



Real. Powerful. Advertising.

Out of Home Advertising **Value Guide**

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Out of home advertising (“OOH”) is one of the fastest growing media channels in the US – more than TV, radio, print, and some forms of digital. OOH thrives because OOH is anything *but* traditional. Fueled by unrivaled vision and creativity, OOH advertising will always deliver innovative ways to help advertisers take their message further.

These pages tell the OOH story. What OOH advertising stands for. Why it is so powerful. And why advertising and media professionals should take notice.

OOH advertising is real, powerful, advertising. Read on to see why OOH should be a core part of *your* media mix.





Why OOH is a core media buy

Creative	Big, bold, immersive storytelling that only OOH can deliver.
Relevant	Audience + Location + Data means OOH is always on target.
Innovative	Practical innovations that all advertisers, big and small, can implement and scale.
Integrated	OOH amplifies other media in an integrated plan, and drives mobile, social, and digital.
Effective	OOH is one of the fastest growing ad channels for a reason. It delivers huge reach with superior ROI, while complementing digital impressions in the real world, closest to the point of sale.

The OOH promise

A core media buy

In today's world of clicks, likes, and page views, OOH advertising is a core media buy. OOH is more creatively impactful, more contextually relevant, and more of a media amplifier than ever before. It's the real thing. OOH can't be blocked, skipped, or viewed by bots. It is always on, surrounding audiences with real, powerful, advertising, wherever consumers live, work, travel, shop, and play.



What OOH stands for

Creatively impactful

- Big, bold, beautiful creative
- Larger-than-life storytelling
- Wide range of sizes, shapes, and formats

Contextually relevant

- Right message, right audience, right time, right place
- Can target by location, demographic, day-part, behavior
- Unparalleled place-based engagement

Media amplifier

- Dramatically extends reach and frequency
- Most effective driver of mobile, social, and digital
- Mass reach and viral potential make campaigns bigger

Ubiquitous

- Real-life impact in a digital world
- Always on
- Can't be blocked, skipped, or viewed by bots

Connected

- Wireless, beacons, augmented reality, and other tech connect and engage
- Connected digital networks and buying platforms
- Full partner in integrated media planning

Data-driven

- Geo-location, audience measurement, and advanced data analytics for better targeting, insights, and ROI

Accountable

- Customer-focused and results-driven

Innovative

- Forward-thinking, digitally native, media fluent

OOH by the Numbers



Many of the most innovative and creative brands in the country are the largest OOH advertisers, including Amazon, Apple, Coca-Cola, Disney, Dunkin, Google, Hotels.com, McDonald's, Morgan & Morgan, Netflix, T-Mobile, Universal Pictures, and Verizon.

THE VALUE OF OOH

- One of the fastest-growing ad channels the past four years, OOH is projected to be a top performer again in 2025.
- Top OOH advertisers: Apple, McDonald's, Amazon, Coca-Cola, Verizon, Disney, Morgan & Morgan, Hotels.com, Google and Samsung.
- Almost 90% of US adults noticed an OOH ad in the last month, and nearly 80% of viewers engaged with an OOH ad in the past 60 days.
- Over three-quarters of US adults recently used their smartphone to engage with an OOH ad. Over half of the consumer actions generated were search and 43% were online purchases. OOH drives online activation more efficiently than TV, digital display and video, radio, and print.
- 68% of shoppers notice OOH ads on their way to retail stores, and 42% say OOH ads impact their in-store purchase decisions. Multicultural consumers are even more likely to notice OOH on their way to shop (Black: 78%, Hispanic: 76%, Asian: 73%).
- OOH viewers are younger, more diverse, and more affluent than the general US population. The highest indexing OOH audiences are adults 18 – 34, HHI of \$100K+, and Asian and Hispanic Americans.
- OOH's massive reach provides brands with the high-value, efficient CPMs. Mass reach and the fact that 85% of viewers find OOH ads useful is why OOH produces higher consumer ad recall than TV, podcasts and radio, print, and online ads.
- OOH has higher net advertising favorability among consumers than all forms of digital media, radio, podcasts, and streaming audio, and billboards are rated more favorably than any ad medium.
- Over half of social media users report noticing OOH ads reposted on their feeds, and over 60% of TikTok, Instagram and Facebook users report noticing them.
- OOH delivers a strong revenue return on ad spend (RROAS) and drives improved brand perceptions throughout the marketing funnel. Research shows brands can significantly improve overall media mix ROI with no budget increase simply by reallocating share to OOH from overspent channels, typically digital and TV.



Real. Creative. Advertising.

Real. Relevant. Advertising.

Real. Effective. Advertising.

Real. Ubiquitous. Advertising.

Real. Connected. Advertising.

Real. Immersive. Advertising.

Real. **Powerful.** Advertising.



Out of Home Advertising Association of America

The Out of Home Advertising Association of America (OAAA) is the national trade association for the entire out of home (OOH) advertising industry. OAAA represents over 850 members, including leading media companies, advertisers, agencies, ad-tech providers, and suppliers. OOH media includes billboards, street furniture, transit, place-based media, and digital formats (DOOH) across every sector of the channel. OAAA is the unifying voice for the industry, the authoritative thought leader, and the passionate advocate for advancing OOH advertising in the United States. OAAA-member media companies donate over \$500 million annually in public service advertising. Founded in 1891, OAAA is headquartered in Washington, DC, with offices in New York City.

For more information, visit <https://oaaa.org>.



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