

# OOH Sporting Event Ads Are Memorable With Consumers

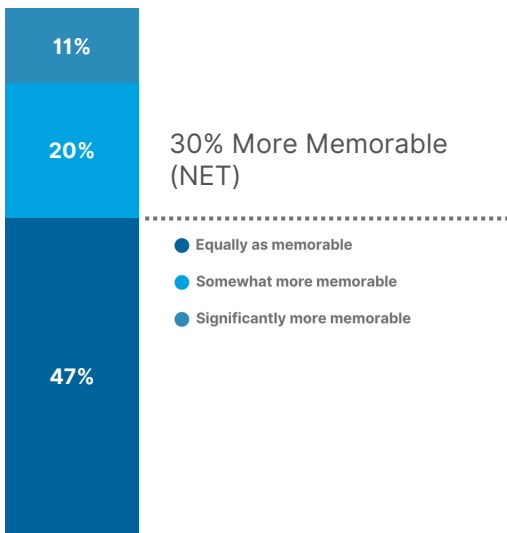


## 77%

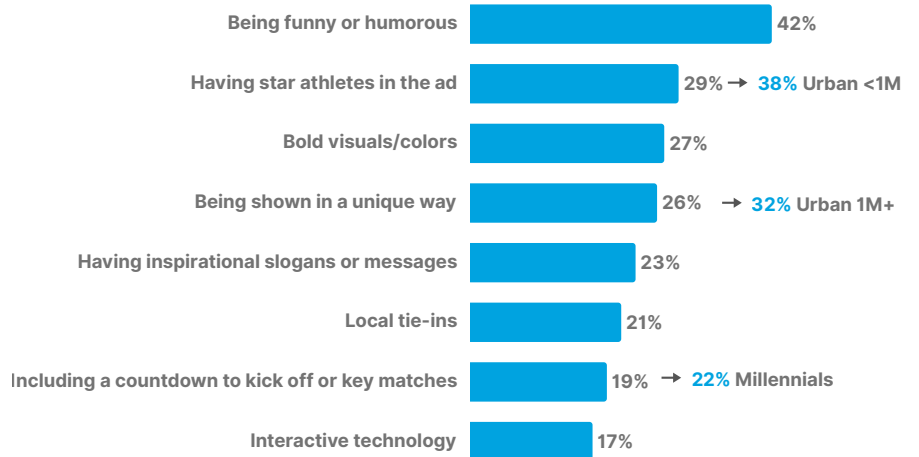
of adults rate OOH ads for major sporting events as more or equally memorable as other ad types

## 42%

of adults say humor and star athlete feature make OOH ads most memorable



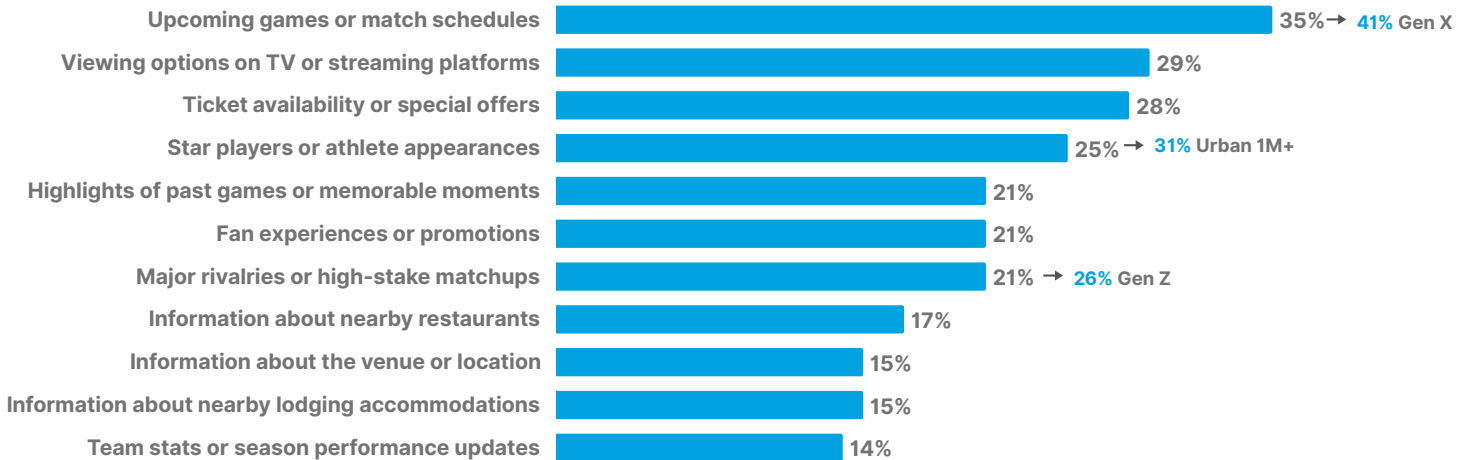
### Memorable Elements of Sporting Event OOH Ads



### Sporting Event OOH Ad Messages Most Likely to Engage Consumers

#### Messaging Most Interested in for Major Sporting Event Ads

Among those interested in the ad type



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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