

# OOH Ads in Iconic Locations Enhance Consumer Engagement



- OOH ads in iconic, high traffic locations generate higher influence with Adults
- Highest influence is among Urban, Black, Hispanic and Younger Audiences

**66%**

OOH ads in iconic or high traffic locations would impact their opinion of a brand/product

**65%**

OOH ads in iconic or high traffic locations would prompt them to act

**48%**

OOH ads in iconic or high traffic locations generate higher interest in a brand/product than other types of advertising

**46%**

OOH ads in iconic or high traffic locations generate a high quality brand perception

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

Among those who would take any action



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

Among those whose opinion would be impacted in any way  
*I would think the brand/product is...*

