

OOH Amplification

Enhancing Engagement: Social Media, Influencers & Iconic Locations

November 2024



Out of Home Advertising Association of America



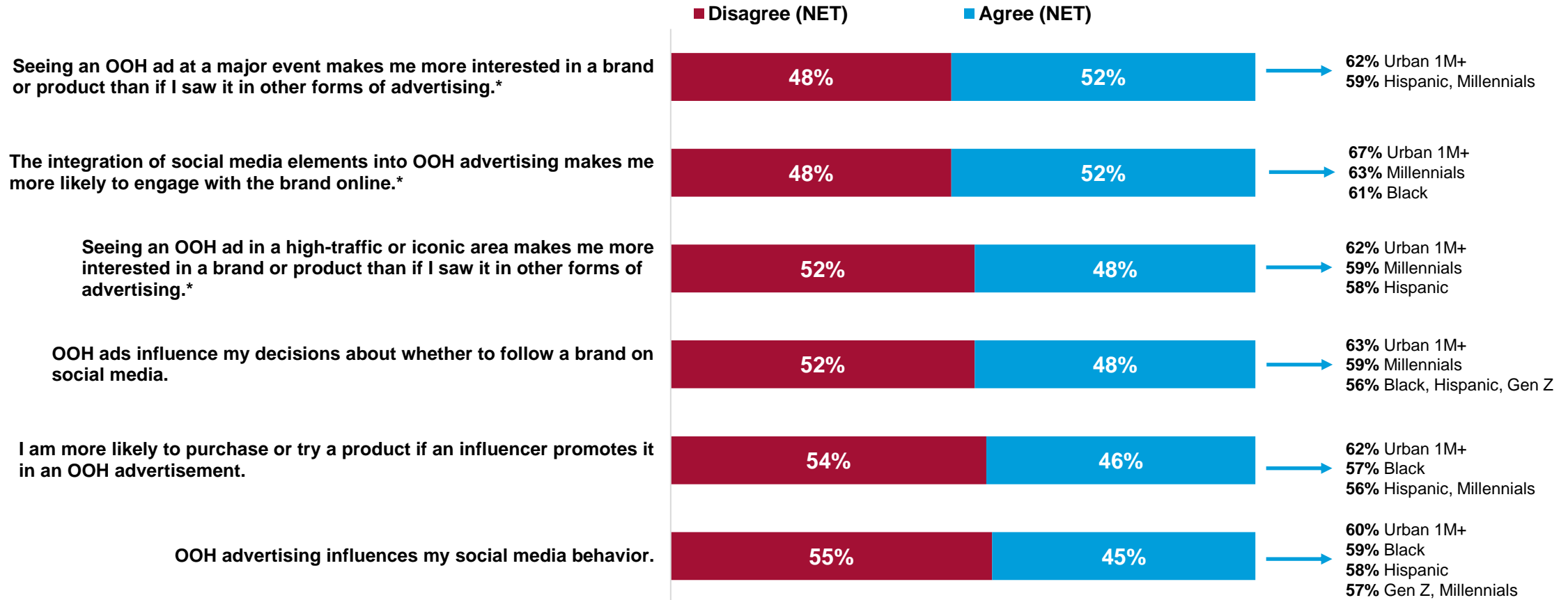
Summary Findings



OOH Ads Influence Consumer Behavior and Drive Action

OOH ads with social media and influencer elements, or seen in iconic locations generate higher influence among about half of adults, and spike with Urban, Black, Hispanic and Younger Audience

Sentiments and Impact of OOH Ads



Source: Harris Poll
BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)
Q13 How much do you agree or disagree with the following statements?



OOH + Social Media



Key Findings: OOH + Social Media

Social media elements enhance user engagement with OOH ads

Two-thirds of adults (67%) have seen a social media element used in an OOH ad and half (52%) agree that the integration of social media elements make them more likely to interact with brands online.

Social Media and OOH Advertising

- Nearly 7 in 10 adults (67%) say they have seen some kind of social media element in an OOH ad. Among those who recall seeing social media elements, most recall seeing a social media handle or a QR code. (47% each). A third or more recall seeing a hashtag, promotion or discount code (37% each), and a social media contest or challenge to participate in (33%).
- Half of adults (52%) agree that the integration of social media elements into out of home advertising makes them more likely to engage with the brand online.
- When it comes to driving action, social media handles seemingly prompt most adults to do take some action. Just under half of adults (47%) say they have searched for a social media handle they saw on an OOH ad, while slightly less say they have scanned a QR code that sent them to a social media page or followed a social media handle featured on the ad (43% each).
- Three in 10 or more adults say they have done the following after seeing an OOH ad in person or reposted on social media:
 - Shared items from the ad with others (40%)
 - Tagged a brand/company in a social media post (36%)
 - Participated in a social media contest or challenge (33%)
 - Searched for or visited a hashtag featured in the ad (32%)
 - Created a social media post using the hashtag featured (30%)
- Two in 5 adults (40%) say they at least sometimes share OOH ads on social media, with over 1 in 10 (14%) saying they do so often or always.
- Among those who share OOH on social at least sometimes, most adults (39%) say they have done so because the ad was entertaining, followed by because the ad was educational (36%), and the ad had a discount or offer they wanted to share with others (35%).
- More than 2 in 5 adults agree that OOH ads influence their decisions about whether to follow a brand on social media (48%) and out of home advertising influences their social media behavior (45%).

Generations

- Gen Z and Millennials are significantly more engaged with OOH ads compared to Gen X and Boomers and are more likely to act after seeing an OOH ad, especially when these ads include social media aspects.

Race/Ethnicity

- Hispanic and Black adults are more engaged with OOH ads compared to white adults, and noticing social media elements used in OOH ads. They are also more likely to interact online due to OOH ad content, share ads on social media, and feel influenced by these ads in their decisions to follow brands or change social media behavior.

Urbanicity

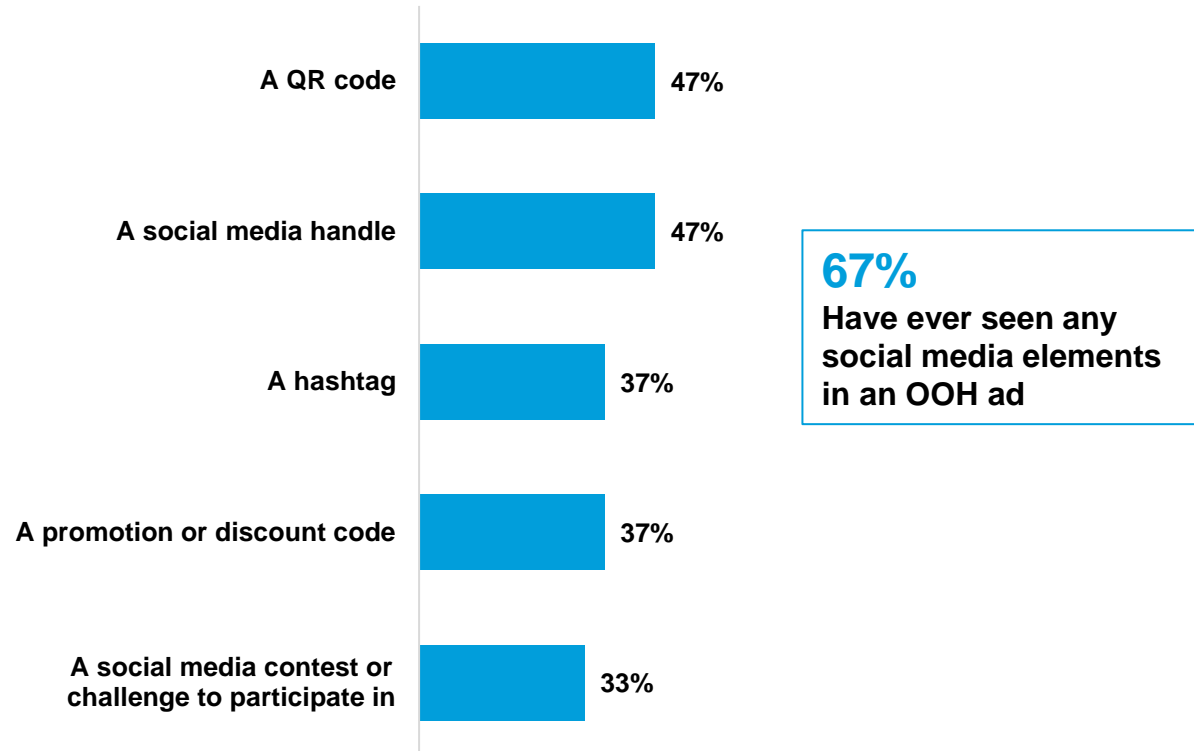
- Residents in large urban areas (1M+) are significantly more engaged with OOH ads compared to those in smaller urban (<1M), suburban, and rural areas. They are more proactive after seeing these ads and are also more receptive to the integration of social media elements into OOH ads, enhancing engagement with brands online.



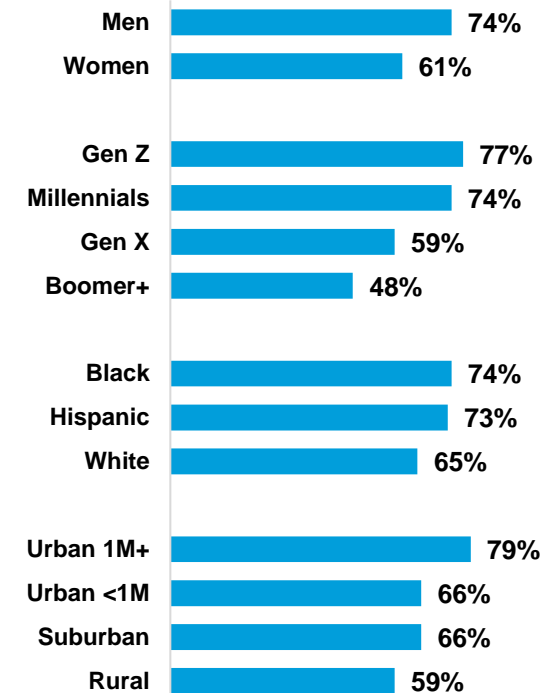
Over 2/3's Have Seen OOH Ads With Social Media Elements

Social Media Elements Seen in OOH Ads

Among those who have seen any social media element in OOH ads



% Ever Seen Social Media Elements in OOH Ads



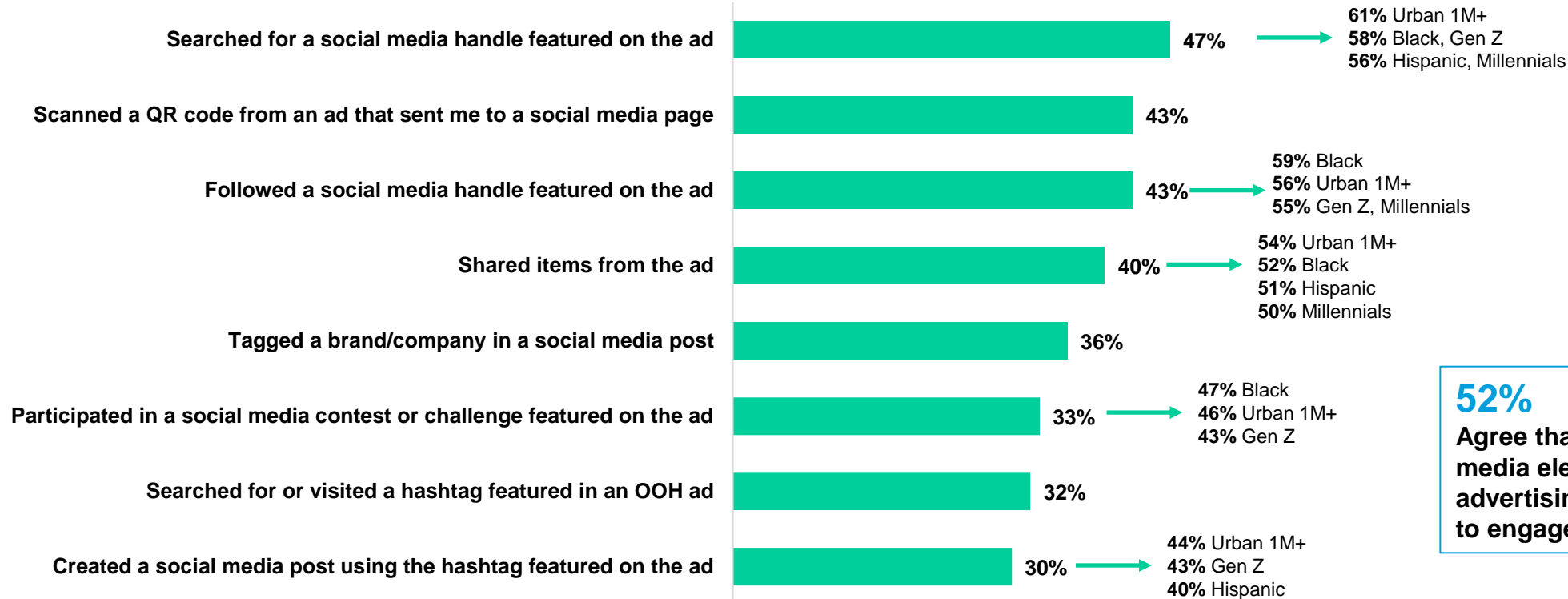
Source: Harris Poll
 BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)
 Q4 Have you ever seen any out of home advertisements that include any of the following items? Please select all that apply.



OOH Ads Drive Social Media Engagement

Social Media Actions Taken After Seeing OOH Ad

% Yes, I've done this



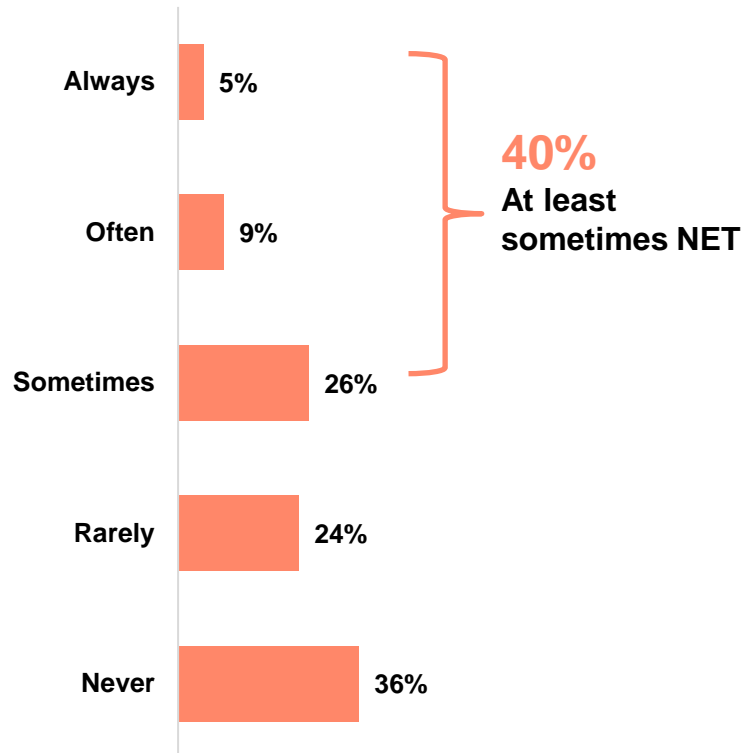
52%
 Agree that the integration of social media elements into OOH advertising makes them more likely to engage with the brand online.

Source: Harris Poll
 BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)
 Q4A Thinking of the out of home ads that you've seen, either in person or reposted on social media, have you ever done any of the following?
 Q13 How much do you agree or disagree with the following statements?
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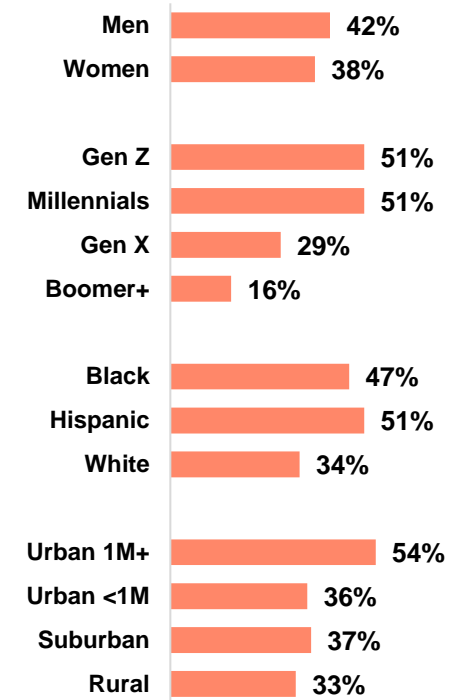


4 in 10 Share OOH Ads on Social Media

Frequency of Sharing OOH Ads on Social Media



% Share OOH Ads on Social Media At Least Sometimes



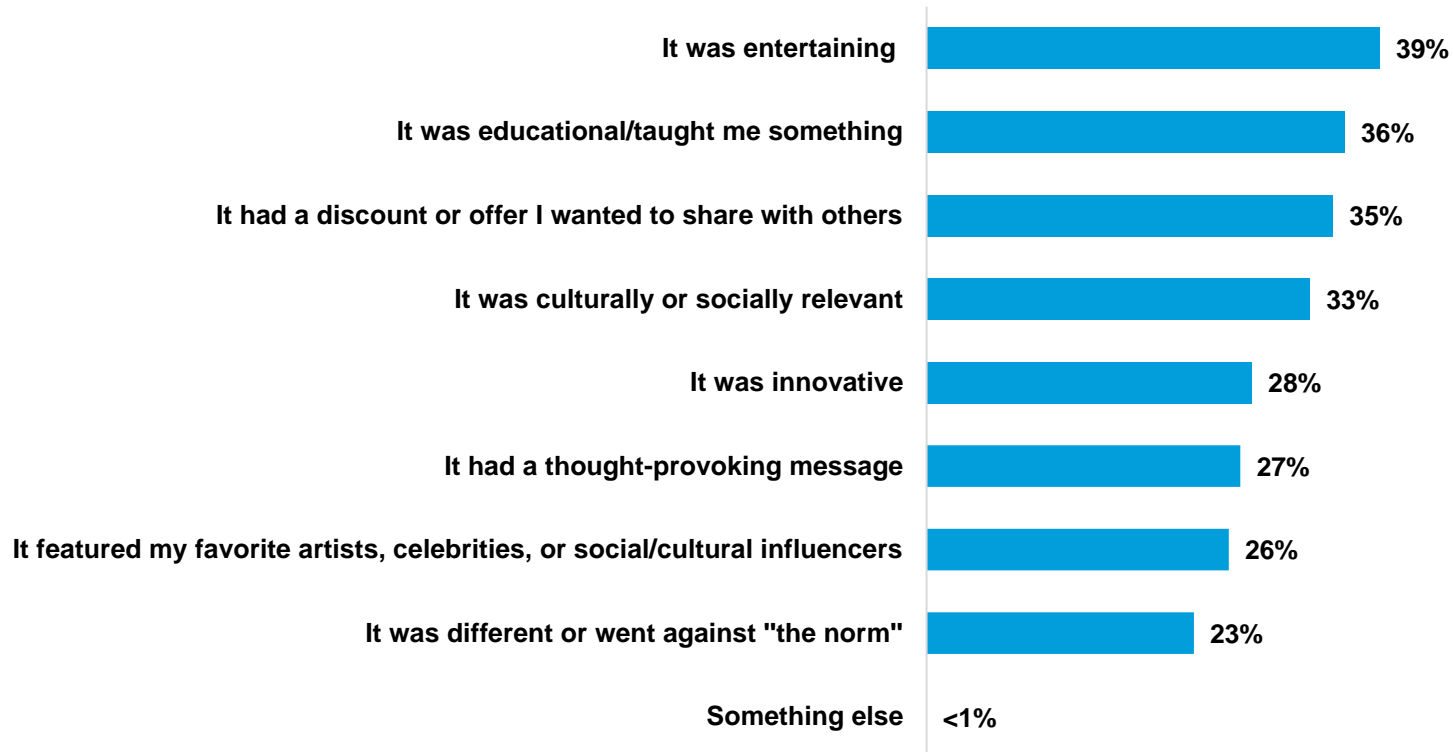
Source: Harris Poll
BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)
Q5 How often, if at all, do you share out of home advertisements on social media?



Almost Half Report OOH Ads Influence Their Social Media Behavior

Reasons For Sharing OOH Ads on Social Media

Among those who have shared an OOH ad on social media



48%

Agree that OOH advertising influences their social media behavior.

Source: Harris Poll

BASE: SHARED OOH AD ON SOCIAL MEDIA 18-64 (n=697)

Q6 What has made you want to share out of home advertisements on social media? Please select all that apply.

BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)

Q13 How much do you agree or disagree with the following statements?

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OOH + Influencers



Key Findings: OOH + Influencers

Influencer content in OOH advertising is pivotal

Nearly half of adults (47%) recall seeing influencer content in OOH ads in public spaces. A majority (81%) believe that influencer endorsements benefit any kind of product, and two-thirds (66%) are likely to act based on such endorsements, perceiving them as markers of high quality and trustworthiness..

Influencers and OOH Advertising

- Just under half of adults (47%) say they notice influencer content on OOH ads in public spaces at least sometimes, with slightly less than 1 in 5 (17%) saying they see it always or often.
- When it comes to product endorsement, a majority (81%) say that any product or service would benefit from having an influencer's endorsement. Among them, half (51%) say that food products and services would benefit most, followed by fashion and apparel (49%), beauty and skincare, and health and fitness (46% each).
- Two-thirds of adults (67%) say they are likely to act because they saw a product or brand being endorsed by an influencer. Among those who would take an action, most would visit the product or brand's website or look for the product or brand online (48% each), followed by purchase the product or an item from the brand (33%).
- Nearly two-thirds of adults (64%) say their opinion of a product/brand would be impacted if it was endorsed by an influencer. Among those who say it would be impacted, most say the influencer's endorsement would make them think the brand or product is high quality (49%), followed by trustworthy (48%), and that it would make it more memorable or desirable than others (34% each).
- Almost half of adults (46%) agree that they are more likely to purchase or try a product if an influencer promotes it in an OOH ad.

Generations

- Gen Z and Millennials are significantly more engaged with OOH advertising compared to Gen X and Boomers, and these younger generations are more influenced by influencer content in OOH ads and report a greater likelihood of their purchasing decisions and opinions being swayed by influencers.

Race/Ethnicity

- Hispanic and Black adults are more engaged with OOH advertising compared to white adults and place more value on influencer endorsements in OOH advertisement.

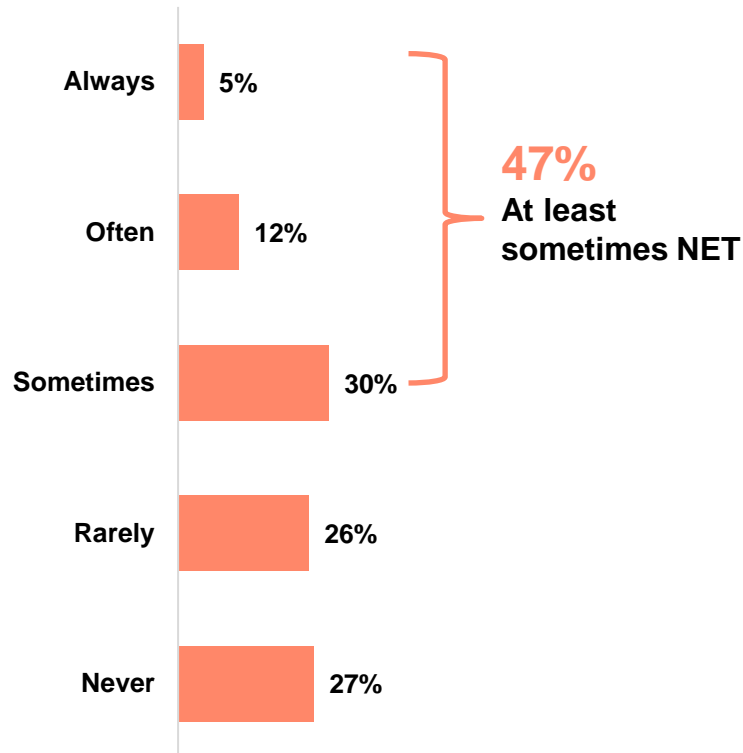
Urbanicity

- Residents in large urban areas (1M+) are significantly more engaged with OOH advertising compared to those in smaller urban (<1M), suburban, and rural areas, and are more influenced by influencer endorsements in ads and is more likely to act or have their opinion of a product or brand positively impacted by OOH ads.

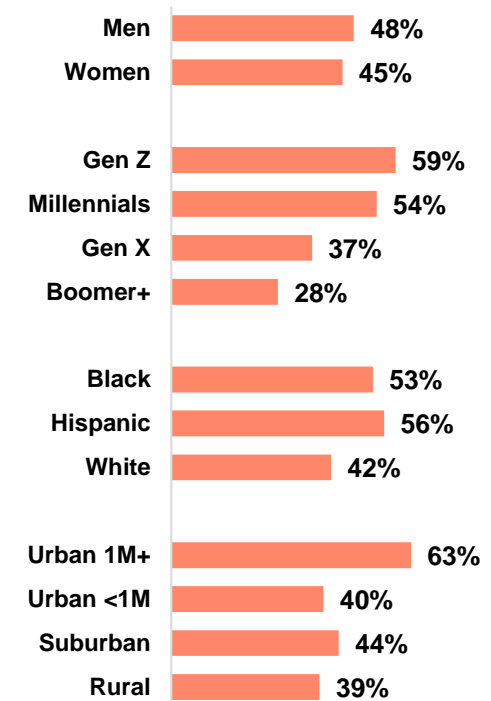


Almost Half Have Noticed Influencer Content in OOH Ads

Frequency of Noticing Influencer Content in OOH Ads in Public Spaces



% Notices Influencer Content in OOH Ads At Least Sometimes



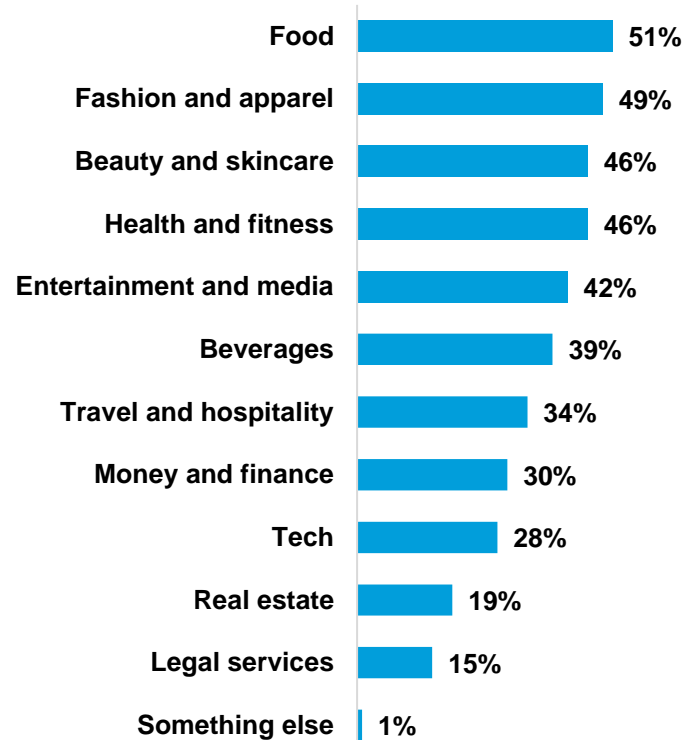
Source: Harris Poll
BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)
Q7 How often do you notice influencer content displayed on out of home advertisements in public spaces?



Over 80% Say Influencer Endorsements are Beneficial to Brands

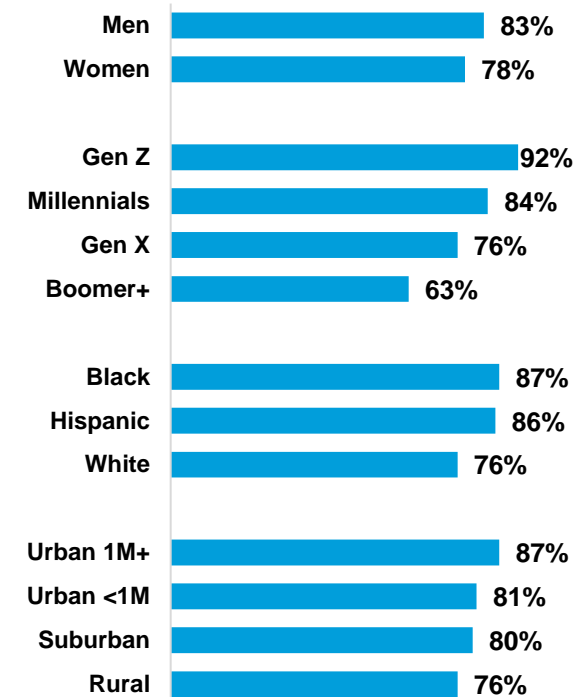
Products/Services That Would Benefit From Influencer Endorsement

Among those who think any product/service would benefit from an influencer's endorsement



81%
Say any product/service would benefit from an influencer's endorsement

% Any Product/Service Would Benefit From Influencer's Endorsement



Source: Harris Poll

BASE: THINK PRODUCT/SERVICE WOULD BENEFIT FROM INFLUENCER'S ENDORSEMENT 18-64 (n=1369)

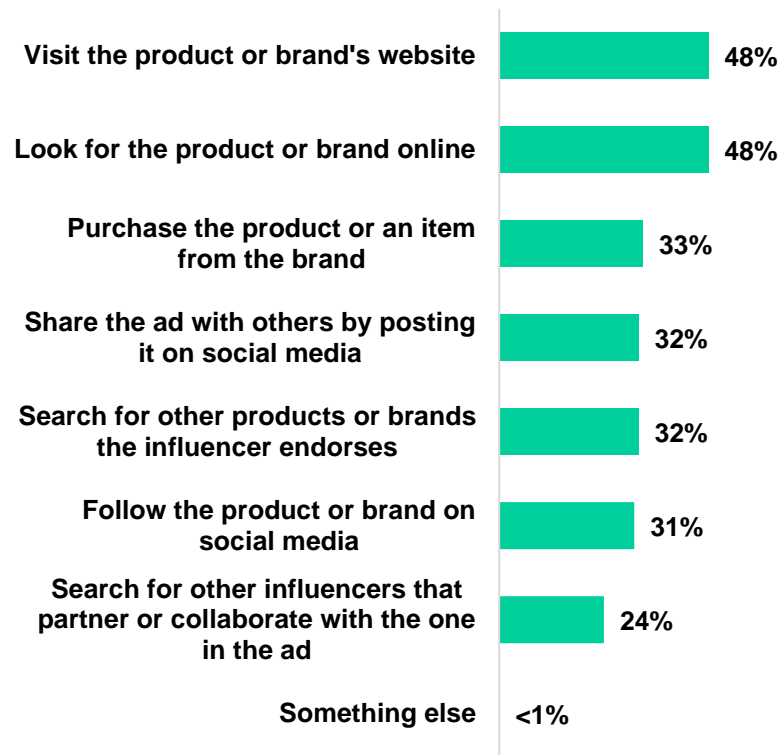
Q8 Thinking again about social media influencers, what kinds of products and services do you think would benefit most from having an influencer's endorsement? Please select all that apply.



Over 2/3's Say Influencer Endorsements Would Motivate Them to Act

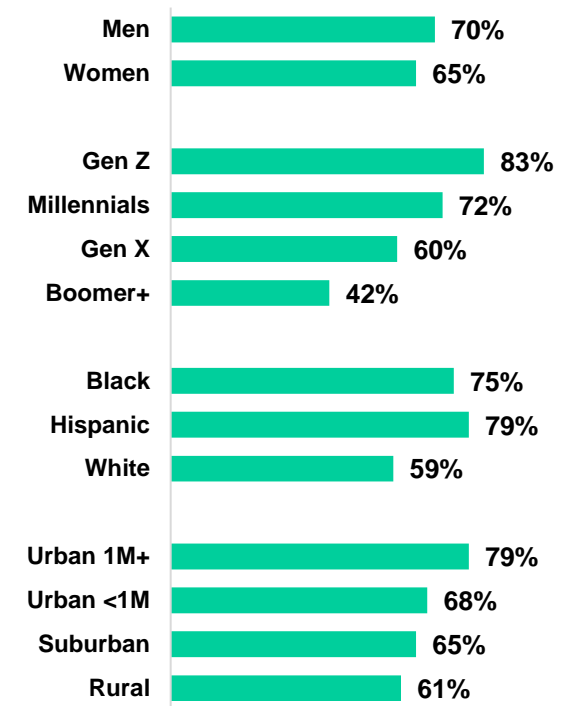
Actions Taken After Seeing Product/Brand Endorsed by Influencer in OOH Ad

Among those who would take any action



67%
 Say they would take action after seeing a product/brand being endorsed by an influencer in an OOH ad

% Would Take Action After Seeing Product/Brand Endorsed by Influencer in OOH Ad



Source: Harris Poll
 BASE: WOULD TAKE ACTION AFTER SEEING PRODUCT/BRAND ENDORSED BY INFLUENCER IN OOH AD 18-64 (n=1161)
 Q9 Would you do any of the following because you saw a product or brand being endorsed by an influencer in an out of home advertisement? Please select all that apply.

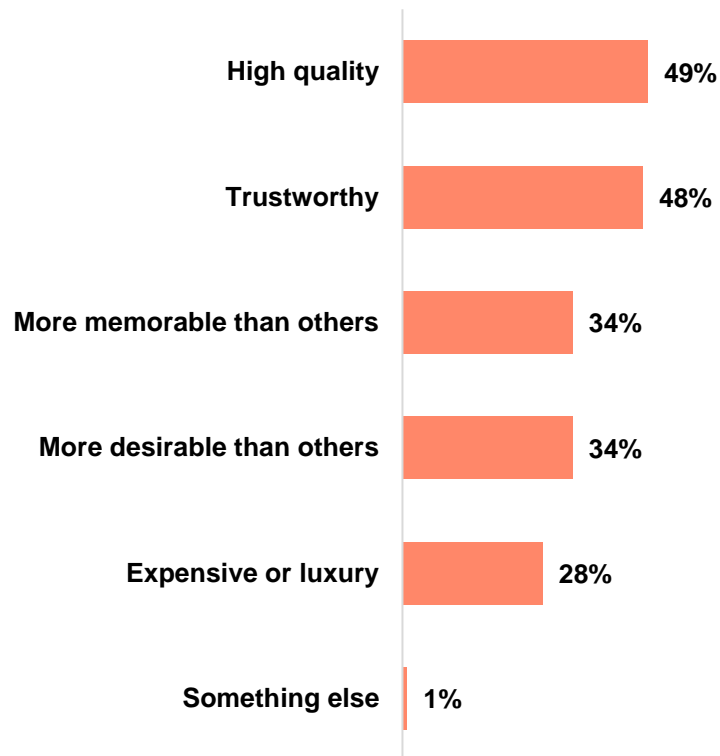


Almost 2/3's Say Influencer Endorsements Would Impact Their Opinion of the Brand

Opinion of Brand/Product After Seeing Influencer Endorsement in OOH Ad

Among those whose opinion would be impacted in any way

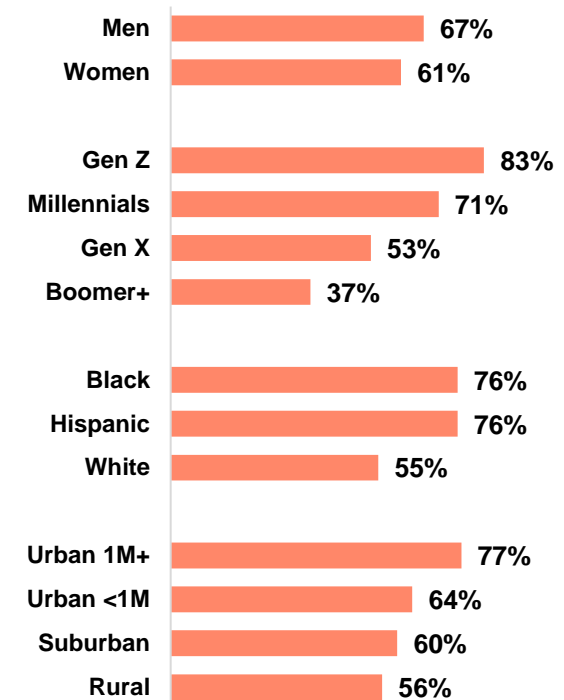
I would think the brand/product is...



64%
 Say seeing an influencer's endorsement in an OOH would impact their opinion of the brand/product in any way

46%
 Agree that they are more likely to purchase or try a product if an influencer promotes it in an out of home advertisement.

% Opinion Would Be Impacted in Any Way



Source: Harris Poll

BASE: BRAND/PRODUCT OPINION WOULD BE IMPACTED IN ANY WAY 18-64 (n=1092)

Q10 After seeing an influencer endorse a brand or product in an out of home advertisement, would you think the brand/product is...? Please select all that apply

BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)

Q13 How much do you agree or disagree with the following statements?

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Iconic OOH Locations



Key Findings: OOH Advertising in Iconic Locations

OOH ads in iconic locations strongly resonate with consumers

Ads located in high-traffic or iconic areas resonate strongly with adults as two-thirds (65%) are likely to engage with a brand after seeing it in an OOH ad. Ads in these areas seemingly elevate brand quality perceptions as nearly half (46%) say they would think the brand is high quality, underscoring the importance of strategic ad placement in enhancing consumer interest.

Iconic Locations and OOH Advertising

- Two-thirds of adults (65%) say they are likely to act because they saw a product or brand in an OOH advertisement in a high-traffic or iconic area. Among those who would act, most would look for the product or brand online or visit the product or brand's website (46% each), followed by sharing the ad with others by posting it on social media (33%).
- Roughly half of adults agree that seeing an OOH ad at a major event or in a high-traffic or iconic area would make them more interested in a brand or product than if they saw it in other forms of advertising (52%, 48% respectively).
- Two-thirds of adults (66%) say that seeing an OOH ad in a high-traffic or iconic area would impact their opinion of a product or brand in some way. Among those, most (46%) say they would think the product or brand is high quality, followed by trustworthy (39%), more memorable than others (38%), more desirable than others (37%), or expensive/luxury (33%).

Generations

Gen Z and Millennials are more likely than Gen X and Boomers to...

- Act because they saw a product or brand in an OOH advertisement in a high-traffic or iconic area (77%, 73% vs. 57%, 41%).
- Agree that seeing an OOH ad in a high-traffic or iconic area makes them more interested in a brand or product than if they saw it in other forms of advertising (50%, 59% vs. 40%, 33%).
- Say their opinion of a product or brand would be impacted by seeing an OOH ad for it in a high-traffic or iconic area (81%, 73% vs. 58%, 40%).

Race/Ethnicity

Hispanic and Black adults are more likely than white adults to...

- Act because they saw a product or brand in an OOH advertisement in a high-traffic or iconic area (78%, 73% vs. 57%).
- Agree that seeing an OOH ad in a high-traffic or iconic area makes them more interested in a brand or product than if they saw it in other forms of advertising (58%, 56%, vs. 42%).
- Say their opinion of a product or brand would be impacted by seeing an OOH ad for it in a high-traffic or iconic area (76%, 78% vs. 58%).

Urbanicity

Urban 1M+ adults are more likely than urban <1M, suburban, and rural adults to...

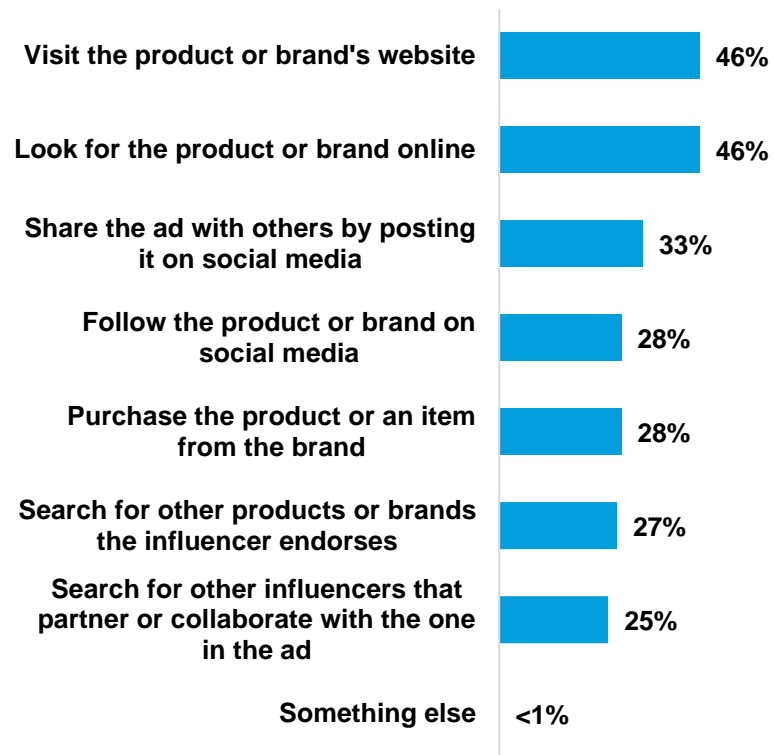
- Act because they saw a product or brand in an OOH advertisement in a high-traffic or iconic area (79% vs. 61%, 64%, 58%).
- Agree with both statements that seeing an OOH at major events or in a high-traffic or iconic area would make them more interested in a brand or product than if I saw it in other forms of advertising (Major event: 62% vs. 50%, 49%, 45%) and (High-traffic or iconic area: 62% vs. 45%, 45%, 43%).



65% Say OOH Ads in Iconic Locations Drive Them to Take an Action

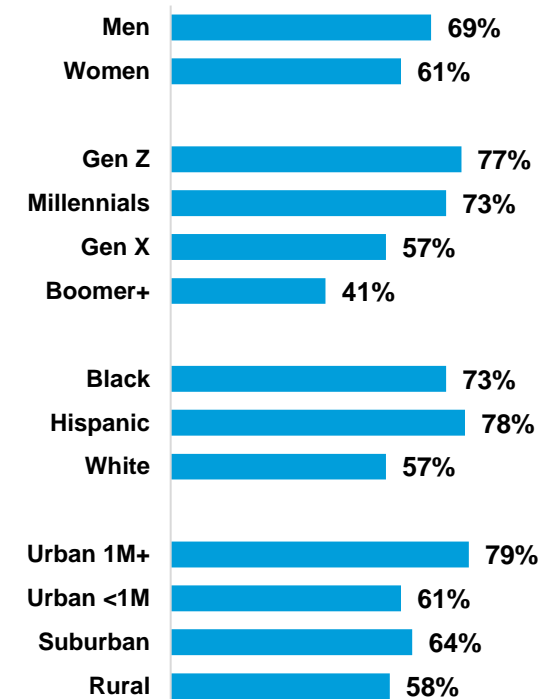
Actions Taken After Seeing Product/Brand in OOH Ad in High Traffic or Iconic Area

Among those who would take any action



65%
Say they would take action after seeing a product/brand in an OOH ad in a high traffic or iconic area

% Would Take Action After Seeing Product/Brand in OOH Ad in High Traffic or Iconic Area



Source: Harris Poll

BASE: WOULD TAKE ACTION AFTER SEEING PRODUCT/BRAND IN OOH AD IN HIGH TRAFFIC OR ICONIC AREA 18-64 (n=1120)

Q11 Switching topics, would you do any of the following because you saw an out of home advertisement for a product or brand in a high-traffic or iconic area (e.g., Times Square, LA Live, Las Vegas Strip, etc.)?

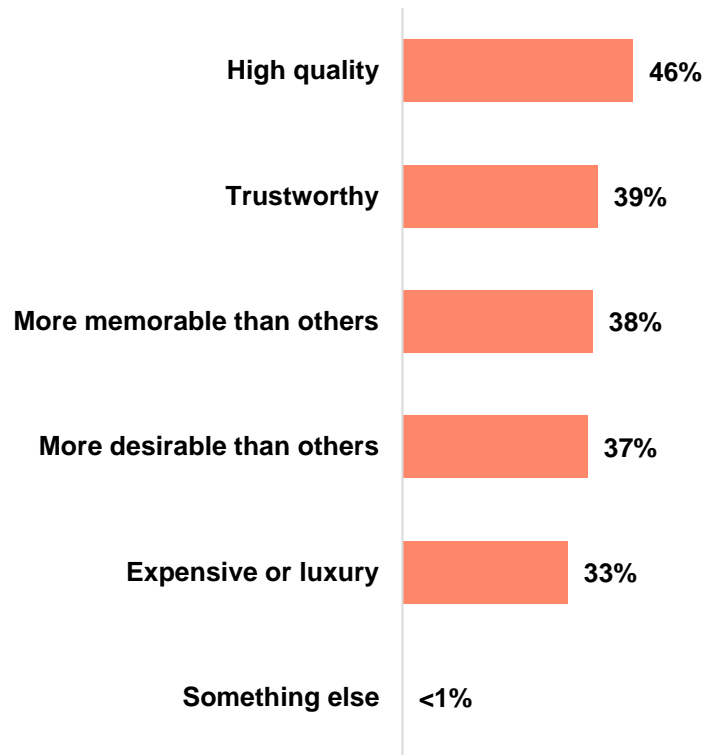


2/3's Say OOH Ads in Iconic Locations Would Impact Their Opinion of the Brand

Opinion of Brand/Product After Seeing OOH Ad in High Traffic or Iconic Area

Among those whose opinion would be impacted in any way

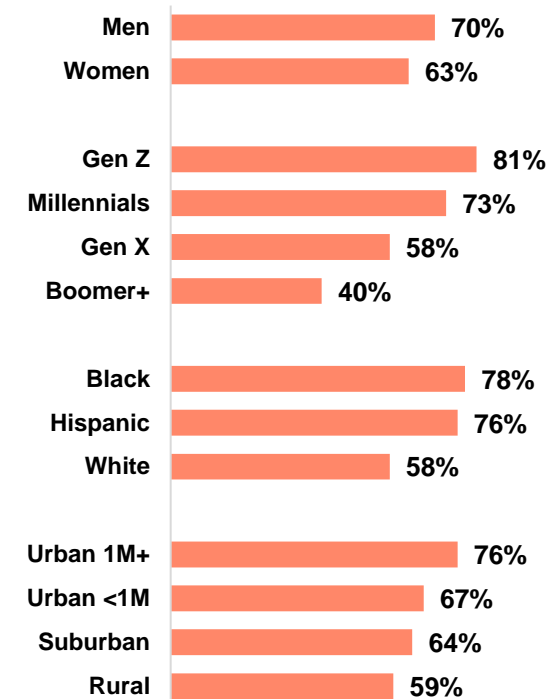
I would think the brand/product is...



66%
 Say their opinion of a brand/product would be impacted in some way after seeing an OOH ad for it in a high traffic or iconic area

48%
 Agree that seeing an OOH ad in a high-traffic or iconic area makes them more interested in a brand or product than if they saw it in other forms of advertising.

% Opinion Would Be Impacted in Any Way



Source: Harris Poll

BASE: BRAND/PRODUCT OPINION WOULD BE IMPACTED IN ANY WAY 18-64 (n=1136)

Q12 After seeing an out of home advertisement for a product or brand in a high-traffic or iconic area, would you think the product/brand is...?

BASE: ALL QUALIFIED RESPONDENTS 18-64 (n=1661)

Q13 How much do you agree or disagree with the following statements?

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Report Methodology



Methodology and Report Notes

Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of **OAAA** from October 22-24, 2024, among 2,035 U.S. adults ages 18+, of which 1,661 are ages 18-64. Data are weighted where necessary by age, gender, region, race/ethnicity, household income, education, marital status, size of household, and political party affiliation to bring them in line with their actual proportions in the population.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the full sample data is accurate to within ± 2.5 percentage points using a 95% confidence level and ± 2.7 percentage points for the 18-64 sample. This credible interval will be wider among subsets of the surveyed population of interest.

All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.

Report Notes

- While this survey was conducted among 2,000 U.S. adults ages 18+, this analysis focuses on those ages 18-64 and respondents are referred to as “adults” throughout.
- The generation of Boomers is typically defined as adults ages 60 or older but will only represent adults ages 60-64 in this report.