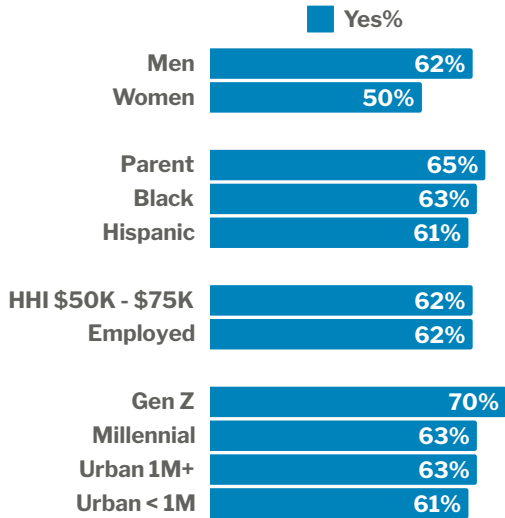


# OOH Drives Awareness and Action for Colleges & Universities

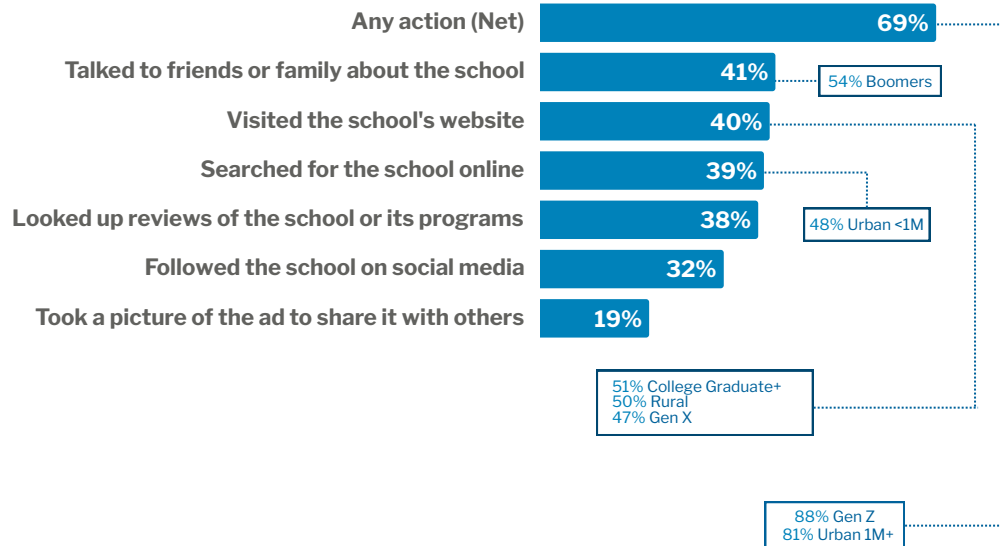


## 56% of Consumers Recall Recently Seeing OOH Ads for Colleges and Universities



## Almost 70% Who Saw a Colleges & Universities OOH Ad Engaged

Among those who engaged



## College & University OOH Ad Messages Most Likely to Engage Consumers

