



The background image shows a hand pointing at a smartphone screen. Several digital advertisements are floating around the phone, including a yellow ad with an eye, a blue ad with a woman, a white ad with a bottle, and a white ad with a person. The background is dark with purple and blue light effects.

The ABX Guide to Out-Of-Home Advertising Creative Effectiveness

Mid-Year 2024

Releasing the Creative Power of OOH Advertising

Introduction

Releasing the creative power of OOH advertising is relatively simple when one considers the Seven Best Practices this eBook will present. Considering the incredible growth of the OOH advertising industry during the past two years, OOH is a very real ROAS treasure. This eBook is organized in four parts as follows:

- **Out-of-Home Advertising Review**
- **ABX Creative Effectiveness Research**
- **ABX Seven Best Practices for Great Creative**
- **ABX OOH High - and Low-Scoring Ads with Insights**

Out-of-Home Advertising Review

A mid-2024 update from the [Out-of-Home Advertising Association of America \(OAAA\)](#) announces the highest quarterly volume ever for OOH in the United States, with an increase of 4.8%, or \$2.78 billion. [Revenue estimates include digital and static billboards, street furniture, transit, place-based, and cinema advertising.](#)

“Political advertising spend in OOH is at the highest levels ever because of our ability to deliver location-based targeting, and OOH’s resonance with younger and multicultural audiences. U.S. House and Senate OOH campaign spending in the first half of 2024 has quadrupled from 2020 and is up 70% from 2022,” said Anna Bager, President, and CEO, OAAA.

MAGNA, the leading global media investment and intelligence company, also raised its [Global Ad Forecast for 2024](#), as follows:

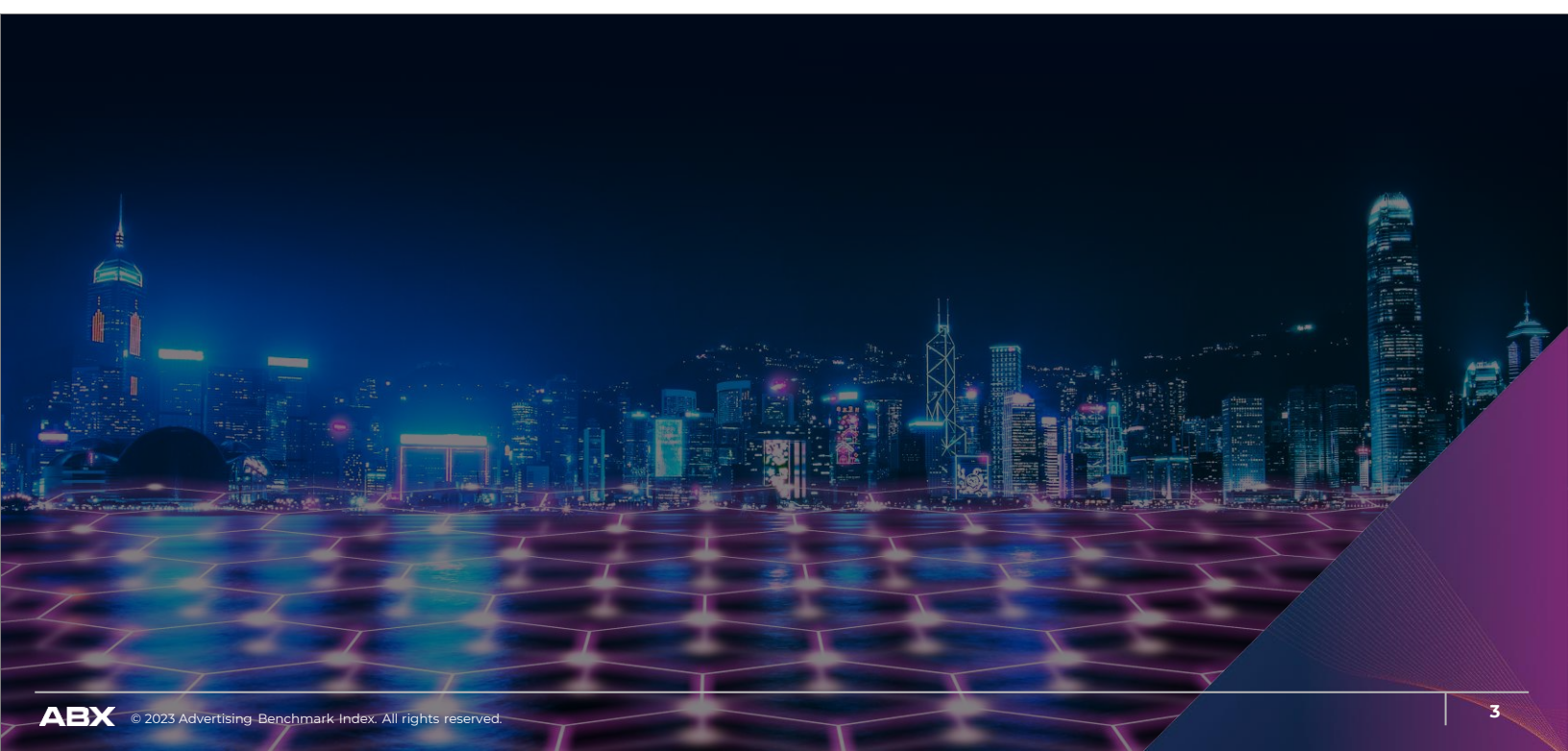
“The total U.S. ad market is projected to total \$374 billion this year, an improvement of nearly 11 percent year over year. The global ad market should total \$927 billion, up 10% compared to last year.”

“OOH ad sales are expected to re-accelerate by +5% and close in on the \$10 billion mark, driven by the digital OOH sales (+9.5% to \$3.1 billion).”

“Traditional media owners ad revenues will reach \$111 billion (+4.4%). Local TV will capture more than 60% of the \$9 billion of incremental ad sales driven by political advertising, but non-political ad sales will be down by -4% this year.”

Of all Traditional Media, only OOH will grow ad revenues, while National TV, Audio Media, and Publishing will be flat or down this year.

For details on OOH growth across Product Categories; Top Brands Increasing Spend; and Technology and DTC Brand Adoption, [see the OAAA full release](#).



ABX Out-of-Home Creative Effectiveness Research

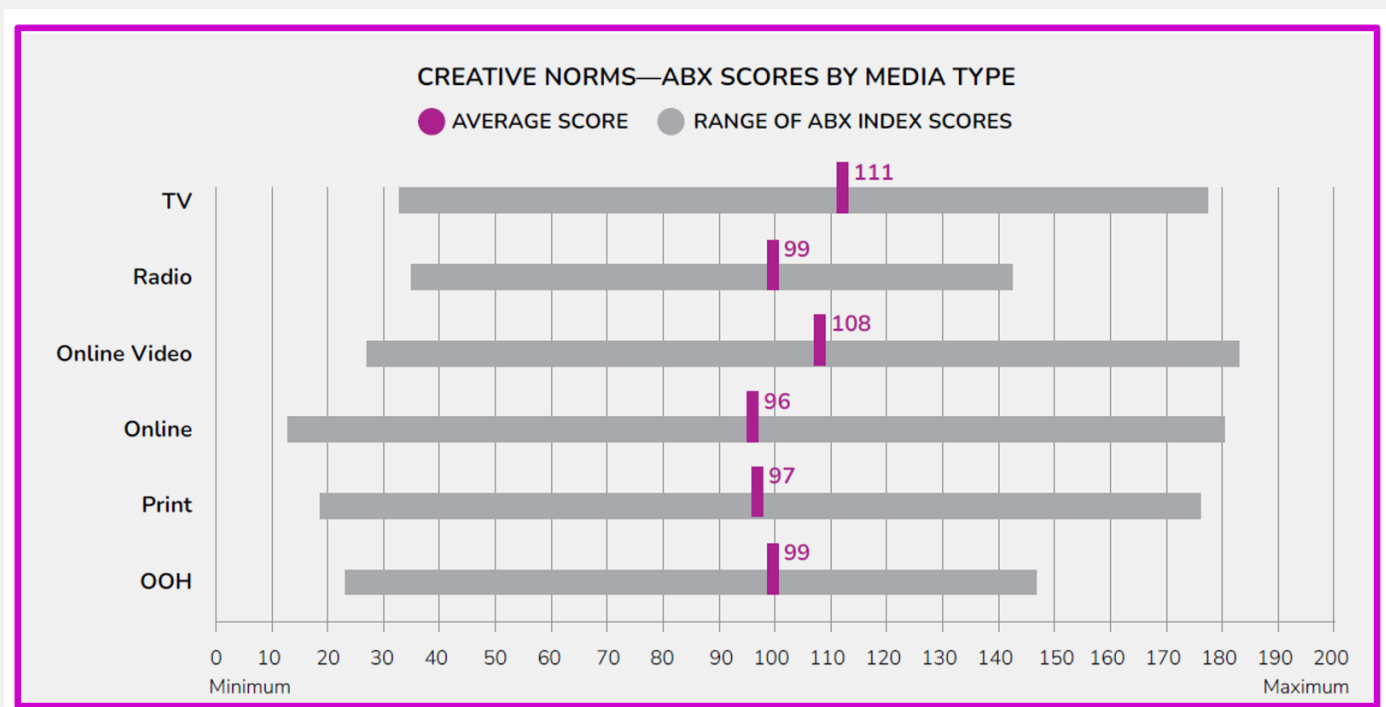
✓ Overview

Regarding creative effectiveness, OOH ads are as effective as those of any other media type, but **only if the creative is very strong**, said Gary Getto, President of [ABX Advertising Benchmark Index™](#). ABX has evaluated creative effectiveness for more than 460,000 in-market ads globally, so its norms for all media types, including OOH, are the most accurate in the industry.

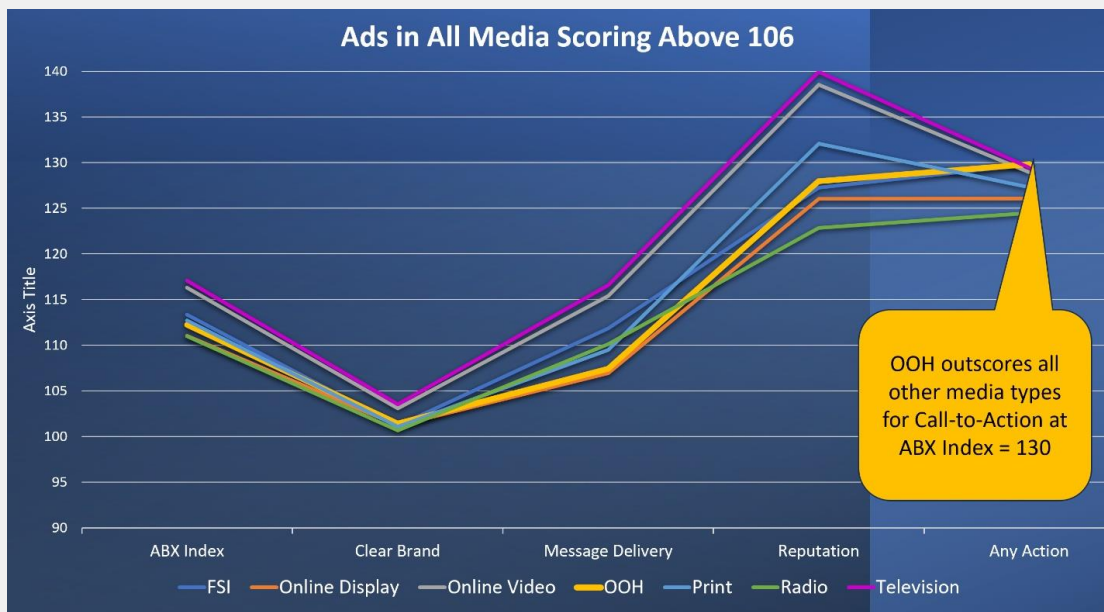
If creative is strong, OOH advertising delivers the highest scores of any traditional media type in **“Intended Action,”** and delivers well in **“Brand Awareness.”**

However, **if the creative is only average**, an OOH ad is only as effective as Print and Digital Display, and trails TV, OLV and Radio. This means OOH creative must continually improve through ad effectiveness testing.

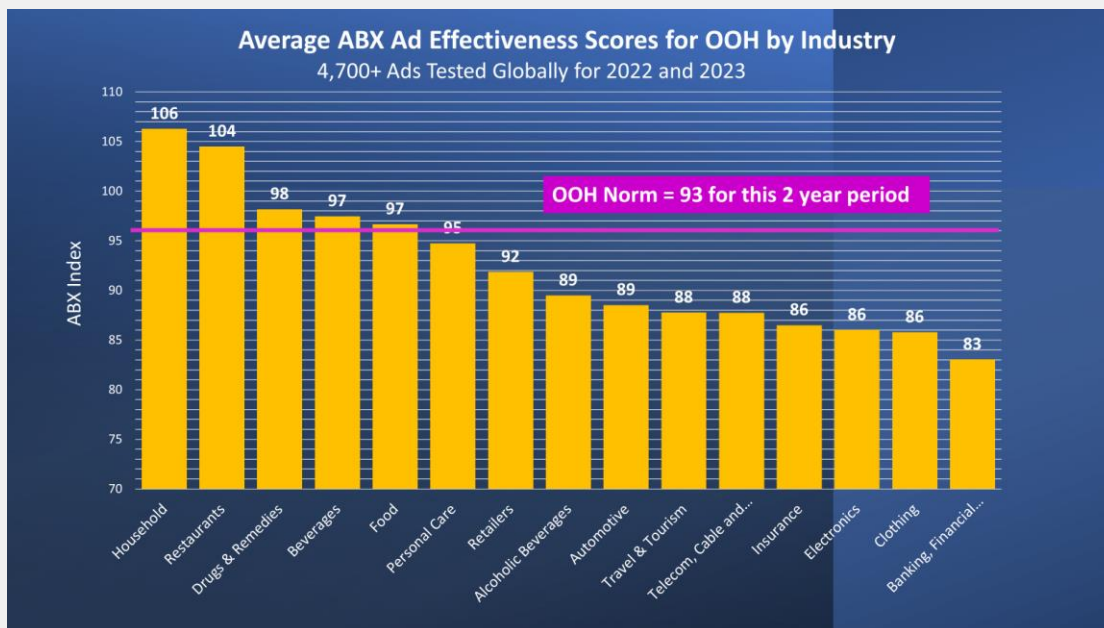
The chart below shows that the [ABX Index™](#) average norm for OOH is 99 (for all time), as well as the averages for other media types (purple bars). In addition, you can see the wide range of low-to-high scores in each (gray bars). The ABX Index is a measure comprised of the KPIs that best correlates to sales revenues and other business outcomes and enhances predictive analytics in Market Mix Models.



The true power of OOH creative shows up when **comparing only “effective creative” with an ABX Index of at least 106** across all media channels, which is statistically above the ABX all-media average of 100. See chart below.



Regarding industry Categories, OOH creative has scored highest for the past two year in Household Goods, Restaurants, Drugs & Remedies, Beverages, Food, Personal Care and Retailers. Ads in the other categories have a bit more work to do on ad effectiveness.



✓ ABX and Data Validity

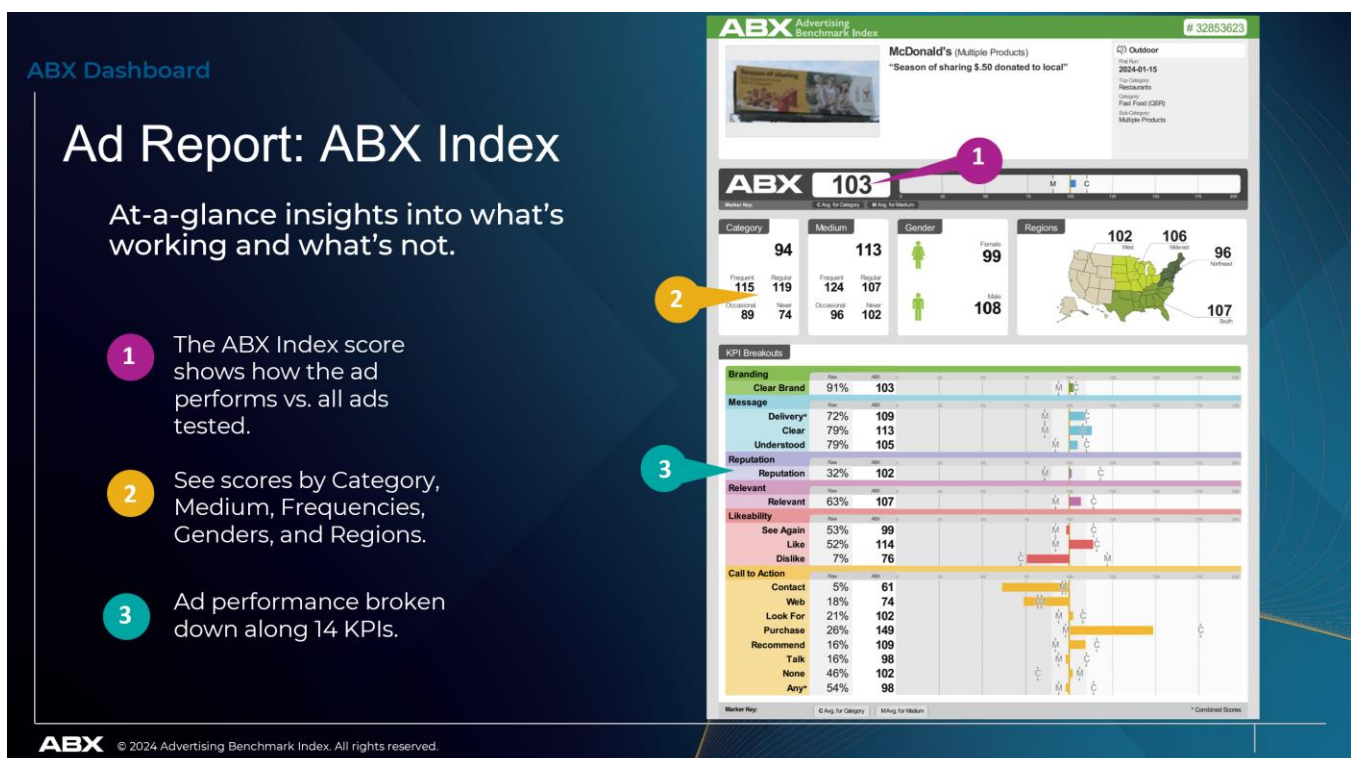
[ABX Advertising Benchmark Index™](#) focuses on driving creative excellence in advertising and marketing. More than 460,000 ads across all media types and channels globally have been measured for effectiveness. ABX uses a unique methodology in which ads in all media types are measured in the same survey. This process enables the direct comparison of ads across the media spectrum and produces the most accurate comparative norms in the industry.

In addition, the [ABX Creative Feedback Loop™](#) enables advertisers to continuously improve their creative in-market, and significantly improve their Return on Ad Spend.

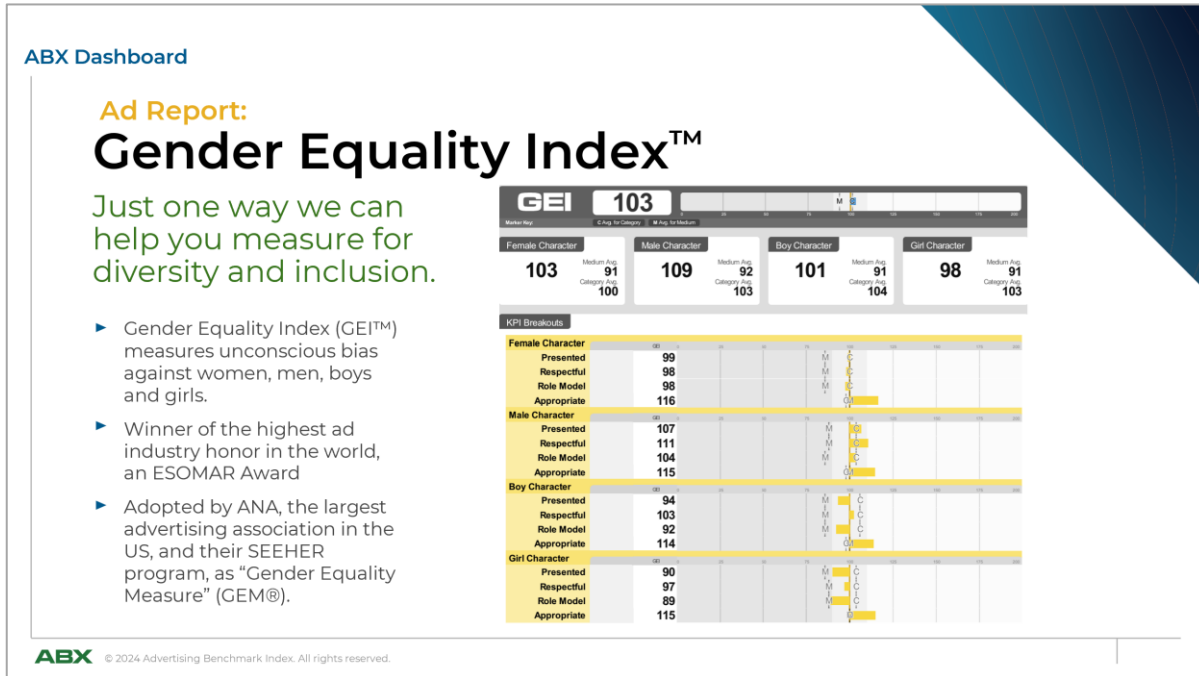
✓ ABX KPIs and Dashboard Report

ABX has defined the 14 most important KPIs for creative effectiveness including the four that make up the ABX Index. All KPIs are shown in the general dashboard report on the next page along with Category Norms and Media Norms, and other demographic data.

OOH ads analyzed in the next section have been evaluated against a Gen Pop audience, which enables ABX to compare ads in all media types across the same demographic for the most accurate norms. **However, target audiences comprised of any demographic, psychographic, persona, ethnic groups, social sensitivities, ESG, or specific locales, are also evaluated against similar competitors upon request.**

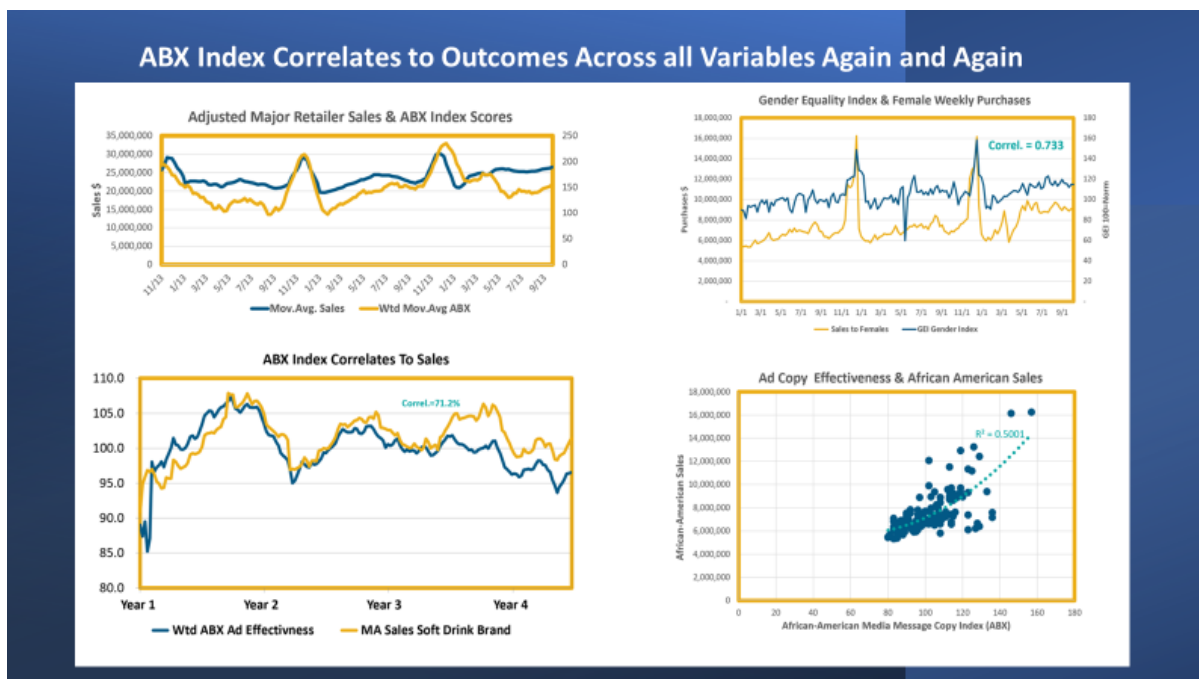


For ads that use photographs or images of people, the [ABX Gender Equality Index \(GEI\)™](#) is also provided as part of this same report. The OOH billboard on the previous page showed a Hispanic family, so each actor was evaluated on the dimensions shown below.



✓ Correlations to Business Outcomes

The ABX Index is proven to correlate at elevated levels with business outcomes such as sales. Below are four Market Mix Models that illustrate this accuracy. (courtesy of [Bottom-Line Analytics](#)).



ABX Seven Best Practices for Advertising Effectiveness

Overview

ABX has identified **Seven Best Practices** proven to increase OOH ad effectiveness based on its testing of 16,000 OOH ads globally.

The analysis provided for this Guide has been based on **3,000 English-language ads from May 22 – April 23 in the United States, the U.K and Australia**. ABX has global data in more than 15 countries, but we've selected English language ads (with one exception) to make it easier for English-speaking readers.

The Seven Best Practices will be **illustrated by 28 OOH ads that are not necessarily “the best” or “the worst,”** but which have been chosen to illustrate specific learnings. Best practices for both the OAAA and ABX include some of the same recommended practices. Most of the ads are based only on **Gen Pop**, but some of the lower-scoring ads include **“Target Audience”** results as well.

✓ ABX Best Practices Summarized include:

1. **Create visually attractive, attention-getting ads with a limited number of elements.**
2. **Make your ads easy to read from viewing distances.**
3. **The Brand MUST be the hero of the story. Don't hide it, minimize it, or assume everyone already knows it.**
4. **Communicate Benefits quickly. Short, precise, and metered for proximity.**
5. **No insider language. Tell a clear story that anyone can understand.**
6. **Create EASY Calls-to-Action. Integrate with online display, mobile ads, social media, URLs, hashtags, scans and QR codes.**
7. **Build Reputation with a coherent story.**

The chart below will help you understand the most important KPIs shown in the mini-scorecards for each ad. However, other measures will also be discussed that are relevant to the story.

The ABX Index and Most Important KPIs for Correlations to Outcomes.

The ABX Index	A summary score that takes into account scores on Clear Brand, Messaging, Reputation and Call-to-Action.
Clear Brand (Awareness)	The awareness of the brand being advertised.
Messaging	The ability to express key messaging and benefits in the ad while being easy to understand.
Reputation	The opinion about the brand after exposure to the ad.
Call-to-Action (Any)	The likelihood to take any action at all after exposure to the ad.

ABX © 2023 Advertising Benchmark Index. All rights reserved.

Please note that **“Any Action”** is comprised of the following CTA’s:

- Contact (company, store, showroom, etc.)
- Web (search)
- Look for more Information
- Purchase Intent
- Recommend
- Talk About
- None means “No Intended Action”

Seven Best Practices with High- and Low-Scoring OOH Ads and Insights

Note: **On low-scoring ads**, you will see both Gen Pop and Target Audience scores for further understanding. **On high-scoring ads**, you will see only the Gen Pop scores as other demographics tend to score them similarly.

1. Create visually attractive, attention-getting ads with a limited number of elements. Less is more.

- ✓ **Amazon Prime** - Digital Billboard – **“PD 22 – Headphones”** - ABX Index 135 – Australia (ABX ID: 19454838)



Rated #1 globally out of all OOH ads for this period, this stunning digital poster scored 40% above norm in the ABX Index. Vibrant colors and giant text grabs attention and helps create high Brand Awareness, Reputation and Action CTAs. The ad is also Well-Liked and Relevant. Here are some of the highest Individual CTAs:

- Contact Company (276)
- Search Web (206)
- Purchase Intent (144)



- ✓ **Sprite** - Small Format/6 Sheet – **“Naked for Now”** - U.K. (ABX ID: 33426304)



Sprite presents a highly-liked and relevant OOH ad with an ABX Index of 131 for Gen Pop, way above Category and Media scores. The fun headline and copy drove viewers right to the bottle and brand logo, resulting in both high Brand Awareness and Message. Action is strong, with the following CTA standouts:

- Purchase Intent (196)
- Look For (152)
- Talk About (155)



- ✓ **Acura** – Digital Billboard – “No Headline” – ABX Index 52 – U.S. (ABX ID: 27333072)



This beautiful, enormous, well-placed digital ad in Times Square missed the mark with both the Gen Pop and Gen X (35-49) audiences. Without a headline or message, and only a small “A” logo on the front of the car hood, viewers did not seem to get it.

Caveat: This digital board may have displayed the needed information on a subsequent rotating screen. But Gen Pop viewers who only saw this screen gave it an ABX Index score of 52, and a Reputation score of 35. The Gen X (35-49) crowd scored it higher, but still way below the ABX norm of 100.



Gen Pop



Gen X (35-49)

- ✓ **YouTube** – Spectacular Billboard - “Available Now” - ABX Index 46 – U.S. (ABX ID: 30825293)



This spectacular and stunning stacked billboard must have garnered huge attention. But it wasn't effective with Gen Pop (46), with very low scores across the board, and particularly in Reputation (22).

Millennials scored it a bit higher with an ABX Index of 71 and Reputation at 73. But the scores are still far below the ABX Index norm of 100. Granted, viewers can hit the QR code for more information, but many won't bother.

The board needs a clear headline, a clear message about what is being promoted, and clear brand and sponsor logos (barely identifiable). An advertiser can't be too clear about an offer.



Gen Pop



Millennials (18-34)

2. Make your ads easy to read from a viewing distance.

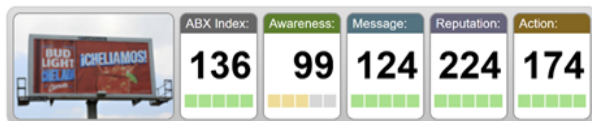
- ✓ **Bud Light** – Billboard – **“Clamato Chelada”** - ABX Index 136 – U.S. (ABX ID: 11975302)



Hispanic consumers typically score ads 18 - 20% higher than Gen Pop.

Even so, the Bud Light Chelada poster was a tremendous success regarding readability, and generated high KPIs and CTA's including:

- Likeability (182)
- Relevance (147)
- Purchase Intent (206)
- Recommend (215)
- Talk About (250).



- ✓ **Gillette Labs** - Digital Bulletin – **“Effortless Shaving in a Single Stroke”** - ABX Index 118 – U.S. (ABX ID: 22269391)



Gillette also uses bright, contrasting colors and simple, easy-to-read text with a single illustration. Gen Pop rated it with high Brand Awareness and Messaging. Perfect for viewing from the street.

High Action CTAs, which are part of “Action”:

- Purchase Intent (131)
- Recommend (131)
- Website (122)



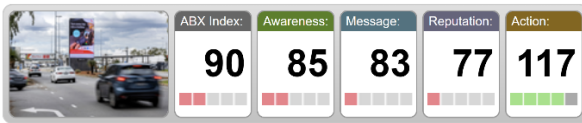
✓ **Qantas Credit Card** - Digital Billboard – “Turn Every Tap into a Holiday” - ABX Index 72 – Australia (ABX ID: 13729530)



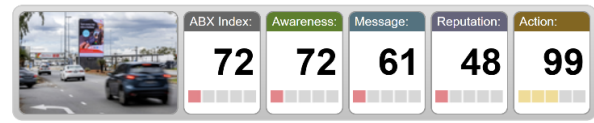
This Qantas digital billboard can't be read while viewers are driving. Too many messages, artwork, small text, and small logos produced low Brand Awareness, Message and Reputation scores. Regarding Likeability, viewers scored it a -179.

The board can be improved by reducing the number of elements, focusing on a single message with larger text size, simplifying the artwork, and increasing the size of the logos.

The Action scores are good, however. Perhaps viewers were familiar with the promotion through other executions.



Gen Pop

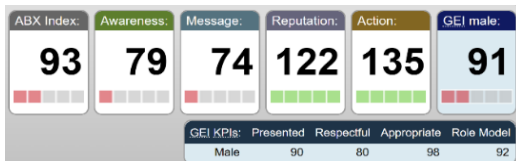


Gen X (35-49)

✓ **Gucci** – 3-Part Advertisement - Wall Posters – “Beloved” - ABX Index 74 – U.K. (ABX ID: 12830130)



Gen Pop



Millennials (18-34)

This Gucci ad is mounted in a continuing pattern along a wall. The headline is readable from the sidewalk, but the text is so small and lightweight, the Message and Brand Awareness were lost for both Gen Pop and Millennials despite the big logo.

Millennials did score the ad very high in Reputation (122) and Action (135). But Gender Equality (91) and Likeability (-215) were surprisingly low. Perhaps viewers didn't recognize **Harry Styles, a popular U.K. and global performer**, was the interviewee.

The ad can be improved by enlarging the text and clarifying the message. Identification of both Harry Styles and his interviewer, **James Corden**, (also a U.K. celebrity), would have strengthened the ad.

3. The Brand MUST be the hero of the story. Don't hide it, minimize it, or assume everyone already knows it.

- ✓ **McCafé** – Billboard – “\$2 Medium Iced Coffee” - ABX Index 113 – U.S. (ABX ID: 23924413)



McDonalds is always a leader in Brand Awareness with its logo and products clearly identified as the heroes of the story. A Brand Awareness score of 108 is in the top 10% of scores for this measure.

The scores below are strong, though Reputation, (feeling better about the brand after seeing the ad) is a bit below the ABX norm for Gen Pop at 95.



- ✓ **Comfort** – Small Format/6-Sheet – “100 Days of Freshness & Fragrance” – ABX Index 126 – London Central U.K. (ABX ID: 32606866)



The Brand is certainly the hero in this Comfort ad, with a very clear product shot and logo. The Gen Pop audience rated Brand Awareness 113, which is in the Top 5% of all ads evaluated by ABX. The Message was also well delivered and understood.

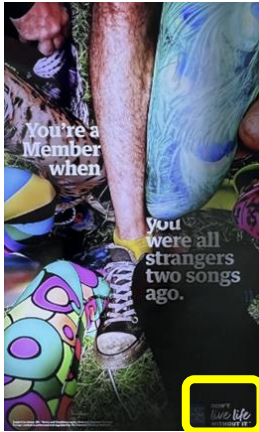
The results below show very strong Reputation (141) and Action scores (129), as well.

Notable Action CTAs include:

- Purchase Intent – 231
- Recommend – 139
- Look for - 133



- ✓ **AMEX Credit Cards - Stadium Concourse Diorama – “You're a member when you were all strangers two songs ago.” - ABX Index 47 - U.K. (ABX ID: 19289920)**



The yellow box below contains a tiny gray AMEX logo hiding the Brand, resulting in very low scores for both demographic groups. This ad was clearly not aimed at Gen Pop, as can be seen in all the scores above, and particularly in the Reputation score of 13.

Millennials also found the ad ineffective in terms of Brand Awareness and Message. Yet, they scored it 102 points higher in Reputation (115) than Gen Pop, and 60 points higher in Action (131)!

To improve this ad, the AmEx logo and name of the event should be greatly expanded, and the Message clarified.



Gen Pop

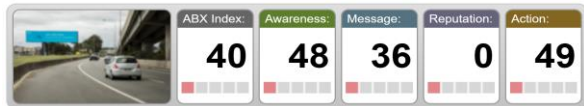


Millennials (18-34)

- ✓ **CMC Markets - Digital Billboard – “Zero. Zilch. Nada.” - ABX Index 40 – Australia (ABX ID: 17329970)**



Gen Pop



Gen X (35-49)

“Zero. Zilch. Nada” probably can be seen while viewers are driving, but its Brand logo and Message are virtually invisible.

Both Gen Pop and Gen X (35-49) scored every KPI extremely low, and especially Reputation for Gen Pop at zero.

Gen X (35-49) scored all elements higher, especially Reputation at 69, but really makes no difference when scores are far below the ABX norm of 100. Of note, the Boomer generation rated Reputation as a -62, likely because they couldn't read it.

This ad needs a much larger logo, business description and message. A darker background color would better show the white type. Finally, a call-to-action must be clearly displayed.

4. Communicate Benefits quickly. Short, precise, and large enough to be read at the expected distance.

- ✓ **Lysol** – Supermarket Shelf Talker - **“Cleans + Repels Soap Scum”** - ABX Index 129 – U.S. (ABX ID: 16990284)



Lysol, like many other cleaning and food products, is great at maximizing both Brand Awareness and Message.

The shelf-talker Message is short, easy to understand, compelling, and is located right by the products. This Gen Pop audience gave it great scores across the board with stand-out CTAs including:

- Look For (199)
- Purchase (188)
- Contact (187)
- Recommend (161)



Well-established brands don't always need big logos because the consistent style of its ads conveys Brand Awareness very well, at 112 for this one. Also, the Message can't be missed; it is short, precise, and perfect for a walking viewer. It also scored well in Relevance and Likeability.

The resulting high Reputation and Action scores show that viewers felt more positive about the brand and the product after viewing this ad.

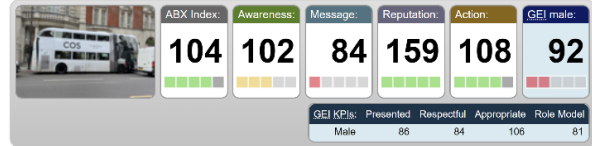
The real success of this ad shows up in Purchase Intent with a score of 336, which is one of the highest we've seen.



✓ **COS** – Bus Wrap – “**COS**” – ABX Index 51 – U.K. (ABX ID: 24369261)



Gen Pop



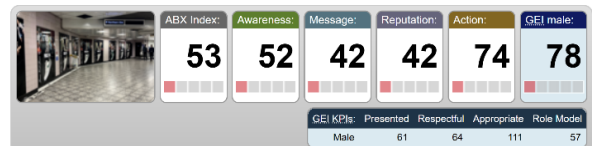
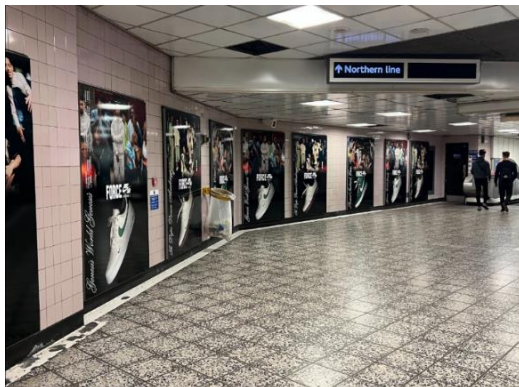
Millennial Male (18-34)

What is “COS?” The website says “COS offers a wardrobe of ready-to-wear and accessories for a life well dressed ...” for men and women. Are we seeing this? The Gen Pop audience did not understand the Brand or the Message and rated it very low.

The Millennial Male was familiar with the Brand but didn’t get the Message. This narrow market did rate Reputation at a high 159, so may have seen other ads for the brand. (BUT the Millennial Female gave it an ABX Index of 60, Reputation a -28, and a Dislike score of 330!)

COS should incorporate its offerings and benefits through a clear Message, with images of both female and male models, and a CTA through a hashtag or QR code.

✓ **Nike** – Wall Panels – “**Air Force 1 Sports Shoes**” – ABX Index 53 – U.K. (24770004)



Gen Pop



Millennial Male (18-34)

Nike Air Force 1 is a popular trainer in the UK. Here, Nike tried to communicate its branded hip style shoes in three repeating executions across a subway wall. The models are all men of color in situations that didn’t relate well to the shoes. The lack of diversity among the models yielded low ABX Gender Equality Scores from both Gen Pop and Millennial viewers.

Unfortunately, all 14 KPIs were far below the ABX norm. The ads can be improved by prominently presenting the “Air Force 1” branding, including models of other ethnic groups, and placing them in situations that relate better to the brand.

5. Minimize insider language. Tell a story anyone can understand.

- ✓ **Hulu Streaming** - Building Wall Posters – “Time to have Hulu,” ABX Index 112 – U.S. (ABX ID: 11520056)



These big wall posters are great examples of “Insider Language” that doesn’t alienate the intended audience. The non-Hulu viewer may not know what **“black-ish & mixed-ish & grown-ish”** means, but the Message scored ok.

The sub-head, **“Time to have Hulu,”** provides clarity, but Brand Awareness is only average, which suggests some confusion remains.

Viewers felt better about Hulu after seeing the ads – Reputation (163) and Action (122). The individual CTA’s:

- Contact Company (187)
- Recommend (160)
- Go to Website (136).

- ✓ **Chick-fil-A** – Image Billboard – **“IN UTTER NEWZ: CHIKIN”** – ABX Index 114 - U.S. (ABX ID: 18789713)



Call to Action	Rate	ABX
Contact	11%	151
Web	21%	113
Look For	30%	167
Purchase	35%	217
Recommend	21%	164
Talk	22%	159
None	33%	64
Any*	67%	139

Chick-fil-A has run billboards in this style for decades, on which cows paint messages encouraging people to eat chicken instead of beef! Originally, the cows were made into 3D images affixed to the boards.

This headline uses a bit of Insider Language since not everyone is familiar with the campaign, as shown in the average Brand Awareness and Message scores. However, the ABX Index, Reputation and Action, scored very well, as did Relevance and Likeability. Since this ad scored so high in all the Action CTA’s, we are including the scorecard. So, in this case, a little insider language worked!

✓ **Telstra Telecoms Corporate** – Supersite Billboard – **“is why”** - ABX Index 42 – Australia (ABX ID: 16535059)

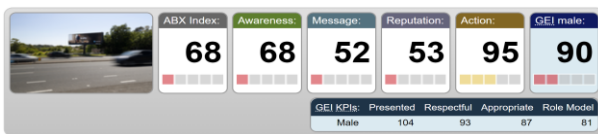


Here is a board that shows how “Insider Language” can ruin an ad, and likely a campaign. What does **“is why”** mean? The tiny text at Chelate the bottom with the “T” logo simply says, **“Australia is why.”**

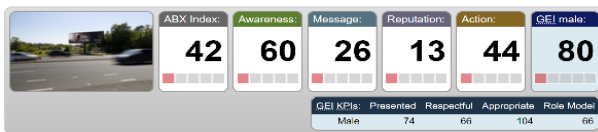
But what is the question? For those who are not familiar with the campaign, it is unknown. Gen Pop rated the Message at 26, and Millennials at 52. Further, Gen Pop rated Reputation at 13, and Millennials at 53.

This entire campaign should be evaluated for creative effectiveness across all KPIs.

This individual board needs a headline that says what it means and is readable from a driving distance. Finally, the photograph should be replaced with something that relates to Telstra and/or Australia.



Gen Pop



Millennials 18-34

✓ **IG Financial Markets** - Subway Poster – **“SEE IT IG IT”** - ABX 41 – Australia (ABX ID: 24054579)



This “SEE IT **IG** IT” subway poster is another example of how “Insider Language” can hurt advertising effectiveness. The Gen Pop ad scores were extremely low, with Brand Awareness being 55, Message being 32, and Reputation being zero. The Reputation score meant the ad likely hurt the brand.

IG runs ads in many countries with different, opaque headlines that reap similar scores.

ABX looked at two demographic groups to find a potential target audience. Millennials rated Action a bit higher but also rated Reputation with a zero.

This headline needs to tell a clear story and with a text size that is legible for a subway audience.



Gen Pop



Gen X (35-49)

6. Create EASY Calls-to-Action. Integrate with online display, mobile ads, social media, URLs, hashtags, scans and QR codes.

- ✓ **Campbell's Soup** - Supermarket Cart QR Code – **“Find your favorite”** - ABX 123 – U.S. (ABX ID: 16416024)



Here's a splendid example of an easy Call-to-Action from Campbell's on a Supermarket Cart with a QR code. The ad was very successful especially in:

- Intended Action (148)
- Look For (172)
- Purchase (194)
- Recommend (150).



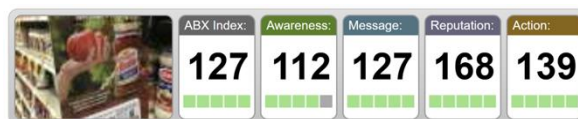
- ✓ **Ragu** - Supermarket Shelf Take One – **“Simmered in Tradition”** - ABX Index 139 – U.S. (ABX ID: 2583968)



What a perfect example of an immediately actionable CTA in the “Save \$1.00” shelf talker coupon. Colorful, clear, and well-designed, this ad was rated exceptionally high in Brand Awareness, Message, Reputation and Action. It was also Relevant and Likeable.

Top-scoring Action CTAs include:

- Look for - 189
- Purchase - 190
- Recommend - 141



- ✓ **Volkswagen** - Digital Spectacular – **“The all-new Taos”** - ABX Index 103 – U.S. (ABX ID: 14083387)



Volkswagen’s logo and QR code is rather hard to miss, but Brand Awareness and Message were surprisingly low for Gen Pop. But it was rated high for Reputation and Action. Of Action CTAs, the highest was “Contact Company (202).

The “sweet demo” for this ad are Males 35-54, who thought the “spectacular” was indeed spectacular! With an ABX Index of 150, (one of the highest scoring ads evaluated by ABX), and very strong scores across the board, it is a winner.

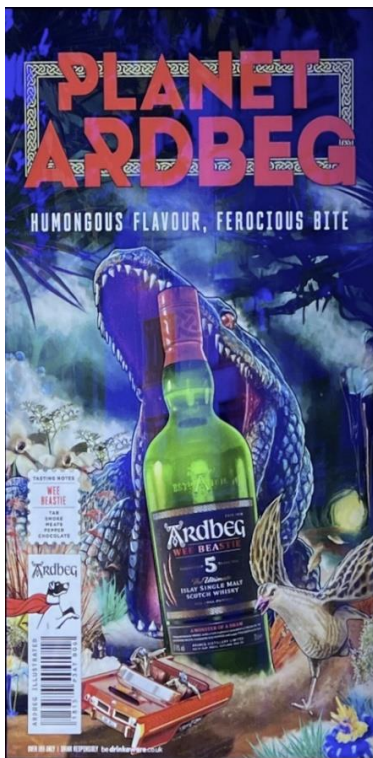
Gen Pop



Males 35-54



- ✓ **Planet Ardbeg** - London Outdoor Scan – **“Planet Ardbeg”** - ABX Index 65 – U.K. (ABX ID: 24709973)

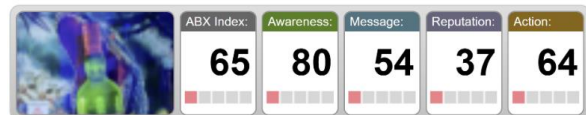


What a gorgeous OOH ad. But with so much going on, including a dragon that looks like a snake, Gen Pop rated all KPIs very low, including Message at 54.

A more likely target audience, Males 35-54, rated Message even lower at 47! But Reputation and Action were about average, so perhaps the ad inspired them to scan the barcode and try the brand.

A reworking of the artwork needs to make the brand the hero. The dragon’s open jaws work well with the message, “Humongous Flavor, Ferocious Bite,” but the text must be larger and pop out. The Ardbeg bottle and logo are great.

Gen Pop



Males 35-54



7. Build reputation with a coherent story

- ✓ **Verizon – Poster – “Special Pricing for Military and Veteran Families”** – ABX Index 120 – U.S. (ABX ID: 12015399)



Providing special pricing for Military and Veteran Families is a great strategy for Verizon, although a larger logo would have helped Brand Awareness.

Regardless, if impacting Reputation was the goal, the ad was a remarkable success at 181, and for Action at 124.

Very high Action CTAs included:

- Contact Company – 218
- Talk About – 181
- Recommend – 166
- Go to Website - 141



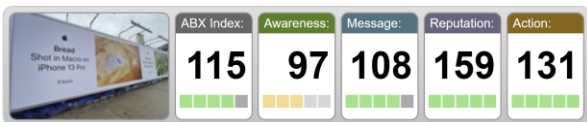
- ✓ **Apple & T-Mobile - Poster Wall – “iPhone 13 Pro”** - ABX Index 115 – U.S. (ABX ID: 17000497)



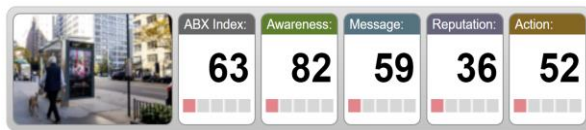
Spectacular wall posters with incredible photography are great reputation builders since they beautify the environment. The Brand Awareness score of 97 is just below norm, which is a little surprising given the familiarity of Apple and T-Mobile logos, but they are very small.

Regardless, Reputation and Action are high, with CTAs:

- Talk About – 216
- Recommend – 160
- Contact - 163



✓ **Michelob Ultra - Bus Shelter – “Michelob Ultra Bus Stop Finish Line”** - ABX Index 63 – U.S. (ABX ID: 27052024)



Gen Pop



Millennials (18-34)

Anheuser-Busch Michelob Ultra launched a major event, “Michelob Ultra Bus Stop,” a multi-channel effort to link the brand to the story of Katherine Switzer. Katherine was the first woman to run the Boston Marathon to show her support for women and non-binary athletes.

The campaign included a :60 TV and three Transit ads. Unfortunately, each communicated only a part of the story. Riders and passers-by would need to already know the connection for any of the transit executions to connect and sell product.

All scores were very low with Reputation scores of 36 for Gen Pop and 49 for Millennials.

✓ **Burberry – Building Wrap - “Pride 2022 Dazed Burberry”** – ABX Index 36 – U.K. (ABX ID: 19623727)



Gen Pop



Millennials (18-34)

Wild paintings on buildings, connected to causes, have sprung up all over. Burberry partnered with “Dazed” to celebrate Pride 2022 through a “Whitby Street Takeover” in London. The event featured art, poetry, fashion, beauty, photography, film-making, music, and food to celebrate LGBTQ+.

Unfortunately, the effort damaged Burberry’s Reputation with scores of 5 (Gen Pop) and 13 (Millennials). While the building painting is amazing, the cardboard signage in small text, wrapping around a corner, is not. Rethinking the campaign may be the best route to take.

For additional information on how to make OOH advertising effective, contact ABX for a discussion, more ideas, or a demo of the ABX advertising effectiveness dashboard.

Contact Us: <https://www.adbenchmark.com/contact-us>

We'd love to hear from you!



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