# CPG Food
Increased OOH Allocation Optimizes Media Plan Effectiveness

New Benchmarketing analysis examined US optimal media mix allocations in the CPG food category to provide data-driven guidance for media planning decisions by brands and media agencies.
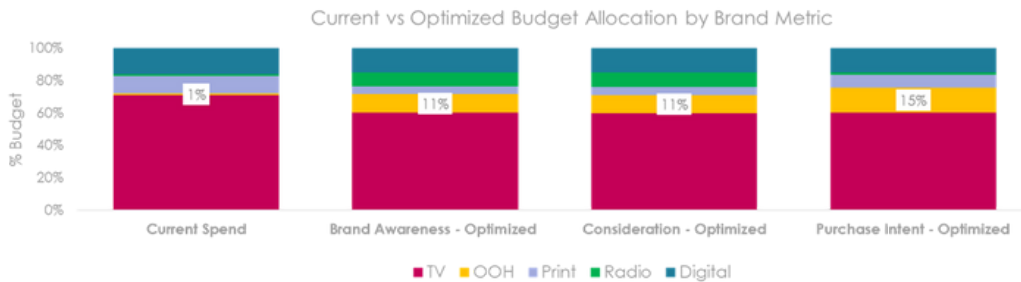
Key Findings

- **OOH delivers strong revenue return on ad spend (RROAS) that can improve total media mix RROAS.**

- **OOH drives improved brand perceptions throughout the marketing funnel.**

- **Current media mixes are not optimized because OOH is not planned at sufficient allocations.**

- **Underfunding OOH and over allocation to other channels, most commonly TV and Digital, prevents total media plan optimization.**

- **The charts detail modeling recommendations to achieve media mix optimization. The OOH reallocations generate average ROAS increases of +27% and average brand metric scores increases of up to +24%.**

Revenue Return on Ad Sales Optimization

Current vs Optimized Budget Allocation by Brand Size
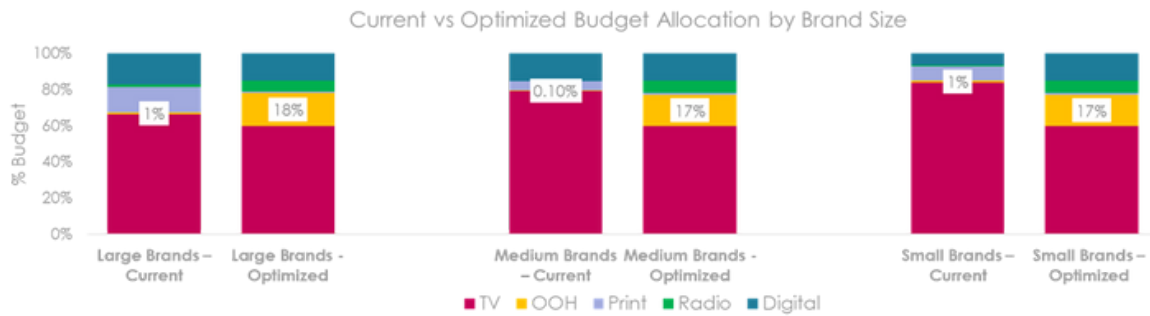
Brand Metric KPI Optimization

Current vs Optimized Budget Allocation by Brand Metric

Benchmarketing Recommendations

- Use the optimization guidelines to make incremental OOH spending changes, rather than large changes in existing levels or usage.

- A "test and learn" best practice advocates for incremental spend shifts, either incremental to the total budget or reallocating from channels identified as over-spent, using multiple evaluation and reporting methods.

Download the complete analysis here, which details specific improvements in RROAS and all brand metrics.