

# INCREASED OOH ALLOCATION BOOSTS MEDIA PLAN BRAND SCORES AT NO ADDITIONAL COST

Benchmarking's analysis of incremental adjustments in media plans found that by simply reallocating a few points of budget share from overspent media to OOH, Automotive, CPG Food, and Retail grocery brands could significantly increase return on ad spend (ROAS), and boost brand metric scores, at no additional cost.

## Key Findings



OOH delivers strong ROAS that improves total media mix ROAS



OOH drives improved brand perceptions throughout the marketing funnel



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



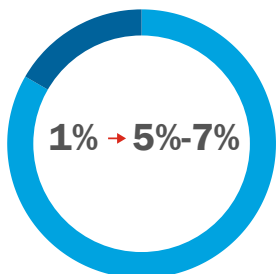
Underfunding OOH prevents total plan optimization due to over allocation to other channels



Increases of even a few points of share to OOH achieves the vast majority of total plan optimization

## ROAS Impact of Boosting OOH Media Plan Share

### Automotive

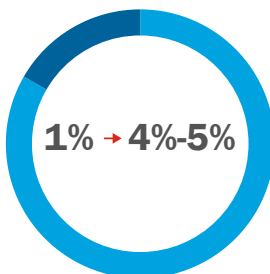


OOH share shift from 1% to a range of 5%-7% dependent on KPI (awareness, consideration, purchase intent) achieves

**89%-96%**

of total brand metric optimization

### CPG Food

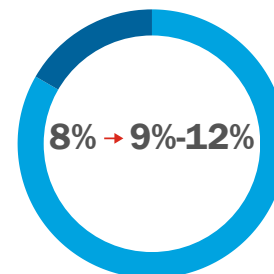


OOH share shift from 1% to a range of 4%-5% dependent on KPI (awareness, consideration, purchase intent) achieves

**72%-79%**

of total brand metric optimization

### Retail Grocery



OOH share shift from 8% to a range of 9%-12% dependent on KPI (awareness, consideration, purchase intent) achieves

**63%-99%**

of total brand metric optimization

## Benchmarking Recommendations

- Use the incremental increase findings to guide stepped adjustments in OOH spending levels to move toward total media plan optimization.
- A “test and learn” best practice advocates for incremental spend shifts by reallocating from channels identified as over-spent, using multiple evaluation and reporting methods.

Download the complete analysis here, which includes the brand metric KPI analysis and charts.