

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

67%

OOH ads with influencer endorsements would prompt them to act

64%

OOH ads with influencer endorsements would impact their opinion of a brand/product

47%

Report seeing OOH ads using influencer content

46%

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

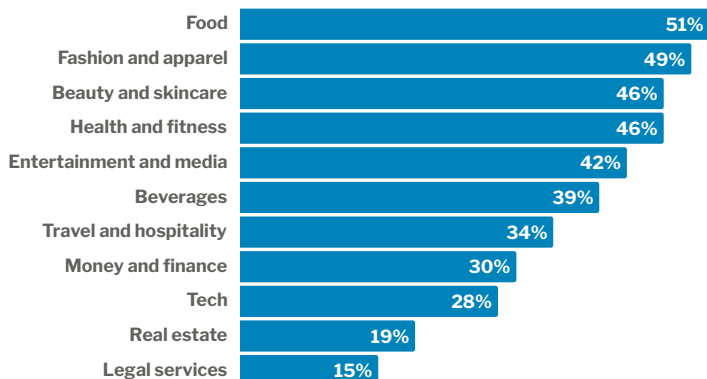
Actions Taken After Seeing Product/Brand Endorsed by Influencer in OOH Ad

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



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...

