



STRATEGIC GUIDE TO MOVING & DYNAMIC OOH MEDIA



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FOREWORD BY **RYAN LAUL**

Chief Executive Officer, North America, Talon

The Strategic Guide to Moving & Dynamic OOH Media captures exactly why the medium has evolved from a tactical add-on to a strategic imperative. Its real value lies in the practical framework it offers for 'connecting the dots' – using mobile formats to bridge the physical coverage gaps left by static assets.

Focused on accountability, this guide demonstrates how we can now measure these moving formats with the same rigor as fixed inventory, proving they deliver business outcomes on par with traditional OOH. For any brand marketer or media expert looking to build a truly holistic OOH strategy, this is an essential part of the playbook.

Ryan Laul

Chief Executive Officer, North America
Talon





THE MOMENT FOR MOVING & DYNAMIC OOH

Out-of-home (OOH) advertising is no longer confined to fixed locations or static impressions. As consumer attention fragments and digital channels become increasingly crowded, moving and dynamic OOH media has emerged as one of the most powerful ways to intersect real people in real moments. This fast-growing segment of the OOH industry—now part of a U.S. channel generating more than \$10 billion annually—combines the undeniable impact of physical presence with the precision, flexibility, and accountability modern advertisers demand.

Moving and dynamic OOH places brands directly into the rhythm of daily life. Buses, taxis, mobile billboards, ferries, trains, rideshare vehicles, airports, and even the sky itself become canvases for storytelling. These formats don't wait to be discovered; they show up where people already are, surrounding commutes, events, leisure, and cultural moments with bold, unforgettable brand encounters.

This guide exists to help advertisers and media buyers navigate that opportunity with confidence—providing shared language, benchmarks, best practices, and a practical framework for planning, buying, and measuring moving and dynamic OOH media at scale.

WHY MOVING & DYNAMIC OOH IS A MUST-BUY CHANNEL

Moving and dynamic OOH thrives at the heart of the action. Unlike static placements that rely on passersby, mobile formats travel through high-traffic corridors, congregate around points of interest, and integrate naturally into the consumer journey. From downtown business districts and residential neighborhoods to festivals, sporting events, campuses, and rural communities, this media reaches audiences other channels struggle to touch.



ITS POWER LIES IN THREE CORE ADVANTAGES:

1. Contextual Relevance

These formats meet consumers in environments that already match their mindset—commuting, shopping, traveling, or celebrating. Messaging feels timely, local, and situational rather than intrusive.

2. Coverage Between the Dots

Fixed OOH placements act as anchors. Moving and dynamic media connects them. When deployed together, they create a holistic footprint that fills geographic gaps, increases frequency, and delivers the perception of omnipresence across a market—often with fewer static units and smarter budget allocation.

3. Flexibility and Efficiency

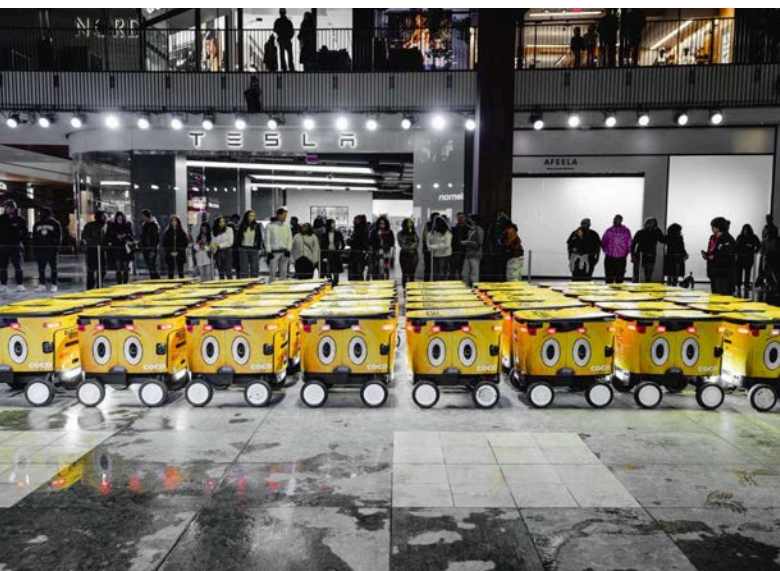
Campaigns can be hyper-local or market-wide, short-term or sustained, tactical or brand-building. Routes can shift. Creative can rotate. CPMs remain competitive, and shorter campaigns can dominate busy environments with outsized impact.

Whether amplifying a national launch, surrounding a live event, or driving foot traffic to a specific location, moving and dynamic OOH offers scale without sacrificing precision.

A MEDIUM BUILT FOR MODERN MARKETING

Today's most effective campaigns don't just broadcast messages—they create experiences. Moving and dynamic OOH does exactly that by transforming everyday environments into moments of surprise, delight, and memorability.

Advancements in technology have accelerated this evolution. Digital displays, GPS tracking, geofencing, mobile retargeting, dynamic creative, and real-time reporting now allow moving OOH to function with the sophistication of digital media while retaining the visceral impact of physical advertising. Creative executions can respond to time of day, location, weather, or nearby events—ensuring ads don't just appear but belong.



Crucially, the industry has matched innovation with responsibility. Regulatory compliance, privacy-safe data practices, and transparent measurement frameworks are foundational priorities. As advertisers demand greater accountability, moving and dynamic OOH continues to mature into a trusted, performance-oriented channel.

PLANNING FOR SUCCESS: FROM OBJECTIVE TO OUTCOME

Effective moving and dynamic OOH campaigns start with clarity. Because the medium is inherently location-driven, success depends on aligning objectives, audiences, environments, and measurement from the outset.

Best-in-class campaigns typically focus on:

- **Awareness & Reach** for launches and mass messaging
- **Consideration & Engagement** for events, retail, and marketplaces
- **Action & Reinforcement** through app downloads, store visits, and cross-channel support

The most successful advertisers resist the temptation to over-measure. Instead, they select two to four KPIs that directly map to the campaign's primary goal—whether impressions, reach and frequency, visitation lift, brand recall, or digital engagement.

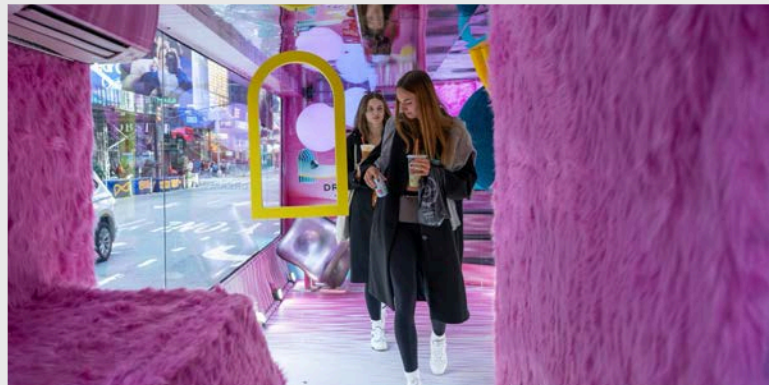
Targeting strategies prioritize where people are, not who they are logged in as. By focusing on neighborhoods, transit hubs, campuses, venues, and behavioral proxies—and aligning routes with time of day and consumer mindset—brands maximize exposure quality rather than just volume.

CREATIVE THAT CUTS THROUGH THE NOISE

In a world where brands have seconds to earn attention, moving and dynamic OOH wins by being big, bold, and impossible to ignore.

THE MOST EFFECTIVE CREATIVE EXECUTIONS SHARE COMMON TRAITS:

- Simple, legible messaging designed for motion
- High-contrast visuals with a clear call to action
- Contextual relevance to surrounding environments
- Strategic use of motion or digital elements to enhance—not distract



Because the medium itself is dynamic, creativity isn't limited to artwork. Vehicle selection, route design, station dominations, full wraps, and experiential extensions all become part of the storytelling toolkit. When done right, the ad isn't just seen—it's talked about.

MEASUREMENT THAT MATTERS

While not every business outcome can be attributed to a single touchpoint, moving and dynamic OOH consistently demonstrates parity with traditional OOH in lower-funnel performance—while delivering unique advantages in flexibility, speed, and contextual relevance.

Modern moving and dynamic OOH is no longer measured on faith alone. Location-based data, GPS tracking, sensor technology, and privacy-compliant attribution models allow advertisers to understand not just exposure, but impact.

MEASUREMENT APPROACHES CAN INCLUDE:

- Impression modeling and dwell-time analysis
- Reach and frequency estimation
- Brand lift and recall studies
- Foot traffic and visitation lift
- Digital actions tied to geofencing, QR codes, or retargeting

THE BOTTOM LINE

Moving and dynamic OOH has evolved into a strategic, data-driven channel that bridges the physical and digital worlds. It delivers scale with precision, awareness with accountability, and creativity with measurable outcomes.

For advertisers willing to plan with intention—anchoring campaigns in location, simplicity, and smart measurement—this medium offers something increasingly rare in modern marketing: real-world impact that people actually notice.



The moving OOH media platform gives advertisers the ability to showcase dynamic features of the media, plus the flexibility to deliver in areas where there might be limitations or exclusions. Moving and dynamic OOH media including buses, boats, planes, trucks, vehicle wraps, and more offer advertisers the ability to amplify other forms of media as well as having the ability to stand out in unique places. Moving and dynamic OOH media will always have a place within activation budgets, and Publicis continues to recognize and support these formats as both stand alone and amplification tools for clients.

Billy Long
Executive Vice President
Publicis Media

ADDENDUM: DETAILED REFERENCE & SUPPORTING INFORMATION



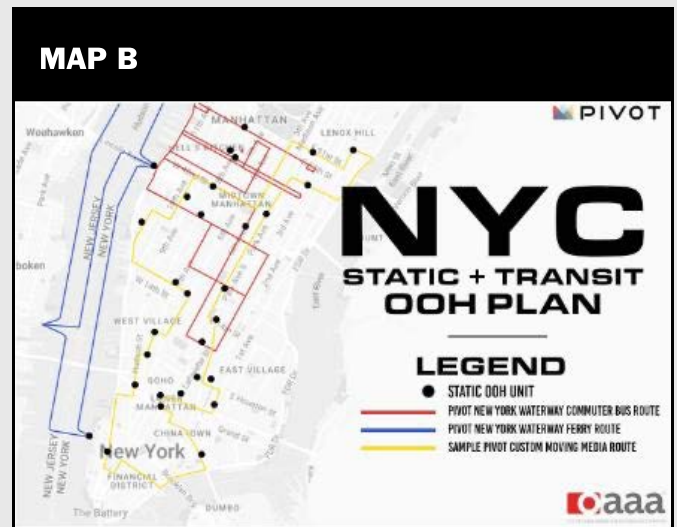
CONNECTING THE DOTS

Moving and dynamic media (or transit) could be a crucial communication option for advertisers, because it's a way to “connect the dots” within a customary OOH media plan. Consider fixed OOH formats as the dots (bulletins, street furniture, etc.) and the transit media as connectors in-between. Covering those areas allow brands to fill in the gaps holistically and increase overall campaign reach and impressions. To help illustrate this, below are two maps:



Static units on an OOH plan in New York City

40 dots to showcase static units in major neighborhood of NYC.



Both static units and lines (transit media routes)

30 dots and 3 different transit media routes; a commuter bus route, a waterway commuter ferry route and 1 custom transit route.

In this example, by reducing the static units from 40 to 30 units—a modest budget adjustment—moving and dynamic media fills critical gaps, demonstrating its value as an essential addition enhancing reach, frequency, and market impact.

MEDIA FORMATS COVERED



Airborne (planes, blimps, skywriting)



Bus interiors & exteriors (King, Queen, Super King, wraps)



Mobile billboards



Fleet advertising (trucks, trailers)



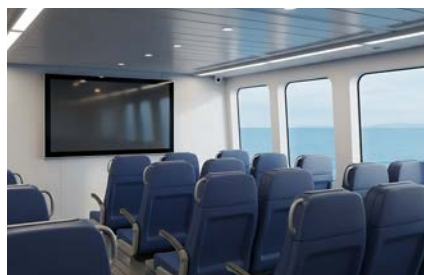
Rail & subway (in-station, platform, in-car)



Taxi & rideshare tops and in-car screens



Rideshare vehicle wraps



Waterway media (ferries, barges, marinas)



Robotics

AIRBORNE

Airborne displays are large-format advertising panels – available as both printed displays and digital screens - in various shapes and sizes towed by aircraft over areas of concentrated population. Skywriting also falls into this category. Blimps are lighter-than-air craft that carry sponsor messages over major metropolitan centers or resort areas.

Drone light shows represent the next evolution of airborne media, combining large-scale visual storytelling with precise, programmable execution. Using fleets of synchronized, illuminated drones, brands can create custom logos, QR codes, animations, and three-dimensional visuals in the night sky, turning airspace into a high-impact advertising canvas.

ADVANTAGES

Targeting Travelers: Connect with global, national, or regional audiences effectively.

High Dwell Times: Capture attention at check-in, security, gate and baggage claim areas.

Affluent Audiences: Attract high-income, business and leisure professionals.

Seasonal Relevance: Maximize impact during travel peaks or major events.

COMMON SIZES

Exact specifications vary by format type and media owner.

BUS INTERIORS

Bus Interior advertising engages a captive audience during commutes with formats such as interior panels, digital screens, seatback ads, and window decals. Positioned for visibility to both seated and standing passengers, these ads leverage extended dwell times to deliver proximity messaging. Frequently deployed on high-traffic routes, they reach a diverse audience of commuters, students, and tourists.

ADVANTAGES

Local Targeting: Reach local audiences through routes that serve neighborhoods, campuses, and business districts.

Proximity Messaging: Drive foot traffic to nearby businesses, services, and events.

Message Retention: Extended dwell times allow passengers to absorb detailed messaging, perfect for product launches.

Focused Frequency: Multi-unit encounters provide prime exposure during the daily journey.



KING-SIZE AND QUEEN-SIZE BUS POSTERS

King-Size and Queen-Size Bus Posters are the most common bus formats placed on the sides of buses to engage diverse audiences. King-size posters offer broad exposure through city-wide routes, using durable vinyl or aluminum frames, with backlit options available in some markets for enhanced visibility.

Smaller and more compact, queen-size posters similarly target pedestrians and curbside traffic, with unique applications like placement on historic cable cars in San Francisco. Both formats leverage transit mobility to ensure consistent exposure across urban areas.

ADVANTAGES

Maximized Reach: Travel through high-traffic areas to engage diverse urban and suburban audiences.

Frequency Versatility: Complements static and digital OOH formats to create opportunistic coverage.

Enhanced Visibility: The bold posters ensure messages stand out, boosting recognition and recall.

Localized Targeting: Reach specific neighborhoods or audiences along key transit thoroughfares.

COMMON SIZES

King-Size Bus Poster

Overall Size: 30" H x 144" W (trim size)
Backlit: 29" H x 143" W
Copy Area: 27" H x 141" W

Queen-Size Poster

Overall Size (Vinyl): 30" H x 88" W
Overall Size (Paper): 29" H x 88" W
Copy Area: 27" H x 85" W



SUPER KING-SIZE BUS POSTERS

Super King-Size Bus Posters provide a larger canvas than King and Queen posters, offering more space for creative designs and increased visibility. Ultra Super King-Size (USK) posters elevate this further as a premium format, maximizing visual impact and delivering unmatched exposure in high traffic urban and suburban areas.

ADVANTAGES

Premium Positioning: The commanding size elevates brands, positioning them as industry leaders

Creative Impact: Expansive canvases allow bold designs and memorable storytelling.

Local Limelight: Local businesses make their messages stand out in crowded urban environments.

Shared Versatility: Complements other formats like bulletins and bus shelters, creating a holistic OOH strategy.

BUS WRAPS

Bus Wraps are a transit advertising format that covers the entire bus, including its body and windows, with a cohesive, full-color design. Opaque vinyl is used for vivid, durable body designs and perforated window film, allowing passengers to see out while preserving the ad's visual integrity. Occasionally, extra elements are added for extended campaigns or artistic impact, which could include large digital screens on both sides. This format transforms buses into mobile billboards, delivering high visibility and capturing attention across diverse locations and traffic conditions.

ADVANTAGES

Brand Dominance: The largest bus format ensures high visibility and dominant exposure.

Experiences Expanded: Extend beyond the wrap with add-on activations at key stops and venues.

Launch Ready: Generates buzz for new products, services, streaming releases, or events with scale.

Eyebrow Raises: Eye-catching designs deliver distinctive, creative, and memorable executions.

MOBILE BILLBOARDS

Mobile Billboards are advertising displays mounted on vehicles, including trucks or specialized vehicles, designed to deliver flexible and highly-visible messages. Featuring large-format poster panels or digital displays, they can be tailored to deliver specific campaign goals by customizing routes through high traffic areas, events, or targeted neighborhoods. Advanced features like GPS tracking or digital content displays are available, but the core strength of mobile billboards lies in their mobility and adaptability.

ADVANTAGES

Flexibility: Adapt campaigns to peak traffic times, conventions, or other time-sensitive events.

Launch Ready: Ideal for concerts, festivals, or grand openings targeting nearby communities.

Engagement: Use mobile billboards for live demos, pop-ups, or audience interactions.

Hyperlocal Targeting: Tailor messages that target zip codes, demographics, communities, promoting new stores or services in the area.

COMMON SIZES

22' W X 10' H (2 sided) classic mobile units

10' W X 6' H (2 sided) digital mobile units

FLEET

Fleet advertising turns vehicles like trucks into dynamic, mobile billboards, providing high frequency exposure to diverse audiences in urban centers and high-traffic areas. Featuring bold, creative designs on vehicle exteriors or interiors, this format ensures maximum visibility and engagement while offering cost-effective, geographically targeted campaigns. Enhanced by digital tools like geofencing and real-time metrics, fleet advertising optimizes audience targeting and campaign performance. It is a powerful addition to media strategies, amplifying reach and sustaining brand recall throughout consumers' daily journeys.

ADVANTAGES

Broad Brand Presence: Eye-catching vehicle designs ensure visibility and drive awareness for brands, products, or services.

Products & Services: Generate buzz, mass exposure, and actionable engagement.

Local Connections: Customize messages specific to routes that connect with key brand audiences.

Drive to Retail: Feature ads near events, stores or retail locations to drive foot traffic to physical storefronts.

COMMON SIZES

Straight Truck: 16' to 26' W x 7' to 8' H

Trailer Van: 28' to 53' W x 8' H

IN-STATION AND PLATFORM RAIL/SUBWAY

In-Station and Platform Rail/Subway media leverage high-traffic areas within transit systems to engage commuters at key moments of their journey. Formats include static and digital displays such as backlit posters, large-scale station dominations, and digital screens strategically placed in walkways, at turnstiles, and around waiting areas. Some stations feature interactive kiosks, enhancing engagement with wayfinding tools and targeted content.

ADVANTAGES

Broad Urban Reach: Strong station foot traffic ensures high awareness and frequent exposures.

Commuter Connections: Engages professionals, students, and city residents with focused presence.

Audience Precision: Target commuter profiles at transit hubs by geography or lifestyle.

Memorable Encounters: Station dominations, stair wraps, and other unique executions create visually striking, lasting impressions.

IN-CAR RAIL/SUBWAY

In-Car Rail/Subway media immerse passengers with advertising throughout their transit experience with impactful formats such as printed car cards above seats and doors, poster squares, full interior wraps, and digital screens. The enclosed setting and extended dwell times create a distraction-free environment, increasing audience engagement and message retention. Repeated exposure during commutes allows brands to connect deeply with a captive audience, while reinforcing messages introduced on platforms or other parts of the transit ecosystem for consistent brand exposure throughout the commuter journey.

ADVANTAGES

Maximizing Retention: Repeated exposure in an enclosed setting amplifies message resonance and recall.

Captive Audiences: Capture undivided attention, ideal for storytelling or detailed campaigns.

Encourage Engagement: QR codes and social prompts can drive real-time interaction and online engagement.

Message Consistency: Complements in-station or external transit ads, maintaining cohesive messaging.

TAXI AND RIDESHARE TOPS

Taxi and Rideshare Tops are transit advertising formats displayed on vehicle roofs in high-traffic areas such as urban centers and airports. Available in static or digital formats, they deliver vibrant messages to pedestrians and drivers alike. Static tops can feature eye-catching embellishments like 3D elements, while digital tops use LED technology to display dynamic, real-time content. Fully wrapped taxis and rideshare vehicles can offer highly-impactful impressions. Their mobility and targeting capabilities make taxis and rideshares ideal for hyper-local campaigns, enhancing brand visibility and engagement in bustling metropolitan areas.

ADVANTAGES

Broad Reach: Consistent exposure that reaches residents, commuters, and tourists.

Localized Targeting: Target audiences in downtowns, airports, and shopping hubs.

Real-Time Updates: Digital displays adapt messaging for time-sensitive campaigns like flash sales and events.

Event Amplification: Promote events near transit points like stadiums and convention centers.

TAXI AND RIDESHARE TVS

Taxi and Rideshare TVs are digital screens inside vehicles, designed to engage passengers with custom content and advertising during their rides. These screens take advantage of a captive audience environment, delivering messages through a mix of news, entertainment, and brand promotions. Their ability to target riders based on location, time of day, and contextual insight makes them particularly effective in urban areas where these vehicles are a key part of daily transportation for many residents and visitors.

ADVANTAGES

Boost Awareness: Leverage wide-reaching urban audiences to increase in-vehicle visibility.

Localized Messaging: Deliver geotargeted messages that promote nearby deals or events.

Rider Engagement: Incorporate polls, gamification, or social media to garner engagement.

Tell Visual Stories: Utilize video content for impactful storytelling and product education.

RIDESHARE CAR WRAPS

Rideshare car wraps leverage the rideshare economy, placing ads on vehicles that cover wide territory without the constraints of a fixed route. These vehicles act as "moving billboards," following crowds by default and generating a high volume of impressions as they're often pushing into high-traffic locations. The rideshare vehicles can behave in any way that matches the campaign goals, from city-wide awareness to a targeted swarm during a specific moment. Customizable campaign elements are offered, including car choice (e.g., sedans, SUVs, EVs, sprinter vans, super cars, etc). The wrapped cars are tracked in real-time with GPS for measurable outcomes.

ADVANTAGES

Speed to Market: Campaigns can be deployed in 72-hours.

Flexible Execution: Choose how the vehicles behave and the exact territory covered.

Buzz-Building: Harness brand excitement and word-of-mouth with an experiential activation.

Bespoke Creative: Offers a broad creative canvas putting a brand in-motion.

COMMON SIZES

Half Car Wrap (180):
Door Panels 96" x 40"

Full Car Wrap (360):
Driver's Side 53" x 180"
Passenger's Side 53" x 180"
Hood 75" x 53"
Back Door: 41" x 63"
Front Bumper 26" x 110"
Back Bumper 26" x 110"
Back Glass 30" x 53"

WATERWAY

Waterway advertising is strategically placed on or around navigable waters, including rivers, lakes, harbors, and coastal areas. This category features dynamic and static options such as ferry wraps, digital barge screens, marina signage, dockside displays, and ads on boats and water taxis. These formats leverage high-visibility waterfront environments with heavy commuter and tourist traffic, providing brands the chance to engage captive audiences in unique and memorable ways. Positioned at bustling locations, waterway advertising enhances brand presence by aligning with leisure and travel activities, making it a powerful tool for driving awareness and engagement in premium settings.

ADVANTAGES

Tourism Marketing: Attract visitors to hotels, resorts, and local attractions near water routes.

Brand Prestige: Leverage placements that lift brand presence and perception.

Seasonal Relevance: Connect campaigns to boating, fishing, water activities, and summer recreation.

Event Promotion: Drive attendance for waterfront festivals, concerts, or cultural attractions.

ROBOTICS

Autonomous delivery robots transform last-mile delivery into a street-level advertising channel, placing brands at eye level on sidewalks. Operating daily through high-foot-traffic urban neighborhoods, these GPS-tracked robots generate sustained impressions visible to both pedestrians and passing vehicles. The format delivers a combination of mass impressions across broad coverage areas, high frequency, and high percentage coverage of dense urban neighborhoods. Wrapped robots become neighborhood fixtures, a novel, camera-ready format that earns organic social sharing and word-of-mouth.

The robots also provide experiential activations, creating memorable brand moments. Robot sizes and features vary across providers, and impression volume and visibility depend heavily on the physical size of the robot and how fully the wrap covers its surfaces. Larger robots with true 360-degree wraps maximize creative canvas and sightlines from all angles. Some robots also feature onboard audio, enabling sound-based brand moments at key points during delivery.

ADVANTAGES

Street-Level Proximity: Ads travel at pedestrian pace on the sidewalk, delivering eye-level impressions visible to both pedestrians and people in cars, drawing attention in a way that feels natural and engaging.

Always-On Frequency: Robots operate daily delivery routes through the same high-traffic neighborhoods, building sustained brand presence and recall with repeated exposures.

Organic Virality: A novel, camera-ready format that naturally sparks curiosity, photos, and social sharing, extending campaign reach beyond physical impressions.

Experiential Capability: Robots double as experiential activations with features like onboard audio, creating immersive brand moments during delivery.

PLANNING AND BUYING MOVING & DYNAMIC OOH

Providing guidance on setting clear objectives and KPIs for moving and dynamic media campaigns is critical for ensuring meaningful communications to a target audience. A practical, end-to-end guide for planning, buying, and evaluating moving and dynamic media campaigns can be achieved by following a roadmap for success (pun intended).



01 SETTING CLEAR OBJECTIVES

Start with one primary objective and no more than 1–2 secondary goals. Moving and dynamic media works best when goals are clearly defined and location-driven.

COMMON OBJECTIVES

- **Awareness & Reach:** Launches, grand openings, mass-market messaging
- **Consideration:** Event promotion, retail traffic, marketplaces
- **Engagement:** Through mobile/digital channels.
- **Action-Oriented:** App downloads, store visits, limited-time offers
- **Reinforcement:** Supporting static OOH, TV, or digital campaigns

OBJECTIVE CLARITY CHECKLIST

- Who are we trying to reach?
- Where do they spend time physically?
- What action (if any) do we want them to take?
- What defines success within the campaign window?



02 DEFINING KPIS

KPIs should align tightly with the objective and be measurable within a mobile context.

AWARENESS KPIS

- Estimated impressions
- Reach & frequency
- CPM
- Dwell time near POIs

BRAND KPIS

- Brand recall or favorability lift
- Message comprehension
- Social mentions (especially for visually striking units)
- Best practice: Choose 2–4 KPIs max. Too many dilute focus and reporting clarity.

ENGAGEMENT & ACTION KPIS

- Engagement & Action KPIs
- Website or landing page visits (geo-attributed)
- App installs
- Store visitation lift

03 PLANNING & TARGETING STRATEGIES

AUDIENCE TARGETING

Moving and dynamic media targets where people are, not who they are logged in as.

POINT-OF-INTEREST (POI) TARGETING

Surround locations that naturally aggregate your audience:

- Retail stores (yours and competitors)
- Event venues and stadiums
- Convention centers
- Transit hubs
- Tourist attractions
- Corporate offices or campuses
- Residential neighborhoods and hard-to-reach rural communities

EFFECTIVE AUDIENCE STRATEGIES INCLUDE:

- **Demographic concentration areas:** Neighborhoods, campuses, business districts
- **Behavioral proxies:** Gyms, nightlife, shopping districts, events
- **Daypart alignment:**
 - Morning: commuters, parents
 - Midday: shoppers, tourists
 - Evening: entertainment seekers

EXECUTION TIP

Use geofenced “linger zones” where vehicles slow, stop, or loop to increase message exposure.

04 BEST PRACTICES FOR UTILIZING MOVING AND DYNAMIC MEDIA

CREATIVE BEST PRACTICES

- Simplicity wins: 6–8 words max
- High contrast colors; legible at 30–50 feet
- Clear CTA (URL, QR, location cue)
- Motion graphics should enhance—not distract

OPERATIONAL BEST PRACTICES

- Pre-plan routes but allow flexibility for traffic and events
- Rotate creative if campaign exceeds 2 weeks
- Align messaging with nearby context (location-relevant copy)
- Use weather- and time-sensitive messaging when possible

05 CAMPAIGN TIMING RECOMMENDATIONS

DURATION

Short bursts (1–3 days): Events, openings, PR stunts

Mid-length (1–2 weeks): Promotions, awareness waves

Longer (4–8 weeks or longer): Brand building, sustained presence

DAYPARTING

- Peak traffic hours for urban awareness
- Evenings/weekends for lifestyle and entertainment brands
- Match timing to consumer mindset (e.g., dining ads before meal times)

SEASONALITY

- Launches and holidays benefit from mobile visibility
- Summer and early fall are peak mobile OOH seasons in many markets



06 MEDIA SUPPLIER LANDSCAPE (EXAMPLE)

SELECT FORMATS

Media suppliers often specialize in specific OOH formats. Understanding who dominates each category helps align campaign goals with the right partners. Media suppliers also vary in scale, coverage, and technical sophistication. Common considerations include:

National OOH Companies

Broad inventory across multiple markets; standardized buying and reporting.

Regional / Local Operators

Strong local market knowledge and unique inventory not available nationally.

Venue-Based Networks

Specialized in environments like malls or office towers.

Programmatic Platforms / SSPs

Enable automated buying, audience targeting, and real-time optimization.

07 MEASURING IMPRESSIONS & PERFORMANCE

IMPRESSION MEASUREMENT METHODS

- GPS-based route tracking
- Traffic and pedestrian count modeling
- Dwell time analysis near POIs
- Third-party impression methodologies (where available)

ATTRIBUTION ENHANCEMENTS

- Geo-fenced mobile retargeting
- QR codes or short URLs
- Promo codes unique to mobile media
- Footfall or visitation studies



BEST PRACTICE

Align on impression methodology before launch to avoid post-campaign disputes.

08 TYPICAL PRICING STRUCTURES

Pricing varies by market, unit type, and sophistication.

COMMON PRICING MODELS

Campaign Rates: Per vehicle/fleet (market dependent)

CPM-Based: Often modeled post-campaign for benchmarking

Package Pricing: Multi-vehicle, multi-week bundles

Event Rates: Popular for launches and activations

COST DRIVERS

- Market size
- Number of vehicles
- Digital vs. static
- Reporting sophistication
- Custom routing or creative

09 PURCHASING METHODS

DIRECT BUYING

- High control over routing and timing
- Ideal for custom executions

PROGRAMMATIC DOOH (LIMITED BUT GROWING)

- Available with select suppliers
- Useful for flexible budgets and testing
- Less route-level control

AGENCY-MANAGED BUYS

- Media agencies or experiential shops
- Helpful for integrated campaigns
- Often bundled with creative and reporting



10 FINAL RECOMMENDATIONS

- 📍 Anchor everything to location relevance
- 🎯 Keep objectives and KPIs tight and realistic
- ★ Prioritize simplicity in creative
- 👤 Plan routes around human behavior, not just traffic
- 📱 Treat moving media as both an awareness and engagement channel



MEASURING MOVING DYNAMIC MEDIA EFFECTIVENESS

Once a moving and dynamic media campaign has established its goals, creative elements, and other planning factors, several methods can be used to measure the effectiveness, including:

Impression Metrics: Utilize data GPS and location-based datasets to estimate the number of people who were potentially exposed to the ads. This approach allows media owners to utilize consistent, privacy compliant data throughout the customer journey from exposure to conversion.

Sensor Data: There are datasets that rely on sensors placed on vehicles to collect insights from people in proximity to the media.

Reach and Frequency: Utilize location-based datasets to estimate how many unique individuals a campaign reached (reach) and how often they were exposed to the message (frequency). This helps in understanding the market penetration and repetition of the messaging among the target audience.

Brand Lift Studies: Conduct surveys or brand lift studies before, during, and after the campaign to measure shifts in brand awareness, recall, favorability, and/or purchase intent. This approach provides direct feedback from a sample of individuals exposed to the media on how well the campaign influenced their perception of a brand.

Attribution: Implement attribution models that assign value to different touchpoints from media within a consumer's journey. These models can help determine the role of an OOH campaign in driving desired actions, such as website visits or in-store conversions, by comparing exposed vs. unexposed groups.

Engagement Metrics: If the campaign includes digital elements (e.g., QR codes, NFC tags, or shortcodes), track engagement metrics such as scan rates, downloads, or social media interactions that can be directly attributed to the campaign.

Geofencing and Mobile Device Retargeting: Enables a digital ad delivery to consumers within a specific radius from a moving vehicle.

As an advertiser evaluates what outcomes can be measured, it's important to first understand how exposure data is collected as this dictates what outcomes can be measured. For some metrics like sales lift or organic search, a direct correlation can be hard to associate to the moving and dynamic media itself, but rather holistically for the entire campaign.

Read the chart by scanning each row as a specific business outcome and then moving across the columns to identify which data sources (Location Data, Local Sensor, Camera, or Brand Data) can reliably measure that outcome. Treat “True” as a validated capability, “False” as not supported, and note any qualifiers (e.g., double counting or frequency nuances) to understand limitations before selecting a measurement approach.

MEASURABLE OUTCOMES INCLUDE:

Business Outcome	Location Data	Local Sensor	Camera	Brand Data [Internal]
Gross Impressions	True	True	True (subject to double + counting)	False
OTS Impressions	True	True	False	False
LTS Impressions	True	True	False	False
18+ Impressions	True	False	False	False
In-Market Impressions	True	True	False	False
Unique People	True	True	False	False
Reach	True	True	False	False
Frequency	True	True (Frequency of Observed)	False	False
GRP	True	True	False	False
TRP	True	False	False	False
Web Visitation	True	False	False	True, Pixel Placed
Organic Search	False	False	False	False

App Downloads or Events	True	False	False	True, MMP*/ Direct Connection
Form Submissions	True	False	False	True, Pixel Placed
Foot Traffic	True	True, multiple sensors placed at business	False	False
Brand Awareness	True	False	False	False
Sales Lift	False	False	False	True
Movie Ticket Sales	True	False	False	False
Pharmaceutical Scripts Written	True	False	False	False
Tune-In Lift	True	False	False	False

**MMP refers to Mobile Measurement Partner.*

In general, location data provides the greatest flexibility around what an advertiser can measure whereas there are more limitations and restrictions with sensor data. Location data is anonymized and based on a users' opt-in to share information with third parties. However, sensors collect data from a variety of people and objects in proximity to the media itself regardless of user consent. As a result, there are limits placed on what can be appended to the data collected from a sensor based on what the law legally allowed. This is based on adherence to GDPR, CCPA1 & 2, as well as other state-specific laws.

With location data specifically, users can use a sample of exposures to understand key business outcomes. Further, location data allows advertisers to understand the travel behavior of people once they were exposed, how the moving and dynamic media shapes the consumer journey online, if the audience exposed aligns with the buying personas of the advertiser or if it's a new audience entirely being reached.

GEOFENCING AND MOBILE DEVICE RETARGETING

IMPRESSION MEASUREMENT - WIFI AND BLUETOOTH SENSORS

Sensors installed on moving and dynamic OOH assets pick up nearby WIFI and Bluetooth signals from mobile devices within a viewshed (typically 400 feet but could be adjusted for smaller viewsheds). Most people leave their WIFI on. When the WIFI is on the device is in search mode looking for available networks. When searching a device sends a unique identifier called a MAC Address.

This MAC Address serial number is captured by mobility sensors. Each sensor has a sim card that sends data to cloud storage. The data is processed and displayed on a client facing dashboard. Sensors also pick up GSP data - usually in one second intervals - to ensure highly accurate location and impression data.

ADVANTAGES OF WIFI IMPRESSION DATA

Real-Time: This data is captured, transmitted and processed in real-time giving advertisers direct real world insights into their campaign performance at any time.

One-to-Data: Because the majority of the population leaves WIFI signals on (90%-95%) there is no modeling needed to ensure its accuracy.

Privacy Compliant: GDPR & CCPA compliant, meaning WIFI data has no personal identifiers tied to it so it is privacy compliant.

Common World Currency: WIFI is used across the globe and in many developing nations where SDK or telco data is not available. For this reason, WIFI is often considered the most reliant form of connectivity.



CASE STUDY

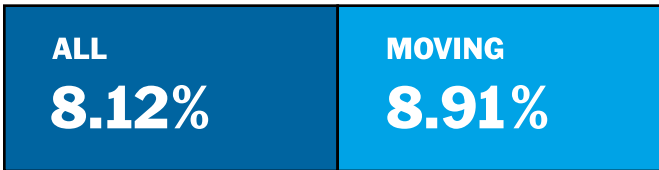
A query of historical moving and dynamic media campaign results were studied. Campaigns with and without moving media were studied to create benchmarks. To ensure appropriate distribution, different brand verticals were used between the two sample sets. As a result, average lift, weighted by observed sample sizes were recorded for moving vs. general OOH campaigns.

QUICK NUMBERS

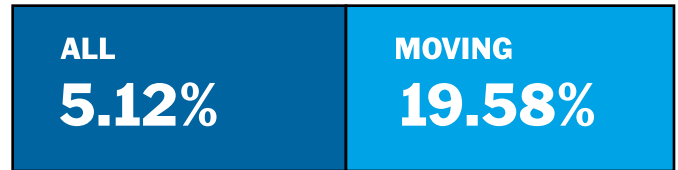
- **Stationary:** 1,378 Campaigns
- **Moving:** 505 Campaigns
- Nearly 30B Total Impressions representing nearly \$150M in media spending

KEY RESULTS

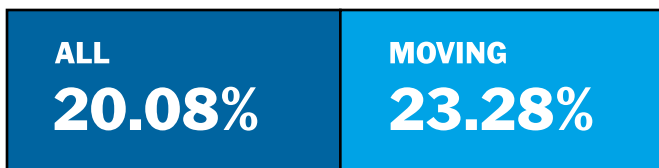
Brand Awareness: Does exposure to an OOH campaign increase the awareness of a brand being advertised?



Message Recall: Does exposure to an OOH campaign increase recall and association of the intended message?



Web: Does exposure to an OOH campaign drive incremental visitation to or actions on a website?



RESULT

Moving and dynamic OOH media shows parity with other forms of OOH in lower funnel metrics.



A QUICK REFERENCE

COMMON USE CASES

- Product launches and premieres
- Live events, festivals, and sports
- Retail and restaurant foot traffic
- Tourism and destination marketing
- Urban, suburban, and rural coverage

CREATIVE & OPERATIONAL BEST PRACTICES

- 6–8 words maximum
- High contrast, large typography
- Rotate creative on longer campaigns
- Plan routes but allow real-time flexibility
- Align copy with nearby context

MEASUREMENT & DATA HIGHLIGHTS

- Location data offers the broadest attribution flexibility
- Sensor data provides real-time exposure insights with limits on appendable data
- All methodologies adhere to GDPR, CCPA, and state privacy laws
- WiFi and Bluetooth sensors capture anonymized proximity signals
- GPS tracking ensures route and exposure accuracy

CASE STUDY INSIGHT

- Moving and dynamic OOH demonstrates comparable lower-funnel performance to traditional OOH
- Strong lifts in awareness, message recall, and web visitation when included in plans

PRICING & BUYING

- Campaign-based, CPM-modeled, package, and event pricing
- Costs driven by market size, vehicle count, format type, and reporting depth
- Buying methods include direct, agency-managed, and emerging programmatic DOOH

FINAL TAKEAWAY

Moving and dynamic OOH is no longer a tactical add-on—it's a core connector within modern media strategies, capable of delivering memorable experiences, measurable outcomes, and unmatched real-world presence.

We extend our sincere gratitude to the industry leaders, technology partners, media owners, agencies, and researchers whose insights and contributions helped shape this primer. Their expertise and collaboration reflect the innovative spirit of the moving and dynamic OOH ecosystem.

CONTRIBUTORS

Accretive Media
Advertising Wheels
Bulldog Mobile Billboards
Coco Robotics
Do It Outdoors
Firefly
Kre8 Media Outdoor Advertising
Magellan Transit Media
McLane Company
MobilAds
Movia
NMB Media
Pivot Media Ventures
Reveal Mobile
StreetMetrics Inc
Vector Media
Wrapify



We also thank our readers for engaging with this material and investing the time to better understand a rapidly evolving media sector. It is our hope that this primer serves as a practical guide and a foundation for smarter, more effective media planning and buying in the future.

STRATEGIC GUIDE TO MOVING & DYNAMIC OOH MEDIA 2026

