OOH Ads Featuring Influencers Enhance Consumer Engagement



- OOH ads with influencer content generate higher influence with Adults
- Highest influence is among Urban, Black, Hispanic and Younger Audiences



OOH ads with influencer endorsements would prompt them to act **64%**

OOH ads with influencer endorsements would impact their opinion of a brand/product Report seeing OOH ads using influencer content

47%

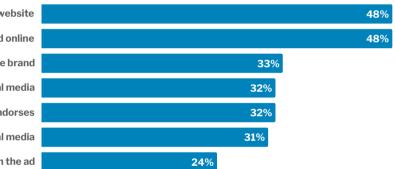


More likely to buy or try products featuring influencers in OOH ads

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

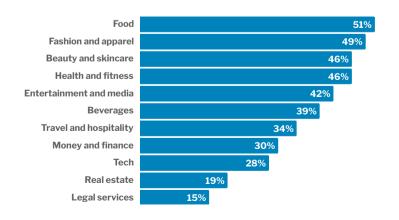
Among those who would take any action





Products/Services That Would Benefit From Influencer Endorsement

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

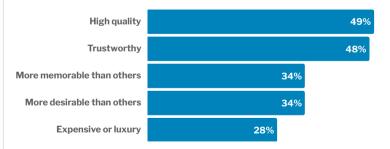


The Harris Poll

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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...



Source: OAAA, The Harris Poll

Methodoloy: Conducted online within the US by The Harris Poll from October 22 – 24, 2024 among 1,661 US adults 18 - 64, weighted to reflect the US

population across age, gender, race/ethnicity, region, income, household size, and employment.