

OOH Drives Consumer Action for Major Sporting Events + Boosts Local Economies



90%

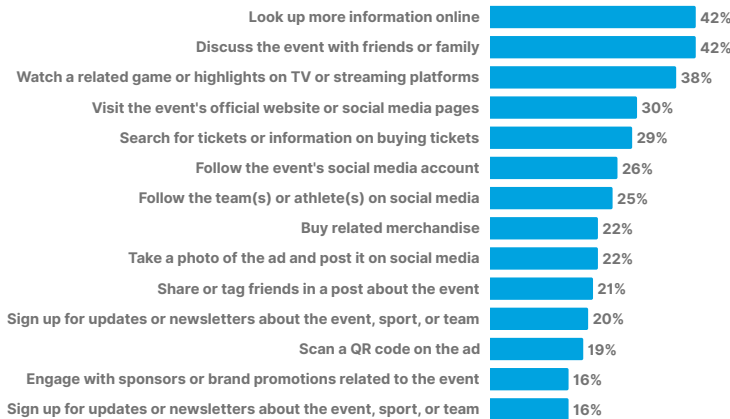
of adults engaged with a major sporting event OOH ad after seeing it

61%

of adults engaged on social media after sporting event OOH ad exposure - Visual ad impact and feature of favorite team/athlete drive engagement

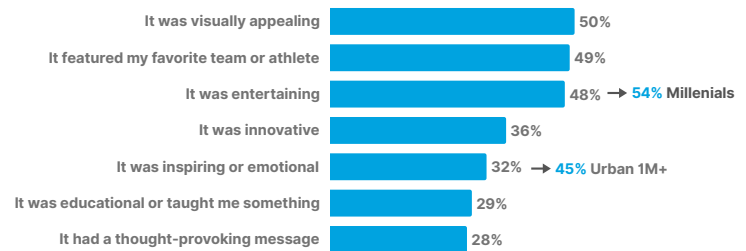
Top Actions Taken After Seeing Major Sporting Event OOH Ad

Among those who have engaged with the ad type



Reasons for Social Media Engagement

Among those who have engaged with the ad type via social media

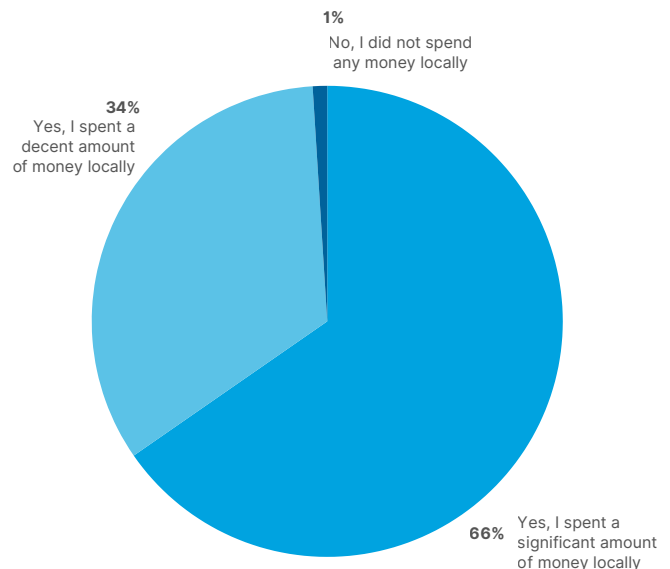


OOH's Local Spend Effect

Among those who attended a major sporting event in person after seeing an OOH ad for it

99%

of adults who attended a sporting event after seeing and OOH ad spent money locally



Source: OAAA, The Harris Poll
 Methodology: Conducted online in the US by The Harris Poll August 14-18, 2025, among 1,624 U.S. adults ages 18-64, weighted by age, gender, region, race/ethnicity, household income, education, marital status, size of household, and political party affiliation.
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