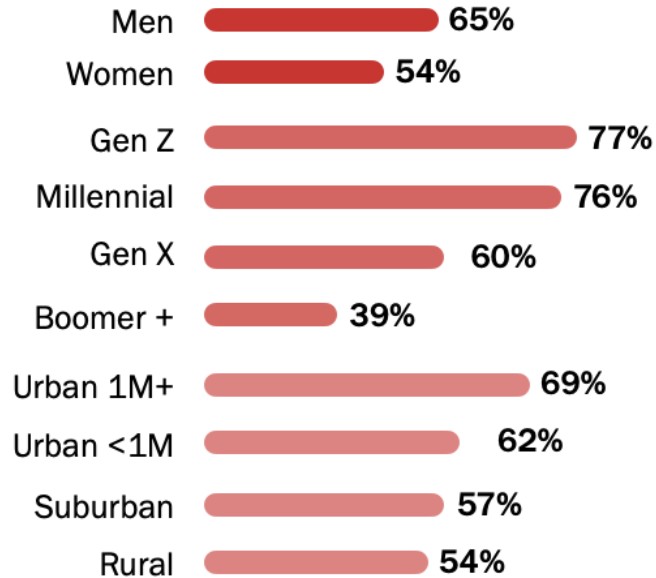
OOH QSR Ads Engaged Almost 9 in 10 Recent Viewers

67% → 87% Boomer+

61% GenZ

32% Urban 1M+

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

Action	%
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%

Source: The Harris Poll

Out of Home Advertising Association of America
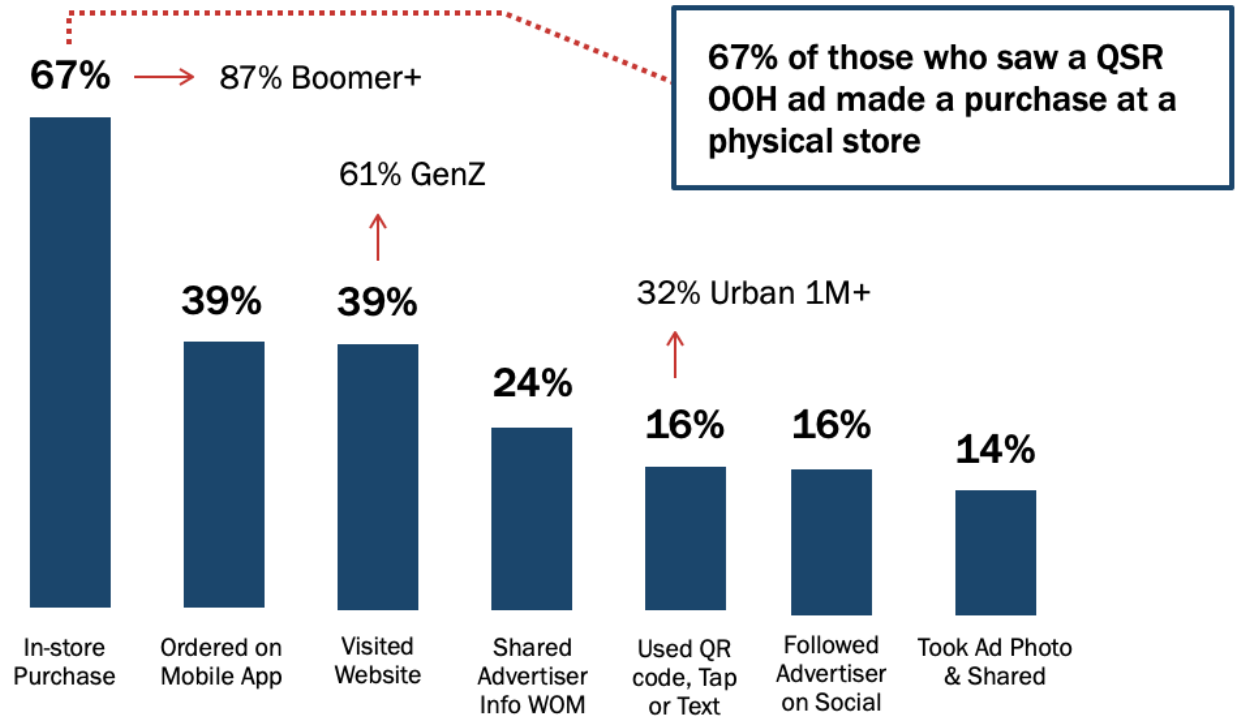
OOH Automotive Ads Generate Consumer Notice & Action

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
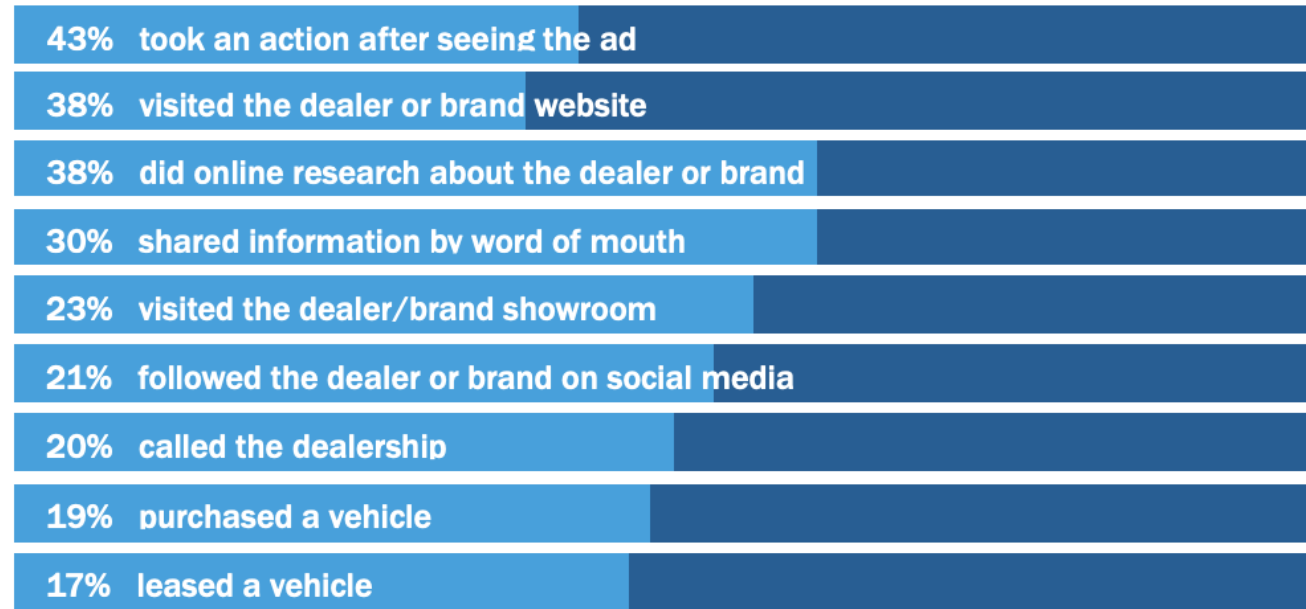
Source: The Harris Poll

OOH Impact with Key Product Categories

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
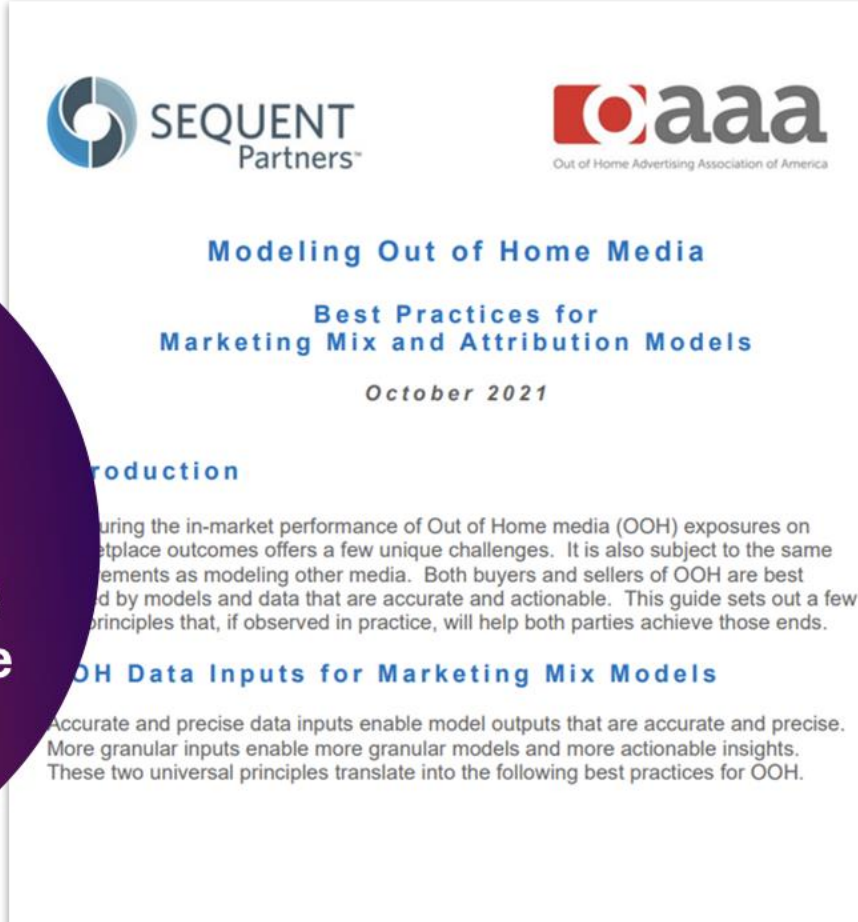
Measurement of OOH Performance and Audience

Borrell 2023 Local Ad Survey

43% of agencies named OOH as medium of most interest.

LOCAL. FRESH. FLAVOR
TAVERN ON THE HILL
1102 WOODLAND AVENUE
www.tavernduluth.com

66% of marketers believe optimizing the media mix is the best way to maximize absolute ROI

Source: Vivvix

SEQUENT Partners™   OAAA
Out of Home Advertising Association of America

Modeling Out of Home Media

Best Practices for Marketing Mix and Attribution Models

October 2021

...roduction

...uring the in-market performance of Out of Home media (OOH) exposures on ...etplace outcomes offers a few unique challenges. It is also subject to the same ...ements as modeling other media. Both buyers and sellers of OOH are best ...d by models and data that are accurate and actionable. This guide sets out a few ...rinciples that, if observed in practice, will help both parties achieve those ends.

...OH Data Inputs for Marketing Mix Models

Accurate and precise data inputs enable model outputs that are accurate and precise. More granular inputs enable more granular models and more actionable insights. These two universal principles translate into the following best practices for OOH.

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

OOH Facts & Figures
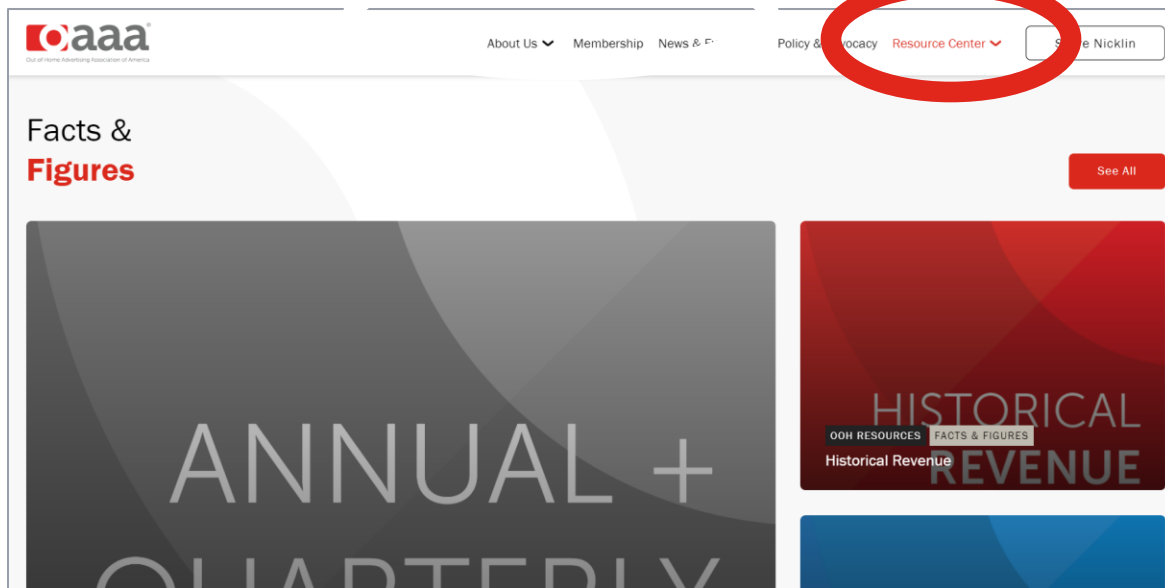
- MegaBrands – top 100 OOH advertisers

- 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

OAAA Website – Marketing Research Studies

Remaining 2023 Marketing Research Initiatives

- <u>OOH ROI/MMM Media Allocation Analysis and Recommendations (Benchmarketing)</u>
  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.

- <u>Marketing Mix Modeling (MMM) Case Study with Major Brand (Sequent Partners)</u>
  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**

Local Sales Product Category Analysis and Planning

- 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

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EDUCATIONAL RESOURCES · SALES TOOLS

General Sales

2021 TOTAL LOCAL AD SPEND BY MARKET BY MEDIUM Read More 2021
PRODUCT CATEGORIES – TOTAL AD SPEND BY MONTH Read More 2021
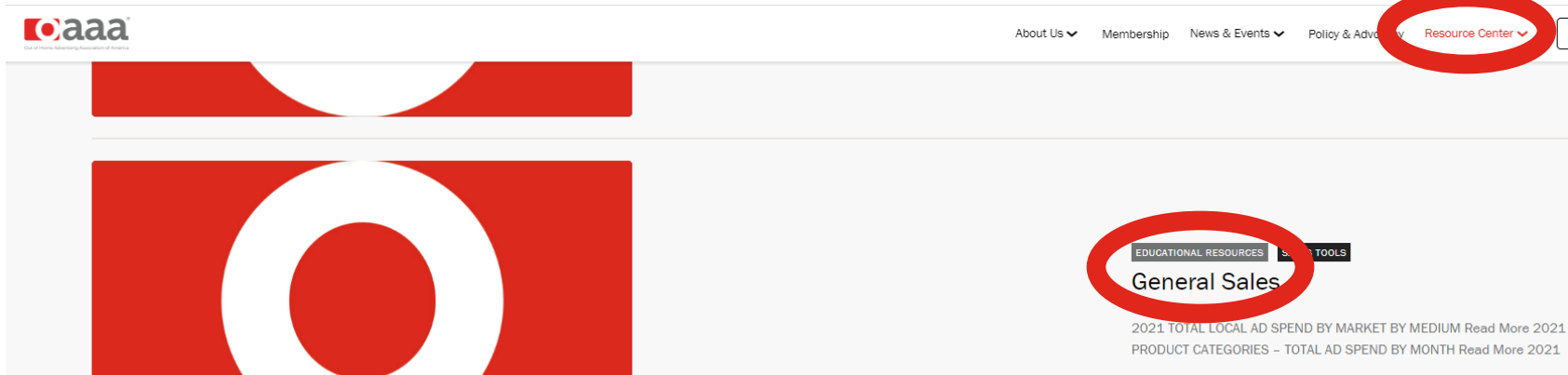
2021 Industry Product Categories Total Ad Spend by Month

INDUSTRY CATEGORY	Total Ad Spend	January 2021 Ad Spend	Monthly % of Annual Category Total	February 2021 Ad Spend	Monthly % of Annual Category Total	March 2021 Ad Spend	Monthly % of Annual Category Total	April 2021 Ad Spend	Monthly % of Annual Category Total	May 2021 Ad Spend	Monthly % of Annual Category Total	June 2021 Ad Spend	Monthly % of Annual Category Total	July 2021 Ad Spend	Monthly % of Annual Category Total
Grand Total	189,232,136,159	16,185,657,987	8.6%	14,099,315,423	7.5%	15,608,465,567	8.2%	14,520,684,808	7.7%	16,068,296,417	8.5%	15,805,804,992	8.4%	15,782,195,095	8.3%
Retail	26,614,850,293	2,524,632,502	9.5%	2,107,607,651	7.9%	2,127,143,696	8.0%	1,854,551,415	7.0%	2,083,458,706	7.8%	2,249,629,896	8.5%	2,251,286,955	8.5%
Media & Advertising	17,445,220,987	1,476,025,786	8.5%	1,312,153,113	7.5%	1,368,410,663	7.8%	1,370,341,730	7.9%	1,500,548,902	8.6%	1,428,923,848	8.2%	1,490,801,549	8.5%
Insurance & Real Estate	15,818,328,517	1,448,529,670	9.2%	1,277,913,028	8.1%	1,364,646,886	8.6%	1,277,724,201	8.1%	1,454,280,497	9.2%	1,378,657,397	8.7%	1,312,412,276	8.3%
Misc Services & Amusements	15,491,086,738	1,243,189,798	8.0%	1,122,901,675	7.2%	1,181,087,894	7.6%	1,140,762,248	7.4%	1,302,398,824	8.4%	1,296,436,926	8.4%	1,310,451,038	8.5%
Financial	11,492,739,249	887,046,228	7.7%	792,350,763	6.9%	953,061,236	8.3%	940,972,067	8.2%	964,193,513	8.4%	978,671,249	8.5%	1,074,403,540	9.3%
Medicines & Proprietary Remedies	9,252,513,598	856,623,50	9.3%	761,780,946	8.2%	797,415,342	8.6%	804,610,977	8.7%	848,986,345	9.2%	820,316,294	8.9%	750,630,914	8.1%
Automotive, Automotive Access & Equip	8,095,763,179	841,148,	10.4%	51,319,879	8.0%	718,075,300	8.9%	623,511,222	7.7%	596,847,905	7.4%	585,243,304	7.2%	648,747,275	8.0%
Communications	6,818,668,565	619,453,155		500,543,776	7.3%	578,091,477	8.5%	446,710,065	6.6%	552,093,640	8.1%	535,145,385	7.8%	481,713,350	7.1%
Restaurants	6,434,484,072	590,972,832	9.2%	449,997,930	7.0%	547,526,708	8.5%	472,142,997	7.3%	517,212,021	8.0%	530,284,095	8.2%	529,859,998	8.2%

Source: Kantar

OOH Effectiveness – Case Studies Library

Guidelines & Standards

- 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

- Best Practices: OOH Advertising, Audience Exposure, OOH Marketing Mix Modeling and Attribution, Photography, Creative, Principles for Privacy & Data, Code of Conduct, DOOH

- 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

OOH – Sales Training

Educational Resources

Home / News & Events / Educational Resources

FILTER BY: All Categories

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

EDUCATIONAL RESOURCES SELLERS' TRAINING

Module 9 – Exploring Geopath OOH Transit Ratings

Slides Facilitator Guide Participant Guide

mapping
MEDIA PLANNING PROCESS

establishing
CONTEXT FOR THE BRIEF

What is the creative message?

What other media is the client considering?

What did their previous campaign look like?

What is their market positioning?

What do their competitors do?

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

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

- **Free to use**
- **One time registration**

Effective Creative = Advertiser Results = Higher Renewal Rates

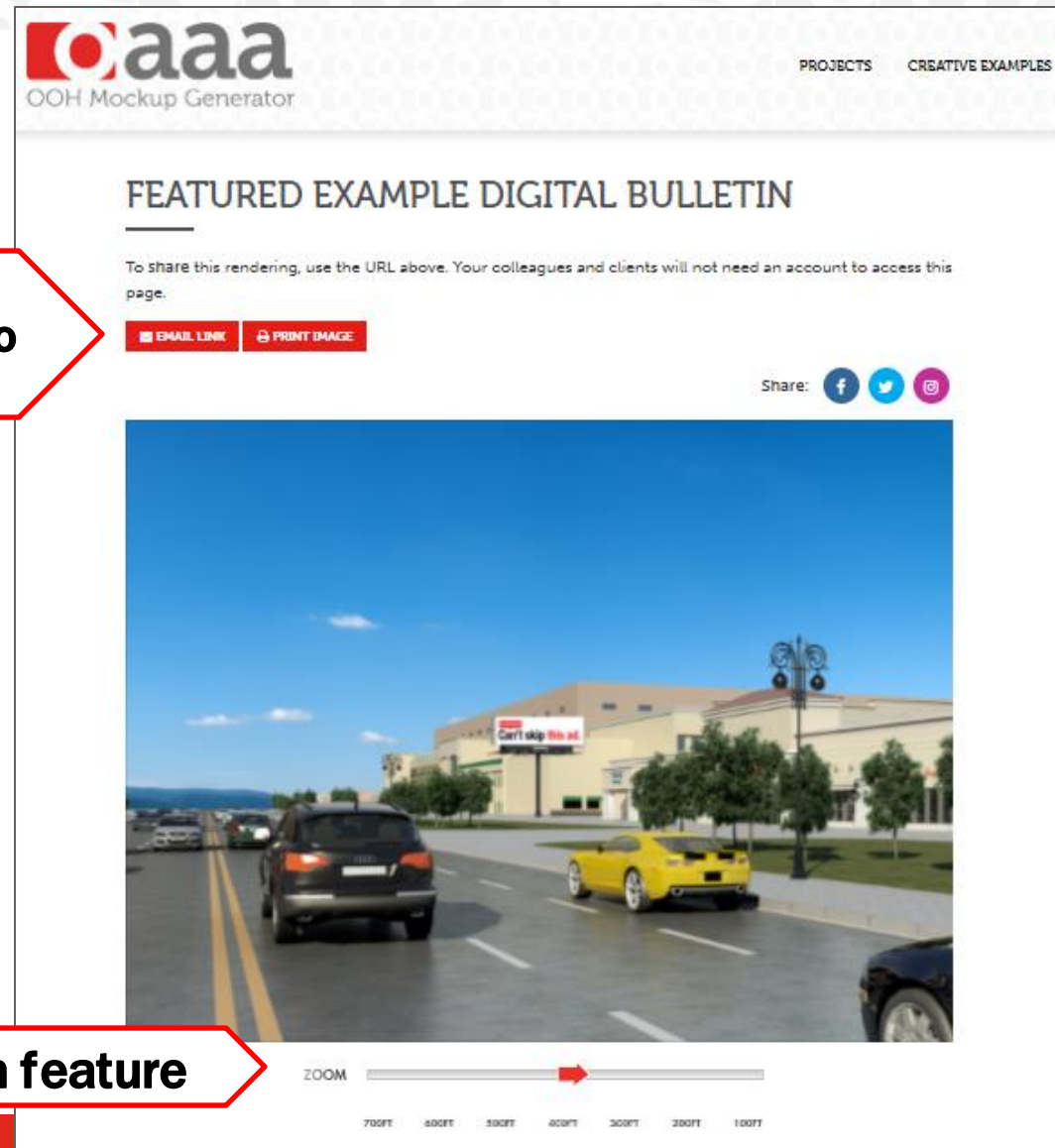# OOH Creative Mockup Generator – https://oohmockupgenerator.oaaa.org/

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.
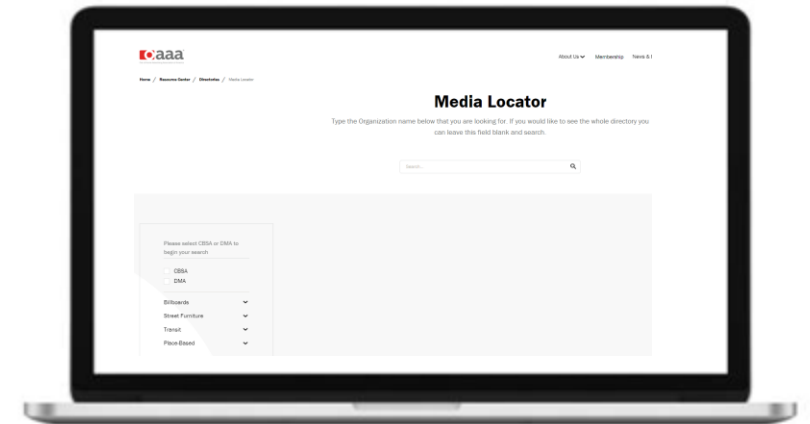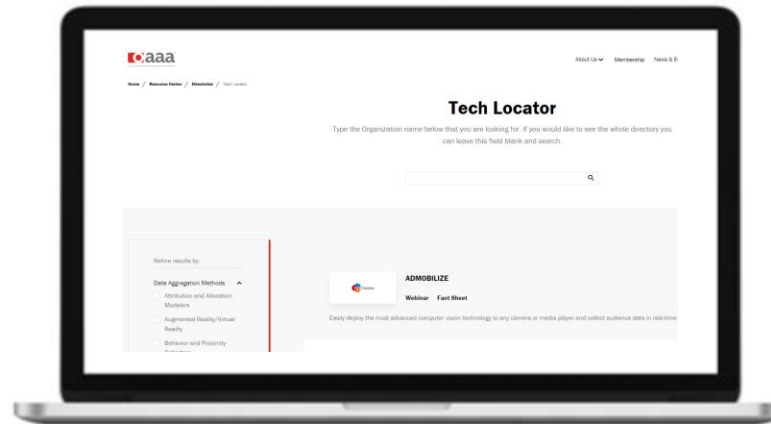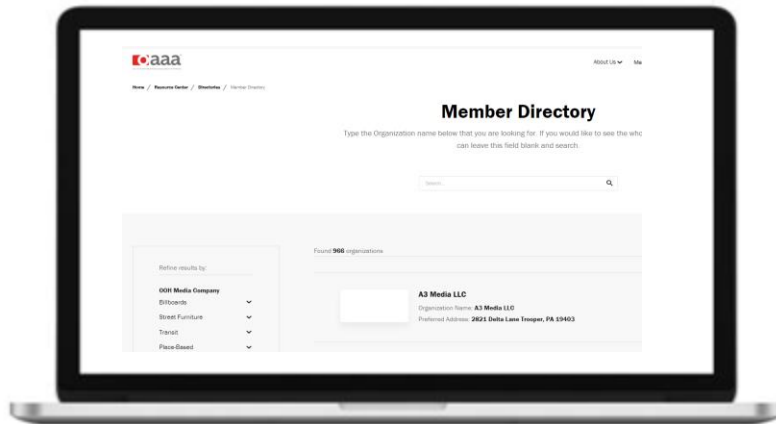
THANK YOU!

Questions/Feedback/Requests: snicklin@oaaa.org