



 **aaa**  
**ANNUAL**  
**REPORT**

**20**  
**23**





Dear OAAA members, colleagues, and friends -

As we each reflect on the past year, it is with great pride and gratitude I share the accomplishments we've collectively made as an organization. Upon reflection, it is important to underscore how the last year was decidedly different for us.

After returning to pre-pandemic levels faster than expected, our upward trajectory eased in the 4th quarter as a result of economic uncertainty and a challenging ad marketplace. The out of home industry persevered by proving its value to brands and continuing to modernize and advance.

Last year, we looked within, evaluated our playbooks and processes, optimizing for efficiency, and internalized key roles to set a strong foundation for acceleration over the next 12 months and beyond. After surveying members, we established new priorities and goals, consolidated and streamlined committees from 16 down to six, created several new working groups and task forces to spearhead projects that will help advance our industry, and renewed the Independent Media Company Advisory group to ensure OAAA resources are resonating with this important segment of our membership.

We brought more brands into the conversation, doubled the size of our OAAA Brand Council, and hosted a series of very successful Salon Dinners. We increased our focus on media-buying agencies, hosting dinners and meetings to better understand what media buyers want and how out of home can deliver on their needs. For the second year in a row, we hosted our highly popular Agency Days series, convening 200 agencies, brands, and members to discuss the latest industry insights and trends through a local lens. And I would be remiss if I didn't mention our annual OOH Media Conference in Nashville, which featured over 70 speakers from across the advertising and media spectrum, including executives from Casper, Diageo, goodr, Meta, TripAdvisor, Zelle, and more.

In collaboration with members, brands, and agencies, we produced a record number of research studies to arm members with vital and compelling out of home proof points and Sales Tips, including the extensive, multi-year Benchmarking OOH Media Effectiveness ROI Analysis.

On the Government Affairs front, we brought on a new Association Counsel, crafted guidance on legal topics important to the industry such as the emergence of amortization proposals in local municipalities, continued to inform our digital media members of emerging state privacy laws, and worked with Members of Congress to broaden the utilization of billboards for constituent services.

This summary merely scratches the surface of our collective achievements. Your unwavering support, active participation, and collaborative spirit are paramount to our success. Thank you for your dedication to OAAA and the industry. Here's looking forward to another year of perseverance and remarkable progress!

All my best,

A handwritten signature in black ink that reads "Anna Berger".

# 2023-2025 LEADERSHIP

OAAA is a passionate advocate and a progressive thought leader for the OOH advertising industry. The organization, its staff, and Board of Directors protect, unite, and advance the interests of the industry, helping it adapt and prosper in a rapidly changing media landscape.

## Executive Committee

### Chair

Scott Wells | Clear Channel Outdoor

### President & CEO

Anna Bager | OAAA

### Secretary

Jeremy Male | OUTFRONT Media

### Treasurer

Steve McNeely | Trailhead Media

### Vice Chair, Communications

Chris Grosso | Intersection

### Vice Chair, Legislative

Scott LaFoy | Link Media Outdoor

### Vice Chair, Marketing

Dan Levi | Clear Channel Outdoor

### Vice Chair, Membership

Jean-Luc Decaux | JCDcaux North America

### Vice Chair, Standards, Safety & Technology

Richard Peterson | Porter Advertising

### Vice Chair, Ways & Means

Kevin Gleason | Adams Outdoor Advertising

### Ex-Officio Chair

Sean Reilly | Lamar Advertising Company

## Members at Large

### John Barrett

Barrett Outdoor Communication

### Marc Borzykowski

Vector Media

### Ari Buchalter

Place Exchange

### Paul Cook

Wolverine Sign Works

### Dawn Del Mastro-Chruma

Del Mastro Outdoor

### David Feldman

Park Outdoor Advertising

### Drew Katz

Interstate Outdoor Advertising

### Bill Lodzinski

WV Outdoor

### Regis Maher

do it outdoors

### Sean McCaffrey

GSTV

### Jim McLaughlin

JAM Enterprises

### Patrick McLaughlin

DDI Media

### Mike Norton

Norton Outdoor Advertising

### Kelly Peppers

Colossal Media Group

### Mike Provenzano

Vistar Media

### Rod Rackley

Circle Graphics

Chairman, Suppliers Council

### William Reagan, Sr.

Reagan National Advertising

### Steve Richards

Mile High Outdoor

### Pudge Roberts

Coastal Outdoor Advertising

### Debra Thompson

Cleveland Outdoor Advertising

### Keith Thompson

InSite Street Media

### Nathan Young

YESCO Outdoor Media

### Mike Zukin

Meadow Outdoor

## NEW OAAA LEADERSHIP

After consulting for OAAA for three years, Julie Thompson joined the trade group as EVP and CMO in July to help elevate and amplify the OOH industry.

A well-known advocate for the advertising industry, Julie has a depth of knowledge in media, tech, and creative agency industries in addition to key trade associations. She has served in leadership or advisory roles at IAB, 4A's, Yahoo, PopSugar, TED, Tumblr, Turner Broadcasting, Fallon, and Leo Burnett Worldwide, and as founder at juliethompsoninc.



# LEGISLATIVE REPORT

## Legal

OAAA welcomed a new Association Counsel in 2023 with Allen Smith joining OAAA to assist the government affairs team and member companies on legal and regulatory matters. Allen is Chairman of the Board at SettlePou in Dallas, Texas, and has represented out of home advertisers for over 30 years.

Allen authored a Spring Legal Report which reviewed the U.S. Supreme Court’s 2022 billboard industry case of *Austin v. Reagan* and related federal circuit court rulings. Allen later issued a Fall Legal “Flash” Report on the emergence of amortization proposals in local municipalities.

OAAA also released a legal and regulatory advisory regarding the installation of ancillary devices on outdoor structures. The memorandum encouraged member companies to thoroughly understand device use and functionality, and informed companies of state privacy laws and compliance obligations surrounding the collection of personal data.

## Legislative Activity

OAAA successfully secured billboard protections in U.S. House legislation that would authorize and renew Federal Aviation Administration (FAA) programs. The pending legislation maintains an exemption for billboards and other similar structures from FAA location disclosure requirements.

## Congressional Visit

Rep. Mike Ezell (MS), a new member of the House Transportation & Infrastructure Committee, visited the Lamar Gulfport office to learn more about out of home advertising and to meet local employees. Rep. Ezell is a former county sheriff and was complimentary of our industry collaboration with law enforcement and emergency management agencies.

## OAPAC

Our Outdoor Advertising Political Action Committee is a steady presence for our industry with Members of Congress.



Allen Smith



FALL 2023  
**LEGAL “FLASH”  
REPORT**



Rep. Mike Ezell at Lamar Gulf Shores



Rep. Eric Burlison (MO) and DDI  
Media’s Tony Mariani



# LEGISLATIVE REPORT

## Congressional Recognition

At a congressional hearing, House Transportation & Infrastructure Committee leader Rep. Garret Graves (LA) engaged the Administrator of FEMA on the use of billboards for public service messaging. The FEMA Administrator commented that digital billboards and our industry partnership “enhances public safety information and elicits public response.”

Rep. Dan Bishop (NC) recognized the use of digital billboards as a law enforcement tool with remarks in the Congressional Record. Rep. Bishop praised Adams Outdoor for their community work with the FBI and for receiving a Director’s Award from the FBI’s Charlotte field office.

## Congress & Billboards

OAAA continued to work with Members of Congress to broaden the utilization of billboards for constituent service purposes. Billboards are an allowable communications option for U.S. House members in reaching out to constituents with official policy messages, to publicize town halls, and to identify government programs.



## Industry Conferences

Government Affairs helped secure Mitch Landrieu for our OOH Media Conference in Nashville. Landrieu serves as President Biden’s Senior Advisor and Infrastructure Coordinator, overseeing the landmark \$1.2T transportation funding law.



”

As we start to rebuild America, we are actually building the canvas that you’re going to use to paint the story and the messages of America.

Mitch Landrieu

”

# LEGISLATIVE REPORT

## Member Outreach & Engagement

OAAA continues to expand our member services through advisories and working groups. We renewed an Independent Media Company Advisory, chaired by Diana Stevenson at Grace Outdoor, to help inform us on challenges faced by independent billboard operators and ensure that OAAA resources are reaching this important segment of our membership.

Our New York City Working Group, comprised of member companies operating in and around the five boroughs, has become a forum for discussing common interests and industry opportunities, while our Privacy Working Group brings our digital media members together for awareness of evolving state privacy laws and a fast-changing regulatory landscape surrounding digital platforms.

Our work with state outdoor advertising associations remains a top priority for OAAA Government Affairs, as does our continued participation in industry conferences. This year, OAAA attended state association meetings in CO, FL, GA, IL, IN, KY, NC, NM, PA, WI, and WV.

## Independent Media Company Advisory

**Diana Stevenson - Chair**

Grace Outdoor

**Gale Bonnell**

Adams Outdoor

**Tony Mariani**

DDI Media

**Mike Norton**

Norton Outdoor

**Richard Peterson**

Porter Advertising

**Pudge Roberts**

Coastal Outdoor

**Rick Steele**

Park Outdoor

**Gina Stratford**

YESCO

**Devon Wagner**

Oak Tree Outdoor

**Ryan Zaloudik**

Lindmark Outdoor



Mike Hershey at the Independent Billboard Operators conference



OAAA at the Kentucky state association meeting



I've never been more proud and excited to be in this industry. And OAAA is instrumental in that.

Member, Media Company



# MARKETING + INDUSTRY INITIATIVES

## Building A Worldclass Function for Future Acceleration

Under new leadership, the marketing department underwent a significant overhaul this year to set a strong foundation for future growth. Key roles were brought in-house, a new project management software system was implemented, and all department vendor and supplier contracts were reviewed. The department is growing the team to deliver on the 2024 pillars of building the marketing function, serving OAAA members even better, and supercharging marketing initiatives to build excitement in the marketplace and help grow the industry.

## Bringing Brands into The Conversation

The nascent OAAA Brand Council grew significantly in 2023 to include senior marketing executives from American Express, Columbia Records/Sony, Frontier Communications, Hellofresh, Loewe, L’Oreal, Macallan Whiskey, Novartis, Progressive Insurance, True Value, and UGG. The group is comprised of 22 members and growing.



**Sade Balogun**  
Progressive Insurance



**Sergio Cabello**  
Macallan Whiskey



**Ally Day**  
Hellofresh



**Grace Dolan**  
Frontier  
Communications



**Katie Ford**  
Novartis



**Jennifer Frommer**  
Columbia  
Records/Sony



**Maria Givens**  
Formerly at Logitech



**Cheryl Gresham**  
Verizon Value



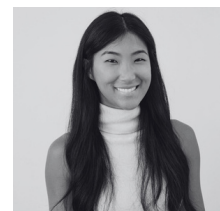
**Greg Hamilton**  
Little Caesars



**Todd Kaplan**  
Pepsi



**Sophie Kelly**  
Diageo



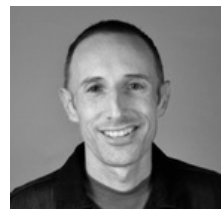
**Peipei Lin**  
RIMOWA



**Emerald Luh**  
Ro Health



**Christine Lustig**  
Meta



**Dave Marsey**  
Allstate



**Kelly Megel**  
True Value



**Daniel Motta Mello**  
Loewe



**Heather Roff**  
L’Oreal



**Gary Shanas**  
Formerly at Disney



**Allison Silver**  
American Express



**Randi Stipes**  
The Weather  
Company



**Kendra Upham**  
Apple



# MARKETING + INDUSTRY INITIATIVES

This impressive network of respected leaders participated in active discussions throughout the year on key issues and emerging trends to inform a playbook for elevating OOH in the marketing mix.



The Brand Council is one of the absolutely best things you guys do. Getting us in these rooms with marketers is gold.

Member, Media Company



Beyond the Brand Council, OAAA engaged with brands and agencies at tentpole events throughout the year, including CES, Cannes Lions, POSSIBLE, the World Out of Home conference, Advertising Week, Out of Home New York (formerly Digital Signage Week), and The Ad Club of New York's Out of Home: NOW event.

At The Female Quotient's Equality Lounge at CES, Anna Bager discussed how to combat "quiet quitting" with fellow c-suites before connecting with members at a cocktail hour co-hosted by Solomon partners.





# MARKETING + INDUSTRY INITIATIVES

OAAA provided a curated experience for member companies at Cannes this year, orchestrating major meetings with brands, and bringing OOH to the Côte d'Azur in a bigger, bolder way. Other activities included a Market Ride “acclimation tour,” a member-focused industry luncheon co-hosted by Clear Channel and Talon, and a VIP Dinner Club with the crème de la crème of Cannes-goers.

Anna Bager discussed OOH brand safety, sustainability, and innovation during a Brand Safety Series interview, shared the stage with leaders from Snap, Yahoo, WPP, Jack Morton Worldwide, and Momentum Worldwide during a Female Quotient panel on how companies can better embrace women executives, and moderated several TED-like Future Gazer sessions on the future of video, sound, and bespoke AI, creativity, neurodiversity, and the weather (the original influencer). Aboard OUTFRONT’s OOH Yacht, Anna led a seaside chat with marketing masterminds Todd Kaplan (Pepsi), Sophie Kelly (Diageo), Randi Stipes (The Weather Company), and Sade Balogun (Peloton).





# MARKETING + INDUSTRY INITIATIVES

## Discover OOH

This year's Discover OOH sponsorship series increased the profile and awareness of OOH amongst agency executives and brand decision makers in key markets across the country. The program offered an extended platform to advance dialogue on the enduring strengths of OOH and drive consideration. The series had two pillars:

Salon Dinners were intimate events connecting program sponsors with agency/brand executives to break bread, meld minds, and closely network. This year, four Salon Dinners were hosted in New York, with a total of 13 agencies and 22 brands in attendance.

Agency Days consisted of afternoon events with sponsoring member companies presenting important industry insights and trends to local agencies and advertising professionals, followed by a networking reception. This year, three Agency Days were hosted in Chicago, Austin, and Miami, garnering a total of 275 registrants and nearly 200 attendees.



Great day learning about the latest out of home trends, stats, and new technology!

Miami Agency Day Attendee





# MARKETING + INDUSTRY INITIATIVES

## OAAA/Geopath OOH Media Conference

Over 1,000 people congregated in Nashville at the end of March to tackle the tough topics facing the industry, embrace the enduring strength of OOH, and set the stage for a bold future.

**Seventy-two** speakers took the stage – both big and small, from tracks to townhalls – to discuss everything from breaking through the generational divide to challenging the status quo, building a more diverse and equitable industry, and supporting high-growth brands.

In addition to strategically planning, programming, and delivering a newsworthy, action-packed 2023 conference agenda, marketing released original, proprietary research and headline-grabbing news stories to promote awareness of the conference and OAAA.



# MARKETING + INDUSTRY INITIATIVES

## Webinars

To combat webinar fatigue, we strategically condensed our webinar schedule to cover key topics relevant to our members, using data to inform our programming decisions. We produced eight webinars that explored topics such as the specialists' perspective, Harris Poll insights, local ad sales insights courtesy of Borrell Associates, retail media, and how to maximize OOH in today's ad marketplace.

**oaaa** 2023 OBBE AWARDS

**FROM GOOD TO GOLD: WHAT IT TAKES TO WIN AN OBIE**  
WITH FCB NEW YORK'S GABRIEL SCHMITT

Rick Robinson  
CEO of Project X

Gabriel Schmitt  
CCO of FCB New York

HOSTED BY:

TUESDAY, JANUARY 17 | 3 PM ET

**oaaa**

The Specialists' Perspective Webinar:  
**HOW OOH MEETS THE MOMENT**

Jill Schnitt  
President  
Outdoor Media Group (OMG)

Billy Long  
EVP, OOH Practice  
Publicis Media

Michael Lieberman  
CEO, US  
Kinetic Worldwide

**HARRIS POLL Q1 CONSUMER INSIGHTS:**  
SPRING RETAIL, SUMMER TRAVEL & KEY PRODUCT CATEGORIES WEBINAR

John Gerzema  
CEO  
Harris Poll

Steve Nicklin  
SVP of Marketing & Analytics  
OAAA

HOSTED BY:

Wednesday, April 5th | 2 pm ET

**oaaa**

**BORRELL ASSOCIATES SPRING 2023 LOCAL AD SURVEY ANALYSIS**

Gordon Borrell  
CEO  
Borrell Associates Inc.

Steve Nicklin  
SVP of Marketing & Analytics  
OAAA

HOST

Wednesday, June 21st | 2-3 pm ET

**oaaa**

**HARRIS POLL INSIGHTS**  
HOLIDAY SHOPPING, TRAVEL + KEY CATEGORIES

John Gerzema  
CEO  
The Harris Poll

Steve Nicklin  
SVP of Marketing & Analytics  
OAAA

HOST

Tuesday, Sept. 12th | 2-3 pm ET

**oaaa**

**HOW TO RECRUIT + RETAIN TOP TALENT**  
WITH JASON DORSEY

Jason Dorsey  
Speaker + Researcher  
The Center for  
Generational Kinetics

Anna Bager  
President + CEO  
OAAA

Wednesday, September 27th | 3-4 pm ET

**oaaa**

THE CURRENT & FUTURE STATE OF  
**RETAIL MEDIA MASTERCLASS**

Speaker  
**Steven Golus**  
Digital Advertising Training

Wednesday, October 18  
2-3 pm ET

**oaaa**

**MAXIMIZING OOH IN TODAY'S AD MARKETPLACE**  
WEBINAR

SPEAKER  
**Steve Nicklin**  
SVP Marketing & Analytics  
OAAA

Wednesday, November 1  
2-3 pm ET



# MARKETING + INDUSTRY INITIATIVES

## Committees, Working Groups, Councils, and Task Forces

This year, the Industry Initiatives team focused on refreshing all committees, working groups, councils, and task forces, ensuring each group had a clear focus and trajectory. A Committee Member Survey was deployed at the top of the year to better understand what was working, what needed improvement, and which initiatives were important to our members. The feedback was then used to inform the mission, priorities, and goals for each group. Out of this important work, three new working groups and two task forces were formed:

**Student OBIE Awards Working Group:** Established to strategize and curate the launch of the inaugural Student OBIE Awards in search of the next generation of OOH designers. The program officially launched in October, and the winner will be declared at the 82nd Annual OBIE Awards ceremony on April 30, 2024.

**Programmatic Working Group:** Established to put goals declared by the Automation & Programmatic Committee into action. Projects executed are meant to deliver consistency, transparency, and alignment in programmatic DOOH technology and standards, ultimately driving investment and attracting new buyers.

**Taxonomy Working Group:** This working group was declared as an extension of the Data & Analytics Committee. Launched in November, this group plans to evaluate, align, and define naming conventions utilized across the industry, encouraging consistent nomenclature across all sectors (buyers, media owners, tech, measurement entities, etc.).

**Sustainability Task Force:** Comprised of OOH sustainability experts, this group was established to build our industry narrative surrounding sustainability, exploring ways to educate and endorse best practices across the OOH landscape.

**Airport Task Force:** Comprised of Airport OOH leaders, this group was established to discuss pain points and potentially drive consistencies across all airport media suppliers, creating ease in planning and measuring.

### Committees

- Automation & Programmatic Committee
- Creative Committee
- Data & Analytics Committee
- Marketing Committee
- OOH UNITED
- Video Committee

### Councils

- Brand Council
- CMO Council
- CRO (Revenue Growth) Council

### Working Groups

- Independent Media Company Advisory
- MMM & Attribution
- Programmatic\*
- Student OBIE Awards\*
- Taxonomy\*
- Transit & Fleet

### Task Forces

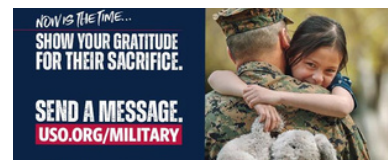
- Airport\*
- Sustainability\*

\*Established in 2023

# MARKETING + INDUSTRY INITIATIVES

## Public Service Report

OAAA united the industry throughout the year to support vital public service campaigns, including relief efforts for victims of the Hawaii wildfires and earthquakes in Turkey and Syria. Here's a recap of some of this year's campaigns:





# MARKETING + INDUSTRY INITIATIVES

## Research Propels OOH Forward

OAAA, with vital support from FOARE, worked collaboratively with members, brands, and agencies to understand business conditions and deliver valuable insights that best position OOH in an ever-evolving marketplace. In 2023, OAAA produced a record five major research studies from Benchmarking, The Harris Poll, and Morning Consult, which generated outstanding OOH proof points including:

- **88%** of adults have seen OOH ads in the past 30 days.
- **76%** of U.S. adults took an action on their mobile device after recently seeing an OOH ad. Of those who acted, **43%** made an online purchase.
- Multicultural consumers are even more likely than U.S. adults in general to notice OOH while on shopping excursions (Black: **78%**, Hispanic: **76%**, Asian: **73%**).
- **68%** of U.S. adults notice OOH ads on their way to shop in physical store locations.
- **61%** of adults view billboard ads favorably, higher than any competitive ad media.
- OOH ads for key product categories typically generate consumer notice rates of at least **50%** and usually drive engagement rates around **70%** or more.
- **42%** say OOH ads impact their in-store purchase decisions.



The Harris Poll studies are terrific. They do a great job of presenting the data and OAAA always does a great job informing members how to use the data and the reason the data is so powerful.

Member, Media Company



**The Benchmarking OOH Media Effectiveness ROI Analysis** revealed highly compelling findings to support agencies and brands shifting greater share to OOH:

- **OOH delivers a strong revenue return on ad sales (RROAS)** that can improve overall campaign RROAS for the total media mix.
- **OOH drives improved brand perceptions** throughout the marketing funnel.
- For the three product categories studied, and independent of ad budget size, no matter the KPI or current RROAS, current media mixes are not being optimized because **OOH is not being planned at a sufficient allocation.**
- **Underfunding OOH prevents total media plan optimization** because share is being allocated to other channels beyond their point of diminishing returns. TV and Digital tend to be over-spent and Print typically does not perform well for improved sales or brand metrics.

# MARKETING + INDUSTRY INITIATIVES

OAAA members used these key insights to promote the power of OOH across their social channels throughout the year, creating customized infographics.

Nearly **80% of people** took action after seeing an OOH ad

Source: OAAA, Morning Consult, 2023

Clear Channel Outdoor | 888.908.8678 US

**89%** of consumers are planning a trip this summer

**75%** plan to drive

Source: OAAA + Harris Poll

**DID YOU KNOW?**

Over half of Gen Z and Millennial shoppers say OOH ads impact their spring holiday or event gift purchases (**77%** and **70%**, respectively)

Source: Harris Poll, OAAA

**68%** of respondents notice OOH adsen route to retailers or near store entrances.

Source: OAAA & The Morning Consult

**75%** plan to drive to nearby national parks, beaches, and lakes.

OAAA + Harris Poll

75% of poll respondents are planning to hit the road this summer to visit resorts, national parks, beaches, and lakes.

Source: OAAA, Harris Poll

**DID YOU KNOW?**

**6 in 10** consumers plan to travel this holiday season. Get out of home!

Source: OAAA, The Harris Poll

**88% of adults** have noticed OOH ads in the last 30 days

and

**78% engage** within 60 days of viewing

Source: Morning Consult / OAAA, Out of home advertising study, March 2023

**42%** of consumers report OOH ads directly impact their shopping decisions

Source: OAAA & The Morning Consult

**78%** of consumers have engaged with an OOH ad in the past 60 days.

Source: OAAA and Morning Consult, November 2022

#mediainthemoment  
www.tec-direct.com

Nearly **90%** of consumers report having noticed a billboard advertisement in the past month.

Source: OAAA

**90%** of consumers plan to travel this summer with nearly a third of travelers planning to spend more on vacation compared to last year

Source: OOH Consumer Insights & Brands, Q1 2023

**57%** of US adults are more likely to notice OOH ads aligned with their needs

**54%** of US adults are more likely to notice OOH ads tailored to the consumers' location

**60%** of U.S. adults plan to travel during the holidays & **62%** of respondents plan to travel by car.

Source: OAAA

**75%** of adults notice OOH ads inside stores

Source: OAAA & The Morning Consult



# AWARDING EXCELLENCE

## 81st Annual OBIE Awards

Twenty-nine awards were presented during the 81st OBIE Awards Show, celebrating creative excellence, showcasing innovative technology, and signaling the future for the OOH industry. This year's top honor, the Platinum OBIE Award, went to 20th Century Studios for "Avatar: The Way of Water" for its exceptional work in their larger-than-life fantasy adventure, ubiquitous across multiple venues and experiences.



### Gold Winners

#### **Algorand Times Square Takeover**

Category – Buzzworthy  
Brand – Algorand  
Agency – Invisible North

#### **RODCO Steel Distributors**

Category – Custom Installation  
Brand – RODCO Steel Distributors  
Agency – Lamar Advertising

#### **Find that Thing**

Category – Interactive (Online Integration)  
Brand – Google  
Agency – MFG and Overall Murals

#### **FirstBank – Less Intimidating Bankers**

Category – Consumer Goods & Services  
Brand – FirstBank  
Agency – TDA\_Boulder

#### **Betty White Tribute OOH**

Category – Public Service & Nonprofits  
Agency – Extra Credit Projects

#### **“Wednesday”**

Category – Combined Multi-OOH Formats  
Brand – Netflix

**The OBIE Hall of Fame** went to Netflix for their consistently exceptional creative work and continued investment in OOH over the years.

# AWARDING EXCELLENCE

## OOH Industry Awards

Every other year, the industry pays tribute to its most influential leaders and visionaries with the presentation of the OOH Industry Awards. In 2023, 11 individuals were celebrated for their significant contributions to the industry.

### Myles Standish Industry Award

Sean Reilly

### L. Ray Vahue Marketing Award of Merit

Jeffrey Buntin Sr.  
Stephen Freitas

### Hall of Fame

Liz Caprio  
Michelle Costa  
Marc Fenty  
Andrea Messimer (posthumous)  
Phil Stimpson  
Chris Zukin

### Rising Star

Stephanie Gutnik  
Ross Reilly



## Local Case Study Contest

This year's highly competitive Local Case Study Contest generated over 90 entries, 47 case studies, and two grand prize winners: Jenny Cohen at OUTFRONT Media for Poppi and Ward Farrell at Lamar Advertising Company for Mahalo Heating. Both were granted a free trip to attend the OAAA/Geopath OOH Media Conference to receive their awards.





# AWARDING EXCELLENCE

## Media Plan Awards

This year's OOH Media Plan of the Year went to MilkPEP for its "26.2" campaign, created in partnership with GALE and Talon to reposition Milk as a performance drink while celebrating the power and perseverance of female athletes participating in the 2022 NYC Marathon. Winners were revealed at The Ad Club's 16th annual Out-of-Home: NOW event in December.



### Gold Winners

#### **General Motors Chevrolet**

Dentsu & Commonwealth | McCann  
Chevrolet: Data-driven Programmatic for Silverado

#### **MilkPEP**

GALE | TALON  
26.2

#### **Plenty of Fish**

OMD Vancouver | 123W | TALON  
Redefining Dating Norms

#### **Williamsburg Tourism Council**

NPRP Media | Connelly Partners  
Life. At Your Pace

#### **Zola**

PJX Media  
Zola – Engagement Season & Vendor Marketplace OOH

### Silver Winners

#### **FBI**

Clear Channel Outdoor  
FBI- Houston Division

#### **Glossier**

PJX Media  
Glossier – Q1 2023 OOH

#### **Match.com**

NPRP Media  
Adults Wanted

#### **Nissan Ariya**

Omnicom Media Group  
Nissan Ariya 2023

#### **Q Mixers**

PJX Media  
Q Mixers – Better Mixers



# EDITORIAL HUB COMMUNICATIONS REPORT

## Educate. Inspire. Elevate.

In 2023, we set out to elevate the profile and raise the awareness of both the OOH industry and OAAA by developing a communications strategy that ensures a consistent stream of well-curated positive public relations coverage is disseminated across multiple media and social channels.

We replaced our external PR function with a broader, more connected industry firm, and we in-housed a number of formerly outsourced functions such as website management, analytics, and digital marketing executions, and are in the process of streamlining our operations. All of this has set the stage for an aggressive, comprehensive communications, PR, marketing, and industry outreach program for 2024. Our overall goal is to educate and inspire the marketplace and elevate the OOH medium in the marketing mix.

OAAA released a steady drumbeat of news throughout the year, with 27 news and press releases, resulting in 130+ article mentions and 94 million impressions/UVMs.

Top headlines include: OOH quarterly revenue results, OAAA's new CMO, Earth Day, OBIE Award finalists and winners, keynotes and coverage of the OOH Media Conference, and a slew of research projects.

**AdAge**

**ADWEEK**

**campaign<sup>US</sup>**

**MAR  
TECH**

**FASTCOMPANY**

*Holly*<sup>THE</sup>  
**REPORTER**

**INSIDER  
INTELLIGENCE**

**The Drum**

*The Atlantic*

**THE WALL STREET JOURNAL.**

**MARKETING BREW**

## Thought Leadership

OAAA's blog features special reports, thought leadership, and insights from members about the latest trends and opportunities. This year, 25 thought leadership content pieces have been published to the blog.

We reestablished and revamped the Across the Desk series, interviewing industry experts about their perspectives on the industry and future trends. Eight interviews have been featured on The Drum, the OAAA website, our monthly newsletter, and across social channels.

# MEMBERSHIP

## Membership/New Members

OAAA provided a high level of service to our members, offering enhanced tools, education, best practices, and resources its members need to ensure advertisers understand the power of OOH.

## Serving Member Interests

OAAA members remain pleased with the association's value and level of service, with 90 percent renewing membership in 2023. OAAA put an increased emphasis on membership recruitment, seeking both new members and reaching out to former members. The association welcomed **42** new members in 2023.





# FOARE REPORT

At the end of 2023, FOARE's total assets were \$1,163,796 with \$86,320 in unrestricted funds and the balance in endowment accounts. A total of \$174,950 was contributed by colleagues and friends during the annual Fund Drive. This money was used to support the foundation's scholarship program and several OAAA marketing research initiatives.

FOARE funded a refresh of the Benchmarking OOH MMM/ROI study, along with marketing and consumer behavior research with The Harris Poll. The total funding for research was \$178,000.

Thirteen students received FOARE scholarships for the 2023-2024 academic year, including the inaugural Eric M. Rubin Scholarship. The FOARE Scholarship Program supports the education and career goals of those who are part of the out of home (OOH) advertising industry family as well as students who may have an interest in the industry or be in a position to shape its future.

## FOARE Board of Directors

### Chairman

Paul Cook | Wolverine Sign Works

### Board Members

Michelle Costa | Clear Channel Outdoor  
Dawn Del Mastro-Chruma | Del Mastro Outdoor  
Dave Feldman | Park Outdoor Advertising  
Hal Kilshaw | Lamar Advertising Company  
Patrick McLaughlin | DDI Media  
Billy Reagan | Reagan Advertising  
Mitch Schwartz | OUTFRONT Media  
Diana Stevenson | Grace Outdoor  
Mike Zukin | Meadow Outdoor

### Ex-Officio Members

Anna Bager | OAAA  
Scott Wells | Clear Channel Outdoor

### Secretary-Treasurer

Jeff Jan | OAAA

### FOARE Counsel

Allen Smith | SettlePou

### FOARE Consultant

Thomas Smith | Thomas M. Smith & Associates



# FOARE REPORT

## 2023-24 Scholarship Recipients



**Nasir Dennis**

Joseph Zukin Jr. Educational Opportunity Scholarship



**Elizabeth Q. Duong**

Nancy Fletcher Leadership Scholarship



**Kara Furman**

General



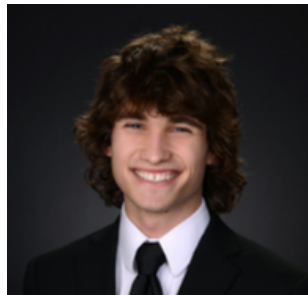
**Lillian Hertel**

Ruth Segal Scholarship



**Aidan Krupp**

General



**Keenan Norton**

General



**Eve Perez**

Eric M. Rubin Scholarship



**Samuel Schwartz**

General



**Brynlee Tingey**

General



**Maxx Wright**

Vern and Elaine Clark OOH Industry "Champion" Scholarship



**Anne C. Young**

Allman Family Business Development, Marketing, and Sales Scholarship

**Marlene G. Plua**

Reagan Family Scholarship Endowment

**Daniel P. Ritter**

Reagan Family Scholarship Endowment



**And now, on to a  
great 2024 ahead!**



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