



2024 ANNUAL REPORT

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FROM THE DESK OF ANNA BAGER



Dear OAAA members, colleagues, and friends,

As we begin 2025, I am filled with immense pride reflecting on the strength and successes of our industry.

2024 was **Our Moment** - a year where OOH seized new opportunities, expanded its influence, and reinforced its essential role in the modern marketing landscape. From innovations in digital formats to a surge in consumer engagement, OOH has not only proven its resilience but has flourished as a dynamic, forward-looking medium. The dedication of our members, combined with OAAA's continued advocacy and leadership, has positioned us for an even brighter future, setting the stage for continued success in 2025 and beyond.

Digital OOH has been a driving force behind our growth, with advancements in technology and data integration providing brands more opportunities than ever to connect with audiences in real-time and in meaningful ways. But while digital innovation is accelerating, it is the steady power of traditional OOH that continues to anchor our industry. Consumers love and embrace our medium, from iconic billboards to transit, street furniture, and place-based media. We create landmarks, engage vast audiences, and remain a trusted, high-impact platform for brands to influence and inspire.

Our success is a direct result of the dedication and hard work of our members, who continue to push the boundaries of what OOH can achieve. It is also a testament to the strength of the OAAA team, whose strategic approach to advocacy, research, marketing, industry initiatives, and member services continues to propel our industry forward.

Our advocacy and legislative efforts have made a significant impact and together with our members, we've helped ensure OOH advertising thrives in an increasingly complex regulatory environment. We've taken bold steps to address emerging issues, from state privacy laws to local policy changes. These collective efforts are a testament to OAAA's leadership and commitment to protect, promote, and advance the OOH industry.

We also deepened our engagement with brands and agencies, expanding the OAAA Brand Council, hosting impactful Salon Dinners, Agency Days, Holding Company Roadshows, industry event activations, and our inaugural event with our sister association, the 4A's — strengthening partnerships across the broader advertising industry. By fostering meaningful conversations, we ensure that OOH remains at the forefront of marketers' minds, aligning with their evolving needs and expectations.

Our research continues to set the standard, delivering insights that are culturally relevant, newsworthy, and actionable. From 'The Effectiveness of DOOH' in partnership with The Harris Poll to 'The Influence of Out of Home Political Ads' in collaboration with Morning Consult, we are committed to providing members with compelling proof points that demonstrate the power of OOH.

Looking ahead, the foundation we've built is strong. The momentum we've gained is undeniable, and as we move forward, the opportunities to expand and innovate are limitless. We are entering an era where OOH is not just a medium but a platform for connection, creativity, and community. To fully realize this potential, we must continue to work together, be unified in our efforts, and showcase the very best of what our industry has to offer. The 2025 OOH Media Conference will be a showcase of our progress, with more marketers in attendance than ever before.

Thank you for your continued dedication and support. Here's to another successful year ahead, as we elevate OOH advertising to even greater heights.

Anna Bager

2023-2025 LEADERSHIP

OAAA BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Chair

Scott Wells | Clear Channel Outdoor

President & CEO

Anna Bager | OAAA

Secretary

Jeremy Male | OUTFRONT Media

Treasurer

Steve McNeely | Trailhead Media

Vice Chair, Communications

Chris Grosso | Intersection

Vice Chair, Legislative

Scott LaFoy | Link Media Outdoor

Vice Chair, Marketing

Dan Levi | Clear Channel Outdoor

Vice Chair, Membership

Jean-Luc Decaux | JCDecaux North America

Vice Chair, Standards, Safety & Technology

Richard Peterson | Porter Advertising

Vice Chair, Ways & Means

Kevin Jones | Adams Outdoor Advertising

Ex-Officio Chair

Sean Reilly | Lamar Advertising Company

MEMBERS AT LARGE

John Barrett

Barrett Outdoor Communications

Marc Borzykowski

Vector Media

Ari Buchalter

Place Exchange

Paul Cook

Wolverine Sign Works

Dawn Del Mastro-Chruma

Del Mastro Outdoor

David Feldman

Park Outdoor Advertising

Drew Katz

Interstate Outdoor Advertising

Bill Lodzinski

WV Outdoor

Regis Maher

do it outdoors

Sean McCaffrey

GSTV

Patrick McLaughlin

DDI Media

Mike Norton

Norton Outdoor Advertising

Kelly Peppers

Colossal Media Group

Mike Provenzano

Vistar Media

Rod Rackley

Circle Graphics

William Reagan, Sr.

Reagan National Advertising

Steve Richards

Mile High Outdoor

Pudge Roberts

Coastal Outdoor Advertising

Debra Thompson

Cleveland Outdoor Advertising

Keith Thompson

InSite Street Media

Dave Woods

Verde Outdoor

Nathan Young

YESCO Outdoor Media

Mike Zukin

Meadow Outdoor

NEW OAAA TEAM MEMBERS



Patrick Dolan
Chief Operating
Officer



Olivia Oshry
SVP, Marketing &
Communications



Andy McDonald
SVP, Government
Affairs

LEGISLATIVE REPORT

LEGAL REPORTS

Association Counsel Allen Smith authored two legal reports in 2024 providing legal analysis for member companies and industry attorneys. Those reports covered U.S. Supreme Court decisions and how courts view government agency actions related to statutory implementation and regulatory enforcement.

STATE ASSOCIATIONS

State outdoor advertising associations are valued partners in OAAA’s advocacy efforts. Our engagement with and participation in state association activities is a high priority for our government affairs team. In 2024, OAAA attended and participated in 14 annual meetings and state conferences.

OAPAC

Our association’s political organization, Outdoor Advertising Political Action Committee (OAPAC), was very active in the 2024 election cycle, with bipartisan support of candidates for federal office. It was also a big year for political advertising and OOH. The U.S. Senate race in Ohio was the most expensive race in history with \$476M spent on political ads, while Pennsylvania set a record with a total political ad spend of \$1.2B on all federal races.

ADVOCACY DAY

OAAA Legislative Committee members went to the U.S. Capitol in November, with a special photo-opportunity on the “Speaker’s Balcony.”



OAAA’s Andy McDonald at the Wisconsin state association meeting



OAAA’s Anna Bager & U.S. Rep. Pat Ryan (NY)



OAAA’s Mike Hershey, U.S. Rep. Greg Stanton (AZ), and Joe King, Clear Channel Outdoor



Scott LaFoy, Link Media Outdoor; Bill Lodzinski, WV Outdoor, and Jared Johnson, Media Resources

LEGISLATIVE REPORT

SEMINARS

LEGAL SEMINAR

OAAA held our biennial Legal Seminar in November, an all-day event in Washington, DC. Allen Smith, OAAA Association Counsel, spearheaded a successful and informative program covering a range of industry legal and regulatory matters. Attendees heard from an expert on U.S. Supreme Court proceedings as well as OOH general counsels. Panel sessions covered local sign ordinance and local regulatory challenges, and speakers informed on emerging issues like data protection and content review procedures. Thank you to all who attended and participated.



SAFETY SEMINAR

Member company Formetco hosted our biennial OAAA Safety Seminar in October. Under the leadership of Richard Peterson – Safety, Standards, & Technology Committee Chair and President of Porter Advertising, the event shared best practices and updates on workplace operations, safety, and compliance.



MARKETING REPORT

STRATEGICALLY STRUCTURED FOR SUCCESS

OAAA's marketing success in 2024 was driven by several strategic changes to amplify out of home's continued growth. With dynamic leadership, we focused on operational efficiencies and embraced technology, data and creativity to scale our impactful initiatives, and industry events and programs to better support the organization and our membership in furthering our mission, protect and advance the OOH industry.

ELEVATING INDUSTRY VOICES

2024 saw a renewed focus on amplifying the organization, our membership, and the broader OOH and advertising industries through content and social. Through key editorial series in partnership with The Drum including Across the Desk, which focuses on highlighting OAAA members and their points of view on OOH, and Marketer Mindset, which features industry leading brand marketers sharing their insights on the importance of OOH in their media strategy, we fostered deeper connections between OAAA and leading industry voices. These series highlight insights, innovations, and creativity, showcasing how OOH continues to play a pivotal role in modern marketing strategies.

OAAA
ACROSS THE DESK

Regis Maher
President & Founder
do it outdoors media

OAAA
ACROSS THE DESK

Chris Grosso
CEO
Intersection

OAAA
ACROSS THE DESK

Pudge Roberts
President
Coastal Outdoor

OAAA
ACROSS THE DESK

Candice Simons
President + CEO
Brooklyn Outdoor

MARKETER MINDSET
OAAA

Elliot Greenfield
VP, Head of Marketing & Communications
Sawasaki North America

MARKETER MINDSET
OAAA

Randi Stipes
CMO
The Weather Company

MARKETER MINDSET
OAAA

Dave Marsey
SVP, Media & Growth Marketing
Allstate

MARKETER MINDSET
OAAA

Adam Ochman
Global Director, Marketing Solutions
TigardVior

MARKETING REPORT

CONTINUED FOCUS ON PR AND COMMUNICATIONS

OAAA's PR and communications efforts continue to be a cornerstone of the marketing strategy, with a maintained focus on elevating the profile of OOH advertising across key industry platforms. We've been working to significantly continue to increase OAAA and OOH's visibility, securing prominent coverage in top-tier business and media publications, further solidifying OOH's position as an essential component of the modern media landscape.



Medium



AdAge

DIGIDAY

ModernRetail

Forbes

ADWEEK

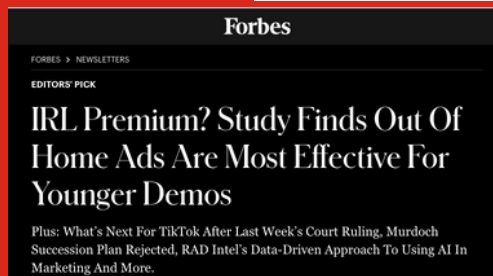
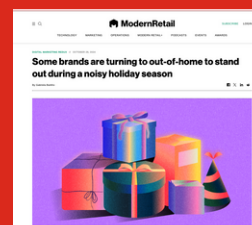
FASTCOMPANY

MediaPost

EMARKETER



REUTERS



UPLEVELING OUR CREATIVE

Another key highlight of the year was OAAA's emphasis on elevating creativity and design across our campaigns and channels. Creativity is a core component to OOH and it was crucial to ensure that our creative efforts reflected that.

BRAND COUNCIL REPORT

GROWING THE BRAND COUNCIL

We continued nurturing and growing our Brand Council in 2024, expanding the group with marketing leaders from **SWAROVSKI**, **JPMorgan Chase**, and **Dagne Dover**. This growth underscores the Council's commitment to fostering collaboration between leading brands and the OOH industry and providing a platform for thought leadership, creative inspiration, and strategic discussions. The Council's annual Spring Dinner was also a great success, featuring a curated experience by The Foodie Magician.

NEW MEMBERS



Elliot Greenfield
SWAROVSKI



Tracy-Ann Lim
JPMorgan Chase



Nicole Mullady
Dagne Dover



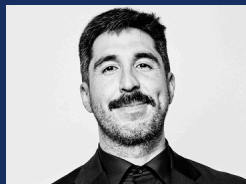
Todd Kaplan
Kraft-Heinz



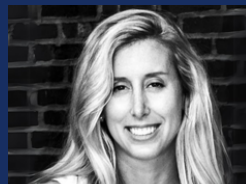
Kelly Megel
SharkNinja



Sade Balogun
Progressive Insurance



Sergio Cabello
Macallan Whiskey



Ally Day
Hellofresh



Grace Dolan
Frontier Communications



Katie Ford
Novartis



Cheryl Gresham
Verizon Value



Greg Hamilton
Little Caesars



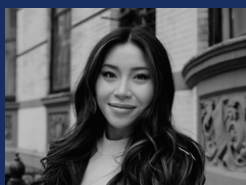
Jennifer Frommer
Sony Music/Columbia
Records



Sophie Kelly
Diageo



Peipei Lin
RIMOWA



Emerald Luh
Ro Health



Christine Lustig
Meta



Dave Marsey
Allstate



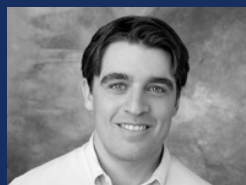
Maria Givens
Bayer



Daniel Motta Mello
Loewe



Heather Roff
L'Oreal



Gary Shanas
Former Disney



Allison Silver
Former AmEx



Randi Stipes
The Weather Company

INDUSTRY EVENTS REPORT

DEEPENING RELATIONSHIPS WITH THE BROADER ADVERTISING COMMUNITY

OAAA actively engaged in a wide range of high-profile industry events throughout the year, reinforcing OOH's integral role within the broader advertising ecosystem. We started the first half of the year with **CES 2024**, **IAB's Annual Leadership Meeting**, and **POSSIBLE**, where OAAA spearheaded discussions on brand creativity in OOH and hosted executive-level networking opportunities. On the global stage, OAAA delivered keynotes at **ALOOH's** annual conference in Mexico and **WOO's** annual event in Hong Kong, contributing to international conversations about the future of OOH.

In the latter half of the year, OAAA's presence at **Retail Innovation Conference & Expo**, **Cannes Lions**, **Advertising Week New York**, **ANA Masters of Marketing**, and **MediaPost's Digital Out of Home Insider Summits** showcased our leadership in shaping the narrative around OOH. These events featured the launch of new research, curated VIP gatherings, and moderated discussions with Fortune 500 executives and digitally native, founder-led brands. Through these efforts, OAAA underscored the critical importance of OOH as a dynamic and essential component of the evolving media landscape.



WEBINAR REPORT

INDUSTRY LEADING EXPERTISE AND RESEARCH

OAAA hosted 10 dynamic webinars in 2024, offering invaluable insights on a wide array of topics that are shaping the future of OOH. Our webinars served as a hub for industry leaders and experts to collaborate, exchange ideas, and educate our membership across a variety of topics including **media optimization, the power of local, creative strategies, and the evolving ad market landscape.**

We were joined by **The Harris Poll's John Gerzema, Solomon Partners' Mark Boidman, Stagwell's Alexis Williams, GroupM's Kate Scott-Dawkins, Meta's Christine Lustig** and others. **Viewership was up over 250% YoY and registrations were up over 50% YoY**, signaling the increasing value webinars continue to provide to the membership and broader industry.

HOW INCREASED ALLOCATION TO OOH OPTIMIZES OVERALL MEDIA EFFECTIVENESS
Wednesday, January 17 @ 11 AM EST

- Steve Neale, EVP Marketing & Analytics, OAAA
- Kelly Thomas-Dawkins, Chief Brand Officer, GroupM
- Matt Oatis, Chief Brand Officer, OAAA
- Sally Dickson, Managing Director, Benchmarking
- Elizabeth Kelly, Executive Director, Benchmarking

THE CREATIVE PERSPECTIVE: AN INSIDE LOOK AT STANDOUT OOH
Monday, January 8th | 2PM ET

- Jeff Jan, EVP, Strategic Growth, OAAA
- Jaime Robinson, OOH Awards Chief Judge
- Jeff Bonomo, OOH Awards Judge
- Rebekah Simpson, OOH Awards Judge
- Christine Lustig, Meta

2024 MEDIA OUTLOOK: NAVIGATING THE EVOLVING LANDSCAPE
Wednesday, February 21, 2024 | 2:00 - 3:00 PM ET

- Mark Boidman, Head of Global Media, Solomon Partners
- Anna Bager, President & CEO, OAAA

DECODING SUPER TUESDAY: THE ROLE OF OOH IN THE 2024 ELECTION
Super Thursday, March 7, 2024 | 2:00 - 3:00 PM ET

- Julie Thompson, CMD, OAAA
- Tyler Goldberg, Director of Political Strategy, Assembly Global
- Alexis Williams, Chief Brand Officer, Stagwell
- Mike Hershey, EVP, Government Affairs, OAAA

THE EFFECTIVENESS OF DOOH ADVERTISING
Thursday, May 16, 2024 | 2:00 - 3:00 PM ET

- John Gerzema, CEO, The Harris Poll
- Steve Nicklin, SVP, Marketing & Analytics, OAAA

THE POWER OF LOCAL BORRELL'S 2024 LOCAL AD SALES SURVEY
Wednesday, June 12, 2024 | 2:00 - 3:00 PM ET

- Corey Elliott, EVP, Local Market Intelligence, Borrell Associates
- Steve Nicklin, SVP, Marketing & Analytics, OAAA

THE CONSUMER-MARKETER DIVIDE: BRIDGING THE GAP BETWEEN MAIN STREET & MADISON AVENUE
Wednesday, March 27, 2024 | 2:00 - 3:00 PM ET

- Gayle Troberman, CEO, HeartMedia
- Julie Thompson, EVP & CMD, OAAA

THIS YEAR NEXT YEAR: GROUPM'S MIDEAR AD FORECAST
Wednesday, July 17, 2024 | 2:00 - 3:00 PM ET

- Kate Scott-Dawkins, Senior President, Business Intelligence, GroupM
- Steve Nicklin, SVP, Marketing and Analytics, OAAA

WEBINAR: MEDIA PLAN OPTIMIZATION THROUGH INCREMENTAL INCREASES IN OOH
Wednesday, October 16, 2024 | 11:00 AM - 12:00 PM ET

- Steve Nicklin, OAAA
- Karin Baetoch-Dobout, GroupM
- Sally Dickson, Benchmarking
- Wanda Wilsher, Benchmarking

AD MARKET OUTLOOK: YEAR END 2024 + 2025 FORECAST
Wednesday, November 6, 2024 | 2:00 PM - 3:00 PM ET

- Steve Nicklin, OAAA
- Vincent Letang, MAGNA
- Michael Leszoga, MAGNA
- Valerie Sharp, RapportWW

2024 OOH MEDIA CONFERENCE



1000+
ATTENDEES

25
MAIN STAGE
SESSIONS

85
SPEAKERS

230M+
MEDIA
IMPRESSIONS

100K
SOCIAL
IMPRESSIONS

The 2024 OOH Media Conference truly brought the OOH industry and broader advertising community together to reimagine the role of OOH in the media mix. The event featured impactful Main Stage sessions, curated programming, interactive workshops, and networking opportunities that showcased the power of collaboration during a transformative era for OOH. Trailblazing leaders from **United Airlines, SONY Music, Diageo, OLIPOP, Bombas, charity:water and Big Brothers Big Sisters of America** and more took the stage to share their insights and perspectives on the modern consumer and media landscape.

RESEARCH REPORT

KEY 2024 INSIGHTS

Research insights and analysis help advance OOH's standing in the ad marketplace. OAAA, with ongoing, critical assistance from FOARE, leveraged stakeholder relationships with members, brands, and agencies to focus research initiatives to help best position OOH in the highly competitive advertising ecosystem. In 2024, OAAA produced landmark research studies from **Benchmarking**, **The Harris Poll**, and **Morning Consult**, which generated outstanding proof points on the value of OOH including:

DOOH indexes highest among younger generations

Particularly among younger generations and those in large urban areas as well as for public transit and rail users.

73%

Among adults 18-64

view DOOH ads favorably, significantly higher than competing ad media (video, social media, print, audio, online)

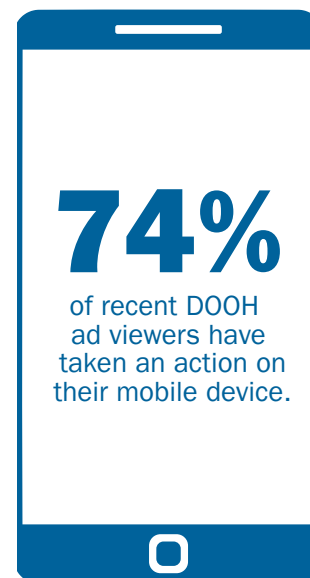


Among adults 18-64

Men, Gen Z, Millennials, Urbanites in cities 1M+, and transit users rank DOOH ads with the highest favorability

DOOH spurs high action rates among those exposed.

- DOOH ads are more likely to generate consumer action than any competing ad media, with almost half (49%) stating DOOH ads are likely to make them take action.
- 76% of recent DOOH ad viewers have taken action and the most frequently reported were: watching video programming (38%) restaurant visitation (36%), in-store purchasing (30%), word-of-mouth conversations (29%), and store visitation (29%).
- Men, Gen Z, Millennials and Adults in key Transit markets are the most likely to act after DOOH ad exposure.



RESEARCH REPORT

KEY 2024 INSIGHTS

A second phase of the **Benchmarking OOH Media Effectiveness ROI Analysis** revealed brands and agencies could significantly improve the impact of their overall media plans by moving even a few percentage points share of budget from overspent media (typically Digital and TV) to OOH, and capture the vast majority of the total optimization for ROAS, and brand awareness, consideration and purchase intent.



OOH delivers strong ROAS that improves total media mix ROAS



OOH drives improved brand perceptions throughout the marketing funnel



Current media mixes are not optimized because OOH is not planned at sufficient allocations



Underfunding OOH prevents total plan optimization due to over allocation to other channels



Increases of even a few points of share to OOH achieve the vast majority of total plan optimization

OOH ENHANCES CONSUMER ENGAGEMENT WITH SOCIAL MEDIA + INFLUENCERS

OOH ads with social media and influencer elements generate higher influence among about half of adults, and spike with Urban, Black, Hispanic and Younger Audiences.

SOCIAL MEDIA

- Two-thirds of adults (67%) have seen a social media element used in an OOH ad
- Half (52%) agree that the integration of social media elements make them more likely to interact with brands online
- 48% agree that OOH influences their social media behavior

INFLUENCERS

- Nearly half of adults (47%) recall seeing influencer content in OOH ads in public spaces
- A vast majority (81%) believe that influencer endorsements benefit any kind of product
- 67% would take action after seeing a brand being endorsed by an influencer in an OOH ad

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I just finished the OOH market analysis I was working on and it would not be as solid as it is without the help you provided. Thank you for making my job easier.

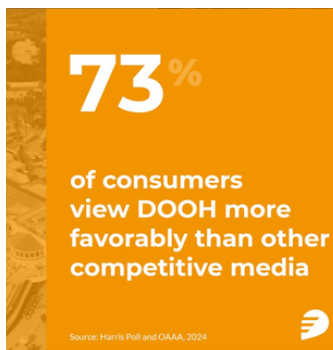
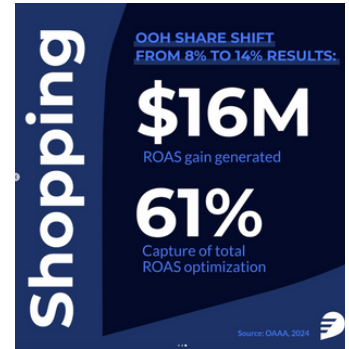
- A member on OAAA's research and support

”

RESEARCH REPORT

MEMBER AMPLIFICATION

OAAA members leveraged our powerful insights throughout the year, sharing customized infographics across their social channels to showcase the impact and effectiveness of OOH.



INDEPENDENT ADVISORY GROUP REPORT

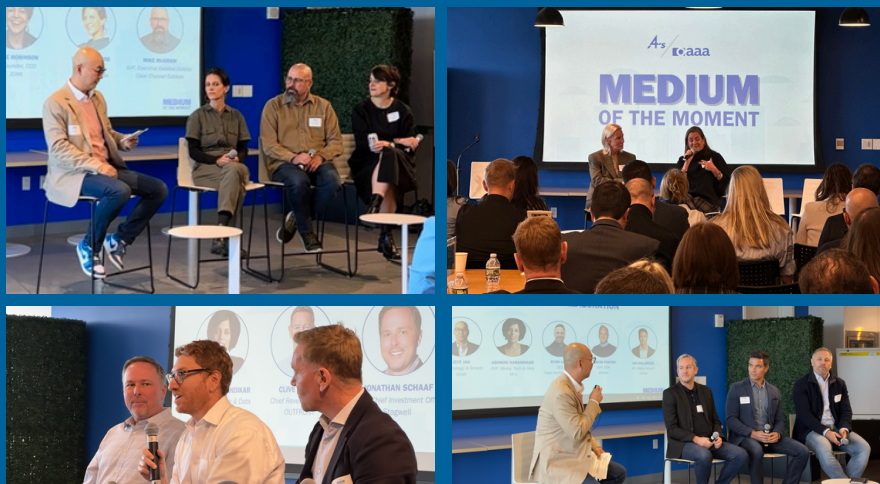
OAAA's Independent Companies Advisory Group, chaired by Grace Outdoor's Diana Stevenson, met quarterly throughout 2024 to discuss business conditions, opportunities, and challenges unique to their operations and local markets. The valuable input and guidance assisted OAAA in the development of member resources and services, including webinars, research, seminars, and our conference programming, which had two very successful and well attended sessions in Carlsbad, CA.



INDUSTRY INITIATIVES REPORT

COMMITTEES, WORKING GROUPS, COUNCILS, AND TASK FORCES

After refreshing all of the committees, working groups, councils, and task forces last year, this year the Industry Initiatives team scheduled and hosted meetings for the following groups, providing a forum for members to provide insights and feedback on certain industry sectors, along with a platform to collaborate and execute agreed-upon projects. A total of 62 meetings were hosted across groups.



As part of Industry Initiatives' ongoing commitment to positioning OAAA as the leading OOH industry advocacy group, we created the first-ever collaboration between the 4A's and OAAA during OOH Week NYC, which was a tremendous success welcoming 146 guests. The event, held at Stagwell Group, not only strengthened the relationship between the two organizations but also facilitated a meaningful panel discussion between brands, agencies and media owners. This collaboration laid a solid foundation for future cross-association initiatives and growth, fostering deeper connections and shared opportunities within the OOH ecosystem.

Committees

- Automation & Programmatic Committee
- Creative Committee
- Data & Analytics Committee
- Marketing Committee
- OOH UNITED
- Video Committee

Councils

- Brand Council
- Cities & Transit Council
- CMO Council
- CRO (Revenue Growth) Council

Working Groups

- Programmatic Working Group
- Student OBIEs Working Group
- Taxonomy Working Group
- Transit & Fleet Working Group

Task Forces

- Airport Task Force
- Sustainability Task Force

Alliances

- Moving & Dynamic Media Alliance
- This alliance is dedicated to advancing the evolution of moving and dynamic media within the out of home industry. Through leveraging the unique advantages of moving and dynamic formats, the group seeks to reshape this sector's landscape, drive growth, and expand influence across the industry.

INDUSTRY INITIATIVES REPORT

For a third year in a row, we hosted our successful **Discover OOH Series**, increasing the profile and awareness of OOH amongst key agency executives, brand decision makers and industry leaders. As an extension of our conference, this year’s series centered around the theme of embracing “Our Moment” and “Transforming OOH Together.” It provided a powerful platform for key members to come together and evangelize the enduring strengths of OOH, with the hopes of driving consideration. The series had two pillars: **Salon Dinners** and **OOH Days**.



Our signature Salon Dinners provided a relaxed and intimate setting for program sponsors to break bread and seed relationships with agency and brand executives. All events were hosted in New York City, with a total of 13 agencies and 18 brands in attendance over 4 dinners.

Previously titled “Agency Days,” our re-branded OOH Days welcomed brand, agency, and industry professionals to congregate for an afternoon of OOH education, followed by a networking reception. Sponsoring member companies presented important industry insights, research and trends, equipping attendees and providing new perspective for future campaigns. OOH Day events were hosted in Denver, Las Vegas, and Los Angeles, garnering a total of 500 registrants and 362 attendees—the strongest numbers we have seen to-date.

OAAA was thrilled to host events that helped unify and strengthen our industry, and we look forward to continuing the series in 2025.

PROGRAMMATIC DOOH BENEFITS CAMPAIGN

To showcase the benefits of Programmatic OOH to digital buyers and drive industry growth, **OAAA's Programmatic Working Group**, an extension of the Automation & Programmatic Committee, launched an impactful OOH campaign surrounding **Programmatic I/O's event in New York City**. Running on OOH media within a .5 mile radius of the event venue, the campaign creative showcased Programmatic OOH's most valued benefits and included a URL to an online repository, which housed resources and case studies on the programmatic OOH landscape. By amplifying awareness and expanding access to key industry resources, the campaign played a vital role in fostering greater adoption and long-term Programmatic OOH growth.



INAUGURAL FUTURE LEADERS PROGRAM



This year, the Industry Initiatives team launched the inaugural **Future Leaders Program**, an extension of the OOH UNITED committee. The Future Leaders program aimed to equip emerging talent in the out of home advertising industry with the skills, knowledge, and connections necessary to become influential leaders. The program culminated in bringing 9 Future Leaders to the 2024 OOH Media Conference, where they gained invaluable exposure to industry trends, engaged with top executives, and participated in exclusive networking events designed to accelerate their careers and expand their impact on the industry. This initiative not only empowered the next generation of leaders but also strengthened the industry's foundation for continued success in an evolving advertising landscape.

OAAA AWARDS

82ND ANNUAL OBIE AWARDS

The 82nd Annual OBIE Awards celebrated excellence in out of home advertising, co-hosted by OAAA's EVP of Strategy & Growth Jeff Jan and Digital Prophet & Industry Luminary David Shing. This year introduced exciting new categories, including **3D Anamorphic Digital, Holographic & Projection, Healthcare, Murals, and Local.**

The prestigious Platinum OBIE Award was awarded to **Taito, Google, Unit9, and OUTFRONT XLabs** for their collaborative **Space Invaders "World Defense" 45th Anniversary Immersive AR Experience.** This interactive game brought digital battles into the real world, allowing players across the globe to unite in saving the planet and showcasing the innovative potential of digital out of home. **Dunkin' was also honored with the OBIE Hall of Fame award.**

As the newest addition to this year's awards program, the **inaugural Student OBIE Awards** were established to identify the next generation of OOH designers and celebrate the future of creative excellence in OOH.



OAAA AWARDS

MEDIA PLAN AWARDS

The OOH Media Plan of the Year was awarded to **Atlantic Records, Charli XCX, and Colossal Media for the innovative “Brat Wall” campaign.** This standout initiative seamlessly blended the timeless craft of hand-painted artistry with the dynamic reach of digital engagement, demonstrating how OOH can push beyond traditional marketing boundaries. Four gold and five silver winners were also announced at **The Ad Club’s 17th annual Out-of-Home: NOW event in December.**



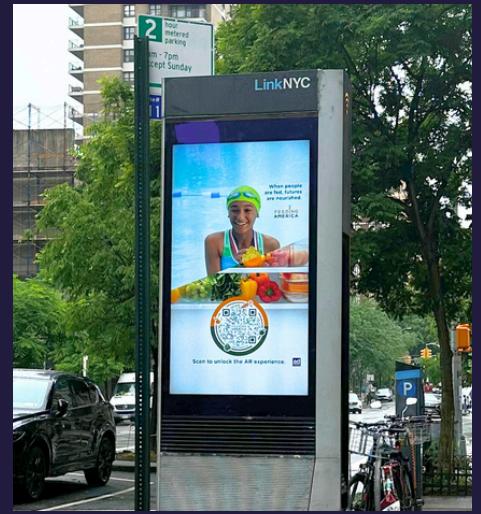
LOCAL CASE STUDY AWARDS

The coveted **Grand Prizes of the 2024 Local Case Study Awards** were awarded to **Mark Hobbs from OUTFRONT Media for his work with Icelandair, and Kathy Crowley from Lamar Advertising for her work with The Masonic Grand Lodge of Rhode Island.** Both recipients were honored with an all-expenses-paid trip to OAAA’s 2024 OOH Media Conference to accept their awards on stage and share insights about these highly successful campaigns with industry peers.



PUBLIC SERVICE REPORT

In 2024, OAAA’s PSA efforts brought together the out of home advertising industry to support a diverse range of vital causes. Through partnerships with **The Ad Council**, **Memorial Sloan Kettering Cancer Center**, **Feeding America**, **EarthDay.org** and more, we helped address and amplify critical social issues. With an **87% increase in PSA engagement** in 2024, these campaigns leveraged the unique power of OOH media to amplify important messages, reaching broad audiences and sparking meaningful conversations.



Taking care of you takes care of everyone.

Love,
Your Mind



LoveYourMindToday.org




1 de cada 4 muertes en autos calientes ocurre cuando un niño se sube a un auto y no puede salir.



MAKE SURE MR. CHUCKLES IS IN THE RIGHT SEAT.

NHTSA.gov/TheRightSeat



NO TE PREOCUPES DE LOS DETALLES, TAN SÓLO DE LO IMPORTANTE.

Ey, es sólo pelo. Tienes cosas más importantes en las que pensar — como asegurarte de que tus niños estén abrochados correctamente en el asiento correcto para su edad y tamaño.

Compruébalo en [NHTSA.gov/Protegidos](https://www.nhtsa.gov/Protegidos)



MEMBERSHIP REPORT

MEMBERSHIP AND NEW MEMBERS

In 2024, OAAA continued to provide exceptional support to its members, offering expanded tools, education, best practices, and resources that highlight the effectiveness of OOH advertising.

SERVING MEMBER INTERESTS

Member satisfaction remained high in 2024, with **87% of members renewing** their membership. Building on its commitment to growth, OAAA increased recruitment efforts by reaching out to both new and former members, welcoming **58 new members** during the year. This sustained focus on member engagement underscores OAAA's dedication to advancing the OOH industry and providing value to its diverse membership.



At the end of 2024, FOARE’s total assets were \$1,127,283 with \$283,566 in unrestricted funds and the balance in endowment accounts. A total of \$161,300 was contributed by colleagues and friends during the annual Fund Drive. This money was used to support the foundation’s scholarship program and several OAAA marketing research initiatives.

FOARE funded Morning Consult’s OOH Political Ad study, The Harris Poll’s DOOH Ad Effectiveness Study, OOH Impact on Social Media Social Influencers and Product Categories studies, and the Benchmarking OOH MMM/ROI Study (Media Plan Optimization with OOH Share Shift). The total funding for research was \$125,000.

FOARE Board of Directors

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Allen Smith | SettlePou

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Fourteen students received FOARE scholarships for the **2024-2025 academic year**. The FOARE Scholarship Program supports the education and career goals of those who are part of the out of home (OOH) advertising industry family as well as students who may have an interest in the industry or be in a position to shape its future.

2024-2025 Scholarship Recipients



Tosan Obatoyinbo

The Joseph Zukin Jr. Educational Opportunity Scholarship



Jace Stringer

The Joseph Zukin Jr. Educational Opportunity Scholarship



Hibran Velarde

The Eric M. Rubin Scholarship



Patrick J. Eagan

General Scholarship



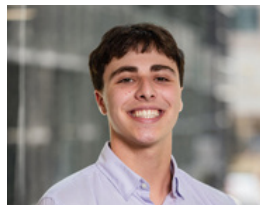
Nicholas Levi

General Scholarship



Jackson Pate

General Scholarship



Zachary Schwartz

General Scholarship



Mia Pickett

The Nancy Fletcher Leadership Scholarship



Abigail Govero

Vern and Elaine Clark OOH Industry "Champion" Scholarship



Alessandra Bruno

Allman Family Business Development, Marketing, and Sales Scholarship



Benjamin Khoh

Reagan Family Scholarships



Tayler Nikole Allen

Reagan Family Scholarships



Olivia G. King

The Ruth Segal Scholarship



Samuel Schwartz

The Ruth Segal Scholarship

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