



The benefits of OOH advertising

Why OOH should be part of your marketing plan

The benefits of OOH advertising

- Reach & Frequency
- Cost Effectiveness
- Receptive Audience
- Trusted
- Relevant
- Memorable
- Response



Reach



Reaching a mass audience

Maximises Campaign Reach

- OOH
- TV
- Radio
- Direct mail
- Newspaper



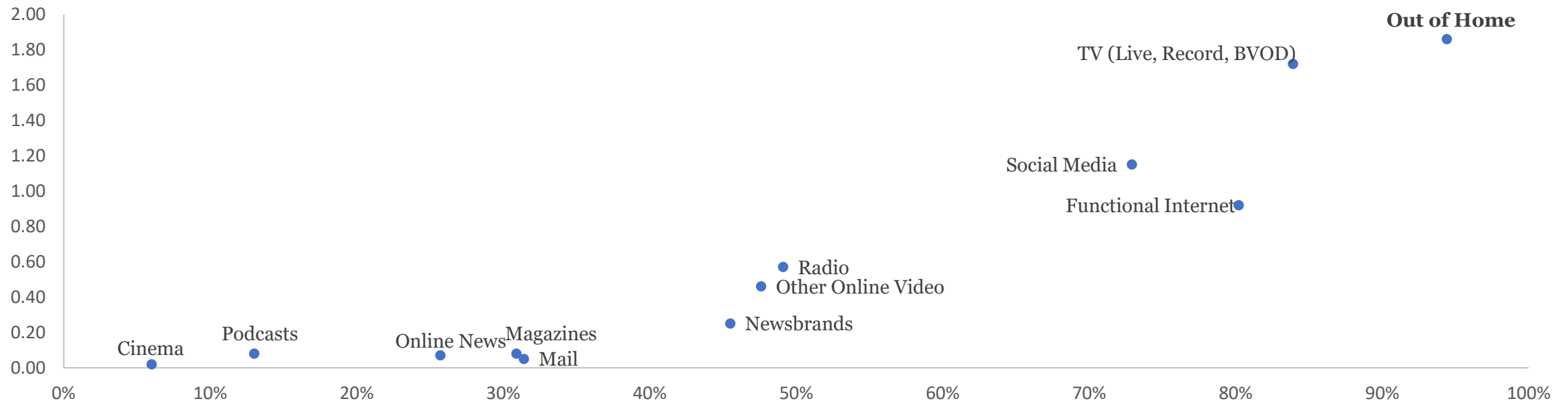
Maximises Campaign Frequency

- OOH
- Radio
- Newspaper
- TV
- Social Media (paid)

Source: Ebiquity Re-evaluating media report

REACH: OOH is key for brands who want a mass audience

As media fragmentation has evolved people no longer rely as much on traditional media channels for information and entertainment. Online competition makes it harder for newspapers to keep readers and subscription VOD services provide an alternative to ad-funded linear TV. These changes are only reinforcing OOH's strengths as one of very few mediums where brands can speak to people at mass, and with very little distraction



UK | Time spent consuming commercial media

Average hours & mins

5hrs 49mins

Out of Home

2hrs 5mins

Television

1 hr 32mins

Internet

1 hr 23mins

Social Media

33 mins

Commercial Radio

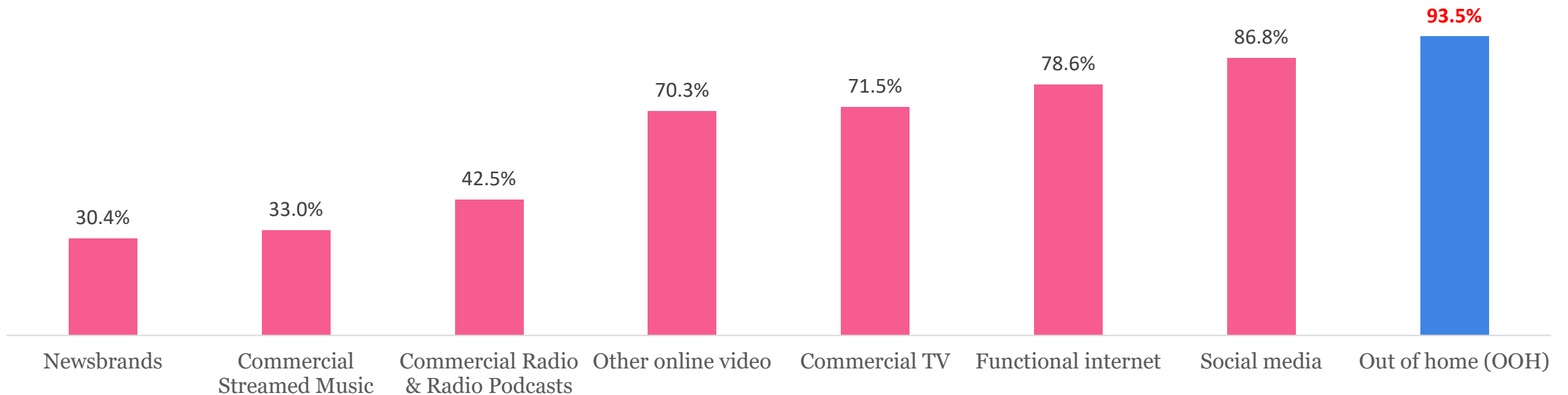
22mins

Newspapers / Magazines

REACH: OOH is also key for brands who want to target 16-34s

Engaging a young audience has become particularly challenging in light of the rise of SVOD subscription services decreasing the reach and time spent with linear TV. **This young adult audience are most likely to be 'out and about' and therefore OOH remains a key channel to use in any marketing plan looking to reach and cut through with this key demographic.**

Weekly reach, 16-34s %



FREQUENCY: OOH is also key for brands wanting to build frequency

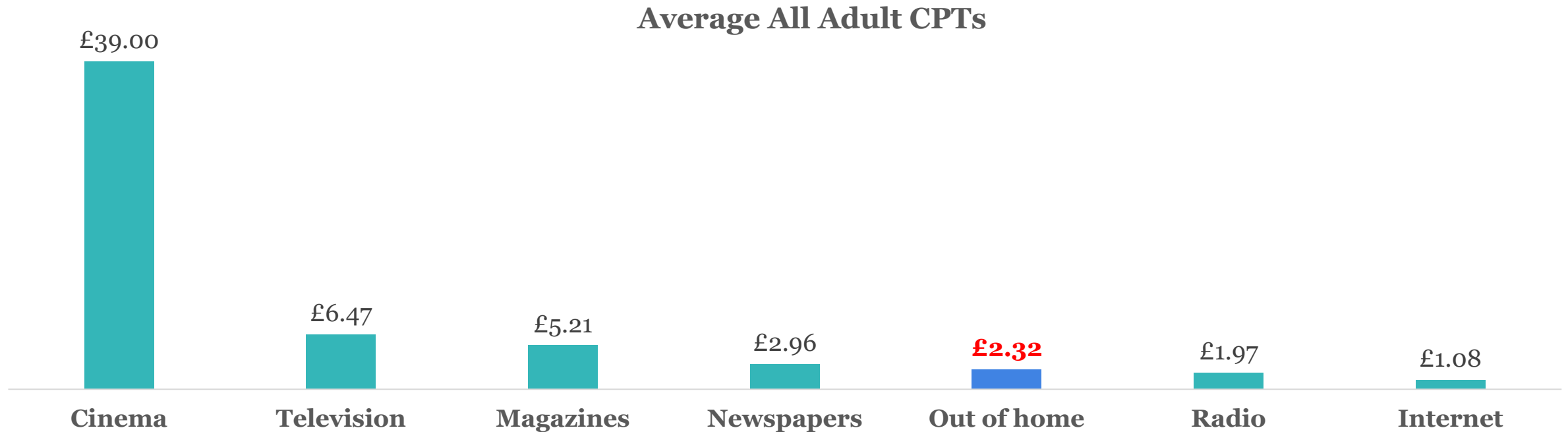
As well as broad reach, out of home advertising also allows brands to crucially build frequency of message too. **Based on a heavyweight 4-week campaign, OOH can deliver significantly higher average frequency levels vs. other channels.**



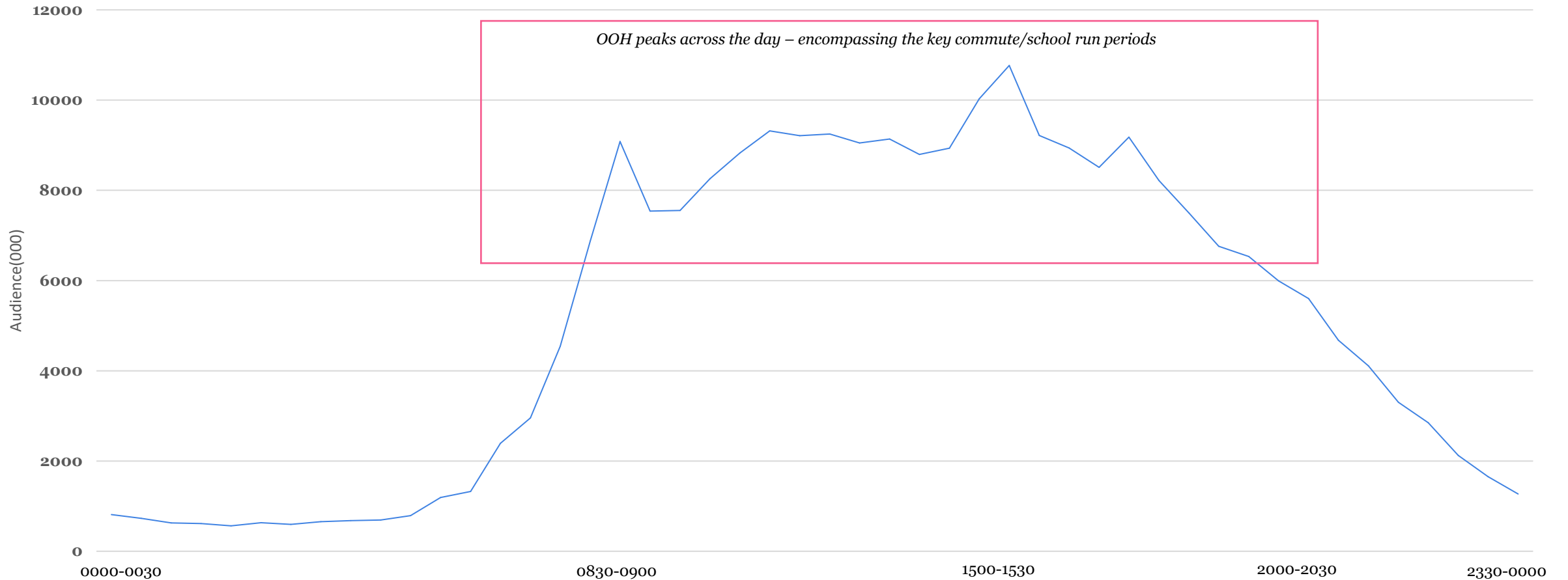
Cost effectiveness

COST EFFECTIVENESS: OOH delivers high impact and high value

Of particular importance in times of inflation, OOH provides a cost-effective way for brands to achieve impact and cut-through compared to more expensive alternatives.



Use OOH advertising to reach people across the day



OOH with other media

SYNERGY: OOH boosts efficiency of social, radio and print

Analysis by Thinkbox and Gain Theory has shown that out-of-home advertising can have positive synergistic effects with most other channels in the media mix - coming second only to TV in its ability to generate positive effects on multiple channels. Social media, radio and print most significantly benefit from OOH also being part of the mix.

Channel Benefitting from the Effect

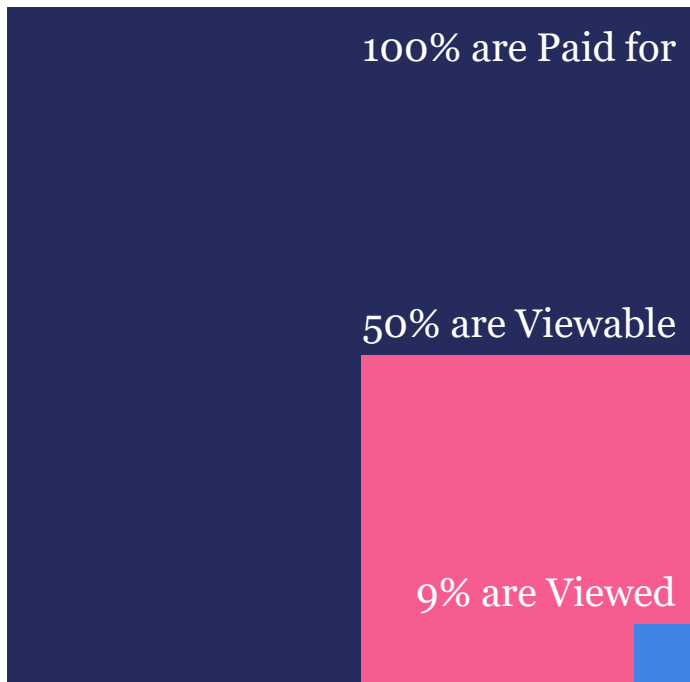
Channel Generating the Effect	TV	Online Video + VOD	Social Media	Online Display	Out of Home	Radio	Print	Generic Search	Cinema	Direct Mail
TV		20%	31%	31%	22%	31%	31%	8%	54%	20%
Online Video + VOD	3%		5%	2%	5%	3%	12%	1%	7%	2%
Social Media	2%	2%		2%	3%	2%	3%	1%	3%	1%
Online Display	3%	4%	4%		4%	3%	9%	3%	11%	4%
Out of Home	6%	8%	9%	8%		9%	11%	1%	3%	1%
Radio	4%	4%	4%	6%	4%		3%	2%	1%	1%
Print	5%	6%	7%	5%	6%	4%		4%	13%	7%
Generic Search	3%	2%	4%	2%	2%	3%	7%		*	6%

Key: 0-2% 3-4% 5-8% 9-20% 20%+

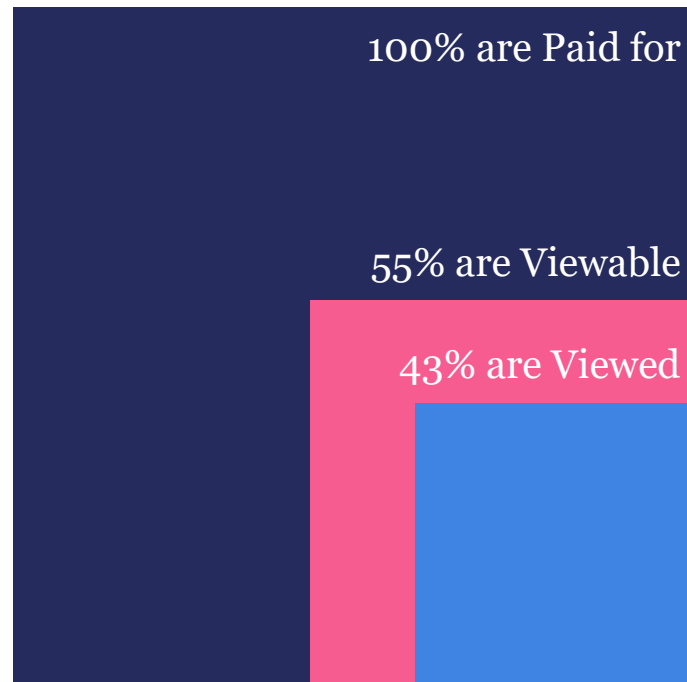
SYNERGY: OOH boosts efficiency of social, radio and print

Data gathered by Route (the audience measurement body for the OOH industry) suggests that Impressions can over-estimate audience by up to 91%. Visibility adjusted impacts are a much better measure of the people actually seeing campaigns and clearly show OOH as the most reliable format for viewability AND genuine impressions.

Online Desktop



Online Mobile



Out-of-home



Trusted

TRUSTED: Using OOH can help drive key brand signalling metrics

1 IN 3 SAY THEY TRUST OUT-OF-HOME ADVERTISING

Research has consistently found that OOH advertising is trusted and has the ability to deliver quality and confidence signals to a mass audience for the brands seen advertising across its formats – 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

Response

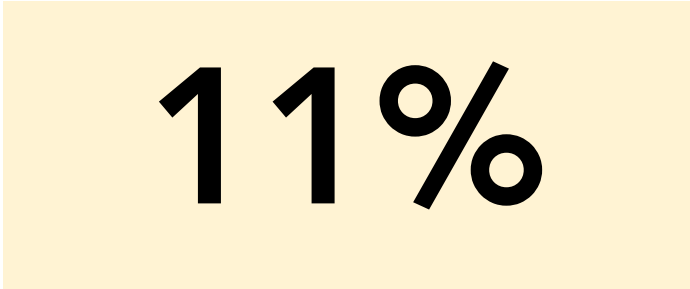
RESPONSE: OOH advertising can drive sales

OOH can allow brands the chance to reach people in the right place and/or the right time that can make them more likely to act – and trigger a response at the bottom end of the funnel. Digital OOH campaigns that are particularly relevant to the moment (e.g. weather, location, time) can also substantially improve response too.



47%

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



11%

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



16%

Sales uplift within using dynamic DOOH (vs no OOH)

RESPONSE: OOH advertising drives Search

In January 2023 the OOH industry came together to illustrate how OOH and DOOH placements drive mobile search and purchases.



38%

Searches made OOH are 38% more likely to drive a purchase than those performed at home



80%

80% of searches occur on the morning commute



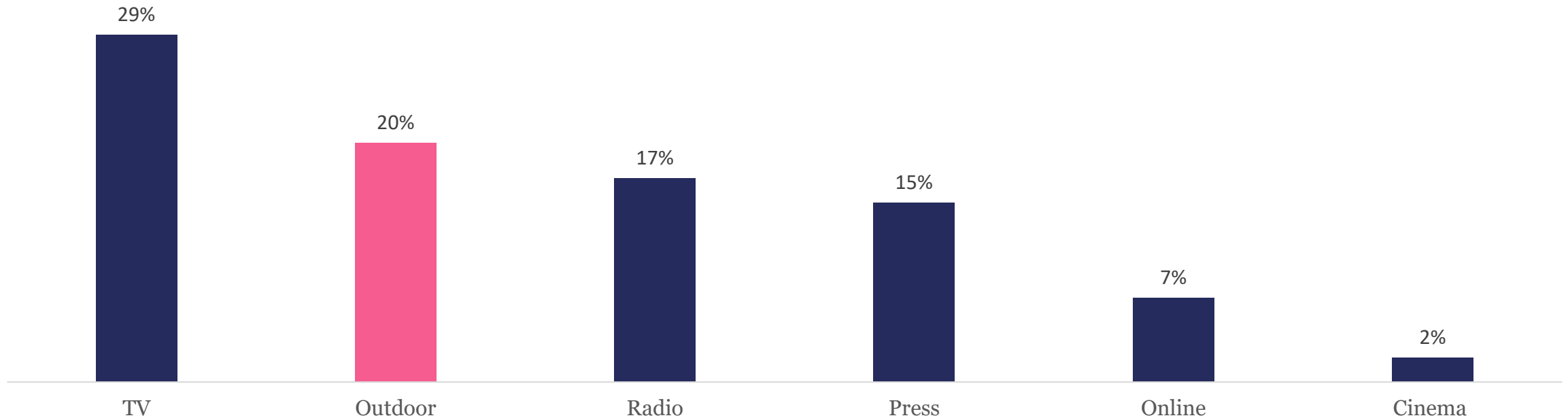
62%

Are also encouraged to search when an out of home advertising campaign features a location call out

The study showed that searches made out of the home, were more impulsive than those at home- meaning people are reacting to ads and outdoor stimuli and open to influence whilst in that active mindset.

RESPONSE: Adding OOH delivers 20% increase in very large effects

When OOH is added to the media mix there is a 20% increase in the average number of 'very large business effects' seen – second only to the impact seen of adding TV to the media mix

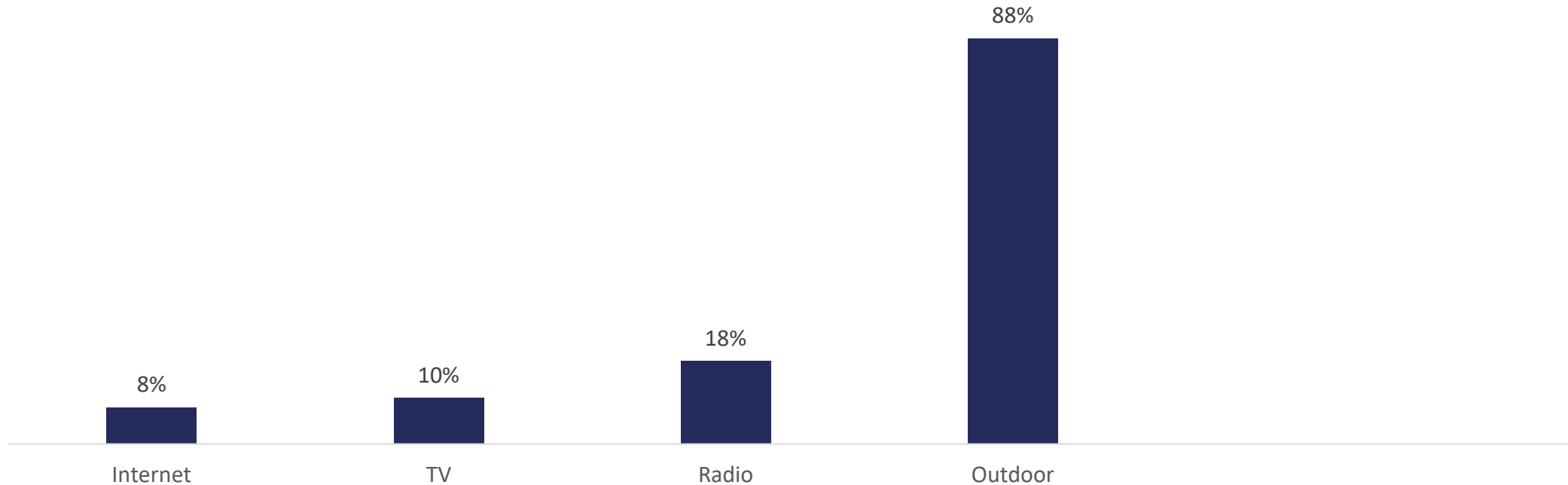


Memorable

MEMORABLE: drives engagement

OOH is the medium experienced most recently before shopping

Seen or heard advertising 30 mins before shopping



MEMORABLE: DOOH is memorable and can drive engagement

DOOH is rated as being memorable than TV, social media and online advertising and can drive online engagement too.

+10%

More memorable than TV ads

+50%

More memorable than social media

+85%

More memorable than ads on websites

38%

Have visited a website from a DOOH ad

33%

Have used a hashtag from a DOOH ad

Relevant

RELEVANT – Contextual Opportunities

A recent pioneering study, that monitored the brain responses of more than 160 participants on exposure to digital OOH advertising, found:

- An average 12% increase in brain response when an ad was played at a relevant moment vs. a less relevant moment, e.g. displaying an alcohol brand on a Friday PM vs. Monday AM
- An average 18% increase in brain response when an ad played relevant content.
- A huge 32% increase in brain response when an ad was played, displaying relevant content at the relevant moment. For example, “It’s our Open Day today, Bournemouth”.



RELEVANT – The Research

Consumer brain response was 18% higher when stimulated by relevant content in DOOH campaigns. This led to a 17% increase in recall and in turn delivered a 16% sales uplift.

Relevant Moment

Standard DOOH displayed at a relevant moment vs. less relevant moment.

+12%

Relevant Content

DOOH that has an explicit call out to relevant content (e.g. the sun is shining)

+18%

Relevant Moment + Content

Standard DOOH displayed at a relevant moment vs. less relevant moment.

+32%

Average increase in brain response (test vs. control)

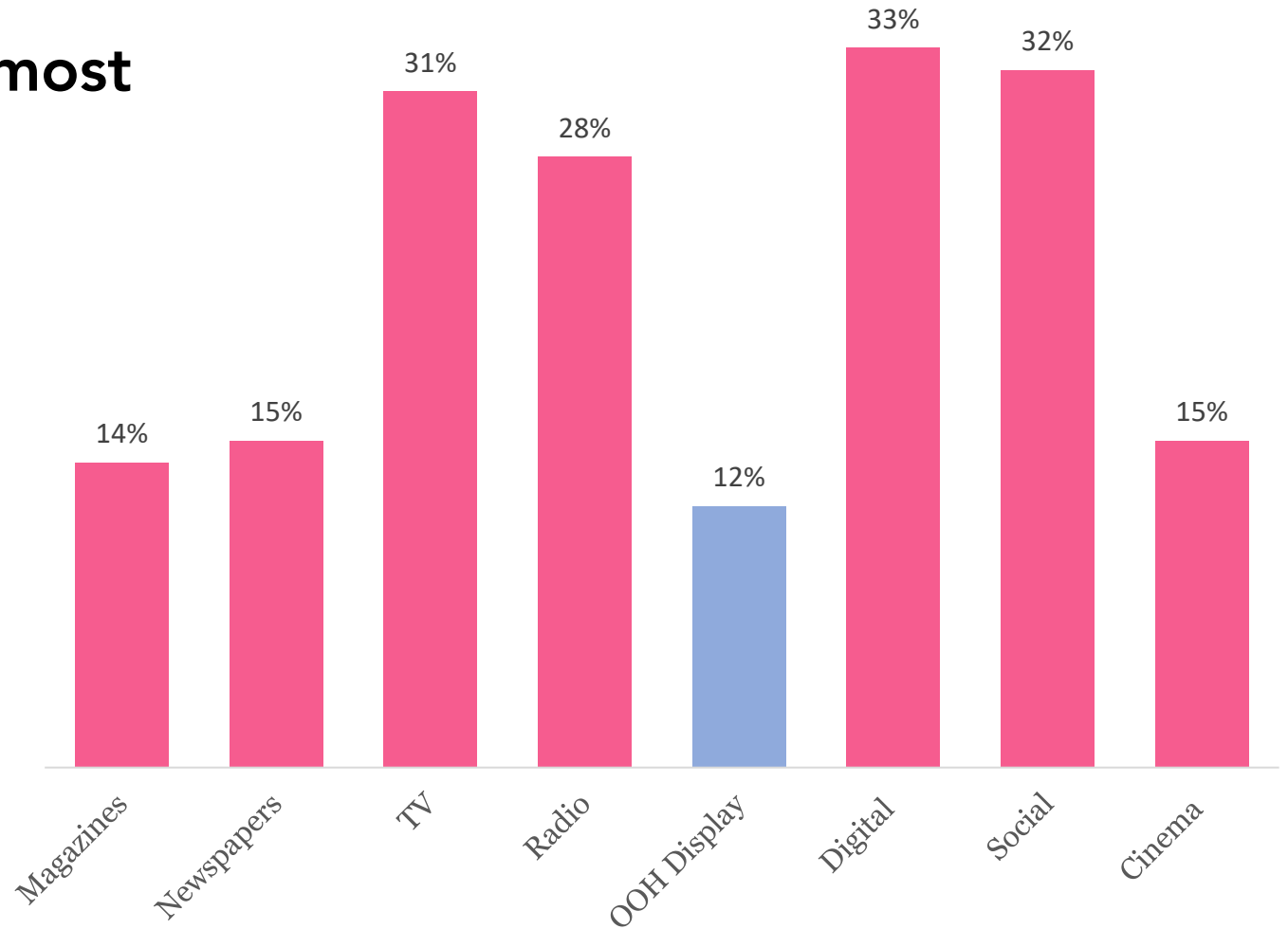
Receptive

RECEPTIVE: OOH is one of the most liked/least annoying ad formats

The right context is key when it comes to landing your message. Research shows that campaigns are seven times more impactful when the audience is receptive.

Deciding on what media format is right for your brand can be tricky. It helps to know what people think of different media, before committing it to your marketing plan.

This year's Media Reactions study by Kantar show us that offline channels (including DOOH) continue to dominate the channels consumers are most receptive towards.



Calculated using the average of the following statements:
The ads are annoying / I feel bombarded by the advertising in this media



THE OUTSET
LEASED &
SERVICED
OFFICES
CO-
WORKING
01925 418 064

REED

THE OUTSET

Positive
connections
start here
Alight

Thank you

