

OOH

THE HUMAN MEDIUM



**Out of Home
Advertising
Value Guide**

Out of Home is a shared experience.

It's the stage where stories take shape. The canvas where creativity inspires action. It's where ideas meet the people they were made for.

OOH lives in the world we share, woven into the rhythm of our daily lives, embedded in the places we move, gather, and grow. A billboard rising in the skyline you drive toward. A bus shelter lifting your mood on the morning commute. A mural so bold it makes you stop in your tracks. From Times Square to every town square, OOH is unscrollable, unskippable, unblockable—and impossible to ignore.

It brings us together in a way no other medium can. Fueling conversations and sparking sharing. Turning presence into power in the moments that matter most. It does more than deliver impressions. It leaves an impression. Amplifying and elevating other media. Connecting ideas with people. And connecting us with each other.

Out of Home is for humans.





Why OOH is a core media buy

Uniquely Creative

OOH transforms bold ideas into impactful experiences that no other medium can match.

Deeply Relevant

OOH is always on target, always on, unblockable, and unskippable. It meets people in the real world, where they live, work, and move—and right at the point of sale.

Powerfully Amplifying

OOH magnifies every other channel—fueling mobile, social, and digital engagement, transforming brand presence into brand power.

Intelligently Connected

OOH combines technology with data—using geo-location, audience insights, and digital networks to engage in real time. From AR to programmatic platforms, it delivers smarter targeting, seamless integration, and measurable ROI.

Authentically Human

OOH is people-powered, always present, and always part of the shared world. It's more than a medium—it's a shared experience for audiences and marketers alike.

Communicating the OOH promise

To capture the power of OOH clearly and consistently, we've distilled our story into a simple messaging framework. This architecture puts people at the center and highlights how OOH inspires creativity, amplifies every channel, and forges authentic connections in the real world.



Messaging Architecture

PRIMARY

Out of Home is for humans.

It's where ideas meet the people they're made for—through bold, unmissable creative in the places we live, work, and play.

SECONDARY

OOH turns everyday spaces into places where stories come to life.

- It's woven through people's everyday lives—where they move, gather, and make purchasing decisions.
- Storytelling that works across every size and format—from billboards to kiosks to digital screens.
- It makes people stop, notice, talk, and connect—fueling culture and sparking conversation.

OOH is a media amplifier that ignites every channel.

- It strengthens media plans by multiplying impact across mobile, digital, print and social.
- It extends creative reach—turning moments of attention into lasting brand connection.

Data and technology are expanding the possibilities of OOH.

- Smart tools—AR, geo-location, programmatic platforms—make it precise, measurable, and grounded in the real world, not algorithms.
- Demonstrated ROI through advanced analytics.
- A forward-thinking medium that's always innovating and always on.

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.

Turn the page
to find out why. 

The value of OOH



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.

One of the fastest-growing ad channels the past four years, OOH is projected to be a top performer again in 2026.

68% of shoppers notice OOH ads on their way to retail stores, and 42% say OOH ads impact their in-store purchase decisions.

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.



Top OOH advertisers: Apple, McDonald's, Amazon, Coca-Cola, Verizon, Disney, Morgan & Morgan, Hotels.com, Google and Samsung.

The value of OOH

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.

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.



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.

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.





Out of Home Advertising Association of America

The Out of Home Advertising Association of America (OOAA) 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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