

DOOH: Unbeatable vs. Super Bowl Ads

Delivers 7.5X More Reach and 10X More CPM Value than a Super Bowl TV Ad



To reach this year's Super Bowl viewing audiences, brands will spend \$7 million on fleeting 30-second ad spots.

To demonstrate DOOH's power as a highly effective alternative against one of the most-hyped annual media events, OAAA examined a DOOH programmatic buy using Place Exchange's PerView solution for measuring DOOH reach, frequency, and impressions.

The plan revealed for the same cost \$7 million cost of a 30-second Super Bowl ad, brands investing in DOOH could:

1

Buy each of the **25 top US markets** for four weeks with 600 total TRPs

2

Earn almost **one billion impressions** (929,407,658)

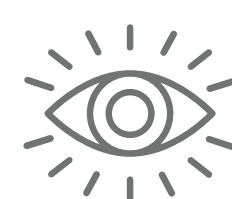
3

Achieve an average reach of over **80%** and frequency of **7+** in the **25 markets**

All for an average CPM of \$7.49

DOOH vs. Super Bowl

Delivers **929,407,658** total impressions



Delivers **123,400,000** total impressions

7.5x greater audience reach



1/7th the audience size

CPM \$7.49



CPM \$71.00

73% of adult consumers view DOOH ads favorably



50% of adult consumers view TV/video streaming ads favorably

OOH has the highest levels of ad recall of all major media and peaks at **86%**



Linear TV ad recall peaks at **60%** while streaming peaks at **72%**

76% of consumers stated DOOH ads had recently prompted them to take action.

74% of mobile device users reported taking action on their device after recent DOOH ad exposure.