



Real. Powerful. Advertising.

Out of Home Advertising



Outdoor Advertising Association of America

OOH Value Proposition

In a world of clicks, likes, and page views, Out of Home advertising (“OOH”) is more of a core media buy than ever before. OOH is the real thing. It can’t be blocked, skipped, or viewed by bots. OOH is always on, surrounding and immersing audiences with real, powerful, advertising, wherever consumers live, work, travel, shop, and play.

Real. Creative. Advertising.

OOH advertising offers big, bold, powerful storytelling, and a range of formats and unique locations that deliver larger-than-life impact. New mobile, wireless, and digital OOH technologies offer creative and innovative ways to interact and transact with consumers.



Real. Relevant. Advertising.

OOH advertising delivers the right message, at the right time and place, to the right audience. It offers highly targeted and contextually relevant advertising based on location, demographics, consumer behavior, and even day-part.

Real. Connected. Advertising.

OOH uses leading-edge technology to strengthen bonds between brands and consumers, to improve targeting and ROI analysis, and to stay ahead of where consumers are heading. With connected networks and platforms, OOH advertising is a fully integrated partner in the media planning and buying ecosystem.

Real. Effective. Advertising.

OOH advertising drives awareness and brand affinity. It’s also a proven media amplifier, because it extends reach and frequency in integrated campaigns and is the most efficient driver of mobile, social, and digital engagement.



Real. Powerful. Advertising.

Out of home advertising (“OOH”) is the fastest growing traditional media in America – more than TV, radio, and print. OOH thrives because OOH is anything *but* traditional. Fueled by unrivaled vision and creativity, OOH advertising will always deliver innovative ways to help advertisers take their message further.

These pages tell the OOH story. What OOH advertising stands for. Why it is so powerful. And why advertising and media professionals should take notice.

OOH advertising is real, powerful, advertising. Read on to see why OOH should be a core part of *your* media mix.



Embracing change

OOH advertising today is a diverse mix of billboards, street furniture, transit, and place-based media. The medium has evolved from paper posters and hand-painted signs, to vinyl and digital billboards, to place-based displays and emerging technologies like geofencing and wireless beacons. Over the years, the only constant has been change. OOH works because OOH as an industry has always embraced change – evolving, transforming, and sometimes even disrupting, in order to stay relevant in today's digital landscape.



Why OOH is a core media buy

Creative	Big, bold, immersive storytelling that only OOH can deliver.
Relevant	Audience + Location + Data means OOH is always on target.
Innovative	Practical innovations that all advertisers, big and small, can implement and scale.
Integrated	OOH amplifies other media in an integrated plan, and drives mobile, social, and digital.
Effective	OOH is the second fastest-growing ad medium for a reason. It delivers huge reach with superior ROI, while complementing digital impressions in the real world, closest to the point of sale.

The OOH promise

A core media buy

In today's world of clicks, likes, and page views, OOH advertising is a core media buy. OOH is more creatively impactful, more contextually relevant, and more of a media amplifier than ever before. It's the real thing. OOH can't be blocked, skipped, or viewed by bots. It is always on, surrounding audiences with real, powerful, advertising, wherever consumers live, work, travel, shop, and play.



What OOH stands for

Creatively impactful

- Big, bold, beautiful creative
- Larger-than-life storytelling
- Wide range of sizes, shapes, and formats

Contextually relevant

- Right message, right audience, right time, right place
- Can target by location, demographic, day-part, behavior
- Unparalleled place-based engagement

Media amplifier

- Dramatically extends reach and frequency
- Most effective driver of mobile, social, and digital
- Mass reach and viral potential make campaigns bigger

Ubiquitous

- Real-life impact in a digital world
- Always on
- Can't be blocked, skipped, or viewed by bots

Connected

- Wireless, beacons, augmented reality, and other tech connect and engage
- Connected digital networks and buying platforms
- Full partner in integrated media planning

Data-driven

- Geo-location, audience measurement, and advanced data analytics for better targeting, insights, and ROI

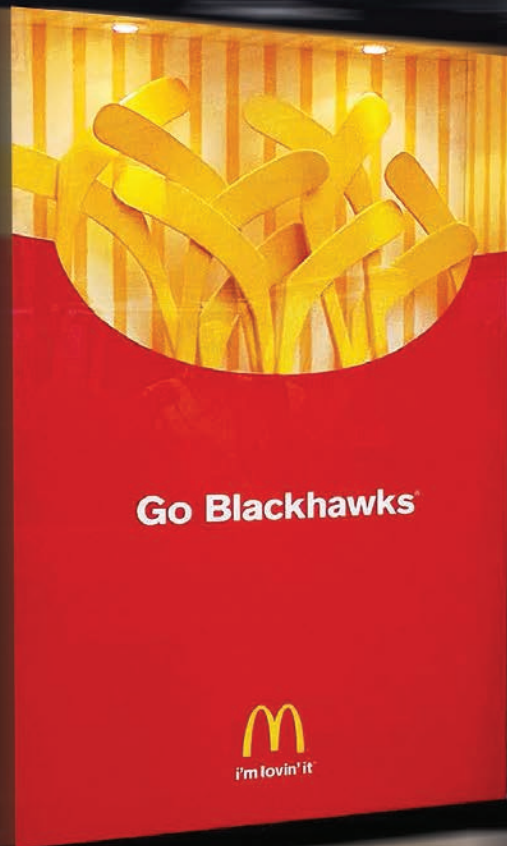
Accountable

- Customer-focused and results-driven

Innovative

- Forward-thinking, digitally native, media fluent

OOH by the numbers



Many of the most innovative and creative brands in the country are the largest OOH advertisers, including Apple, McDonald's, Coca-Cola, Verizon, AT&T, Samsung, and Geico.

- Record levels of consumer miles driven and passenger miles flown have helped make OOH the **second fastest-growing ad media** in the U.S. Only digital advertising has grown faster.
- Consumers 18-64 spend more **time** with OOH than any other ad media except for television.
- Though consumers spend **70%** of their waking hours away from home, on average, only 5% of ad budgets are spent on OOH.
- OOH is a highly effective **local media**. About 7 out of 10 OOH ads promote local businesses.
- There are currently **6,700 digital billboards** in the U.S., a 109% growth rate since 2012.
- OOH delivers **superior ROI**. For every \$1 spent on OOH approximately \$2.80 in sales is generated, compared to \$2.43 for TV and \$2.41 for print.
- OOH drives more **online activity** per ad dollar spent than any other traditional media. OOH is 382% more effective than TV, 200% more effective than print, and 63% more effective than radio in driving consumers online.
- 85% of all consumers believe OOH is **useful**, 83% believe it is **informative**, and 82% say it **creates jobs** and stimulates the economy.



Real. Creative. Advertising.

Real. Relevant. Advertising.

Real. Effective. Advertising.

Real. Ubiquitous. Advertising.

Real. Connected. Advertising.

Real. Immersive. Advertising.

Real. **Powerful.** Advertising.



Outdoor Advertising Association of America

The Outdoor Advertising Association of America ("OAAA") is the national trade association for the out of home advertising industry, representing nearly 800 member companies. Founded in 1891, OAAA is a passionate advocate and a progressive thought leader that protects, unites, and advances the interests of out of home advertising. OAAA's strategic focus includes advocacy, government affairs, marketing, communications, and operations. To learn more, visit oaaa.org.



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