



Alight Media

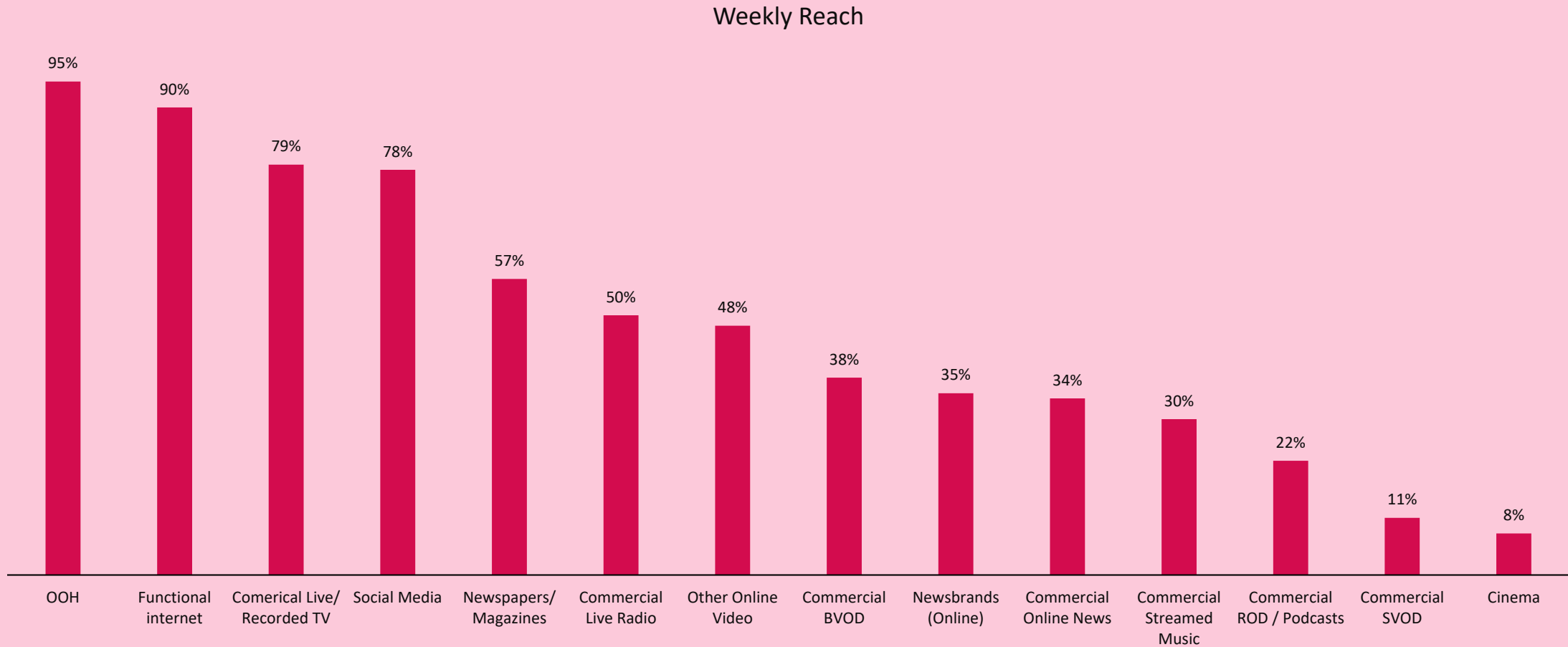
Why OOH?

Out-of-home media key statistics 2025 – short version

95% of the UK population see out-of-home advertising every week

Nearly 8 in 10 people said they
regularly look and engage with
outdoor advertising

OOH leads weekly reach for adults



**1 in 3 people talk to
friends/family about a brand
they saw on OOH.**

**79% of people acted after seeing
an OOH ad
(e.g., visit a store, purchase, or
search online).**

1 in 3 people
say they trust
OOH advertising

81% consider
trust key in
purchase
decision

49% say OOH is
more trustworthy
than social media

OOH is a trusted medium

Out-of-home can change people's perceptions about a brand in a positive light, which is key for long-term brand building.

+17%

More likely to feel confident in a brand using OOH

+15%

More likely to feel it's a successful brand if using OOH

+14%

More likely to trust the brand if using OOH

88% of people in the UK don't find
OOH ads annoying or overwhelming
when compared to other media



83% of people in the UK recall seeing out-of-home ads within the last 30 minutes before shopping



Nearly **three quarters** of high street shoppers are motivated by persuasive messages

Consumers report a **198%**
increase in ad awareness
when exposed to billboards
and other large formats.

OOH advertising drives sales

OOH allows brands the chance to reach people in the right place & at the right time, influencing them to act and trigger a response.

47%

Uplift in sales activation effects (vs non-OOH users)

16%

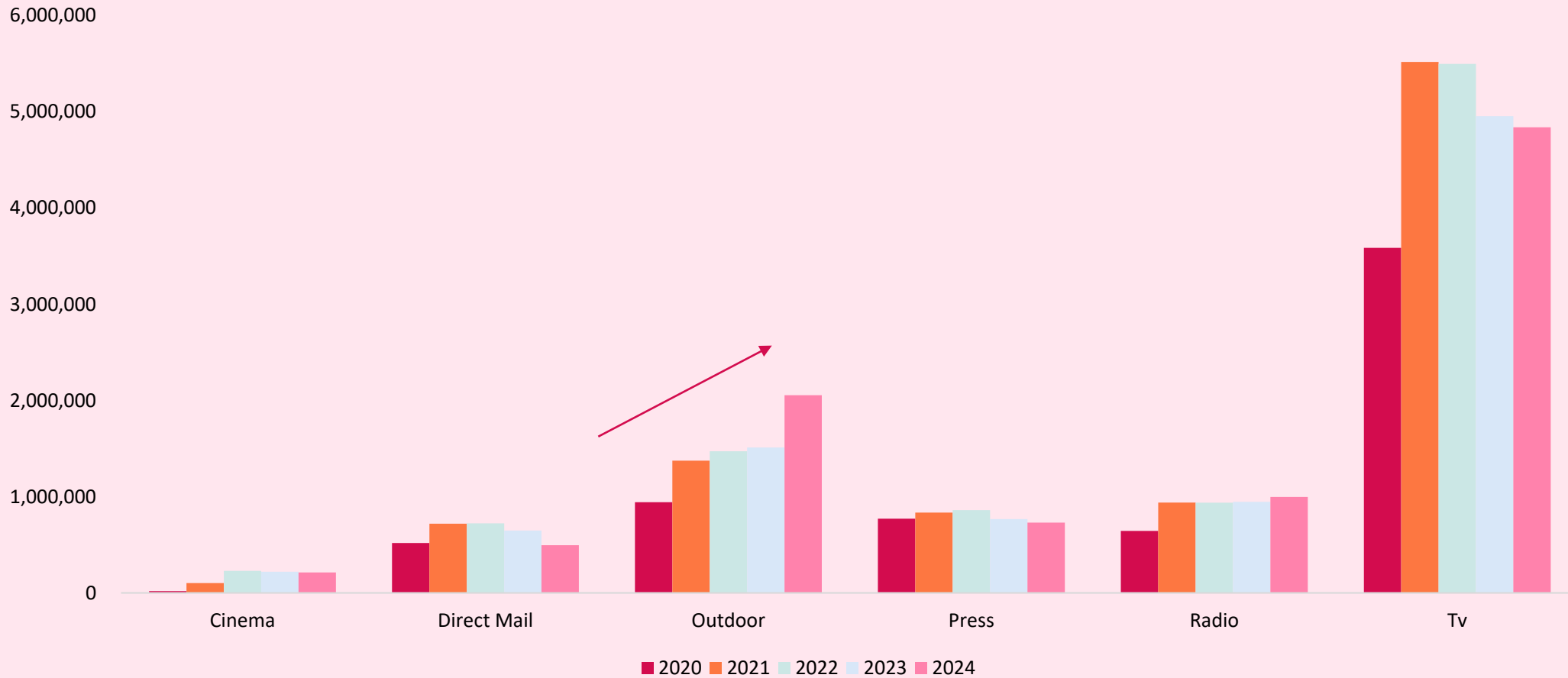
Uplift in sales using dynamic digital OOH (vs no OOH)

11%

Sales uplift within stores located in the same postal sector as an OOH campaign

OOH only channel among traditional media channels with consistent growth

Spend by year (000)



Nearly **7 in 10**
omnichannel marketers
have launched a new
DOOH ad campaign in
the past 12 months,

and even more (**8 in
10**) say they will
recommend DOOH
in their media plans
in 2025.



Benefits of digital billboards

63% of people agree that interaction with DOOH ads makes their journey from A to B more interesting

Digital billboards reach:

10m

People in the UK that
don't read the
newspapers

1m

People in the UK that
don't go to the cinema

7m

People in the UK that
don't listen to the radio

3m

People in the UK that don't
watch TV