



Out of Home Advertising Association of America

Maximizing OOH in Today's Marketplace

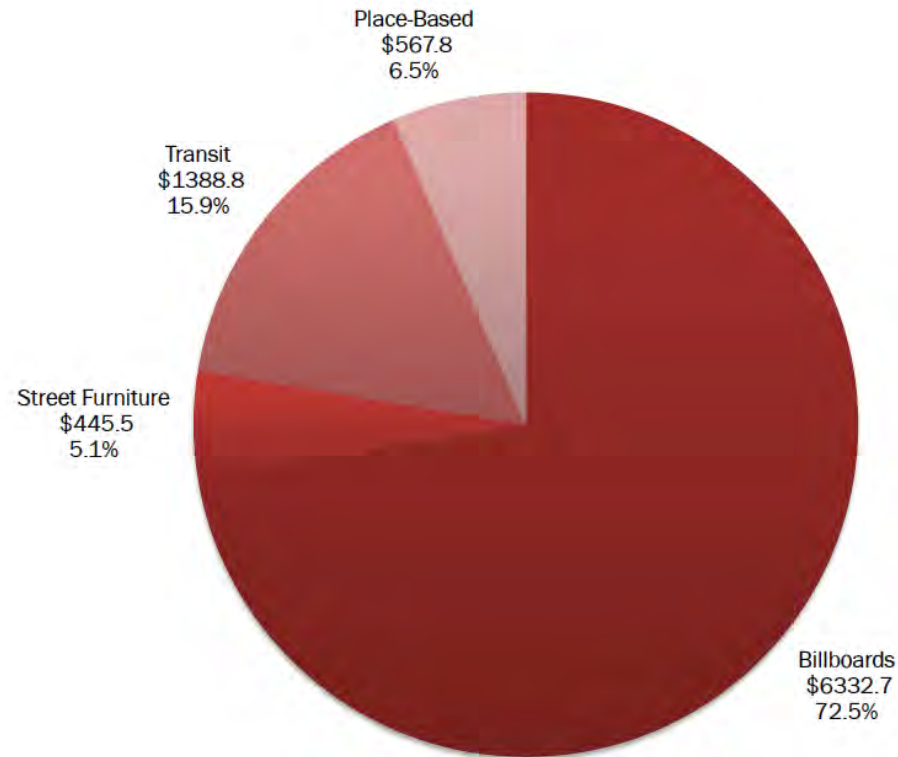
Key 2024 Trends & Consumer Insights

OOH Industry Growth



OOH Ad Spend Grew 2.1% to \$8.73 Billion

2023 YE
Total OOH Revenue \$8.73 Billion



2023 Category Performance vs. 2022

- Billboards +2%
- Street Furniture -8%
- Transit +7%
- Place-Based +2%

+10%

DOOH Growth

Digital OOH represents 33% of total OOH, format figures in millions.
Source: OAAA

OOH Ad Spend: Top 25 Product Categories

1. Legal Services
2. Hospitals, Clinics & Medical Centers
3. Domestic Hotels & Resorts
4. Consumer Banking
5. Quick Serve Restaurants
6. Colleges & Universities
7. Local Government
8. Chain Food Stores & Supermarkets
9. Television & Cable TV
10. Religious, Charitable & Humanitarian Organizations
11. Apparel
12. Real Estate Agents, Agencies & Brokers
13. Live Theater, Opera, Music, Dance
14. Medical & Dental Insurance
15. Motion Pictures
16. Fuel Suppliers, Plumbing, HVAC Services
17. Computer & Software Stores & Services
18. Architects, Contractors, Engineers
19. Casual Dining Restaurants
20. Amusements & Events
21. Computer Software
22. Jewelry Stores
23. Wireless Telecom Providers
24. Organizations
25. Local Restaurants

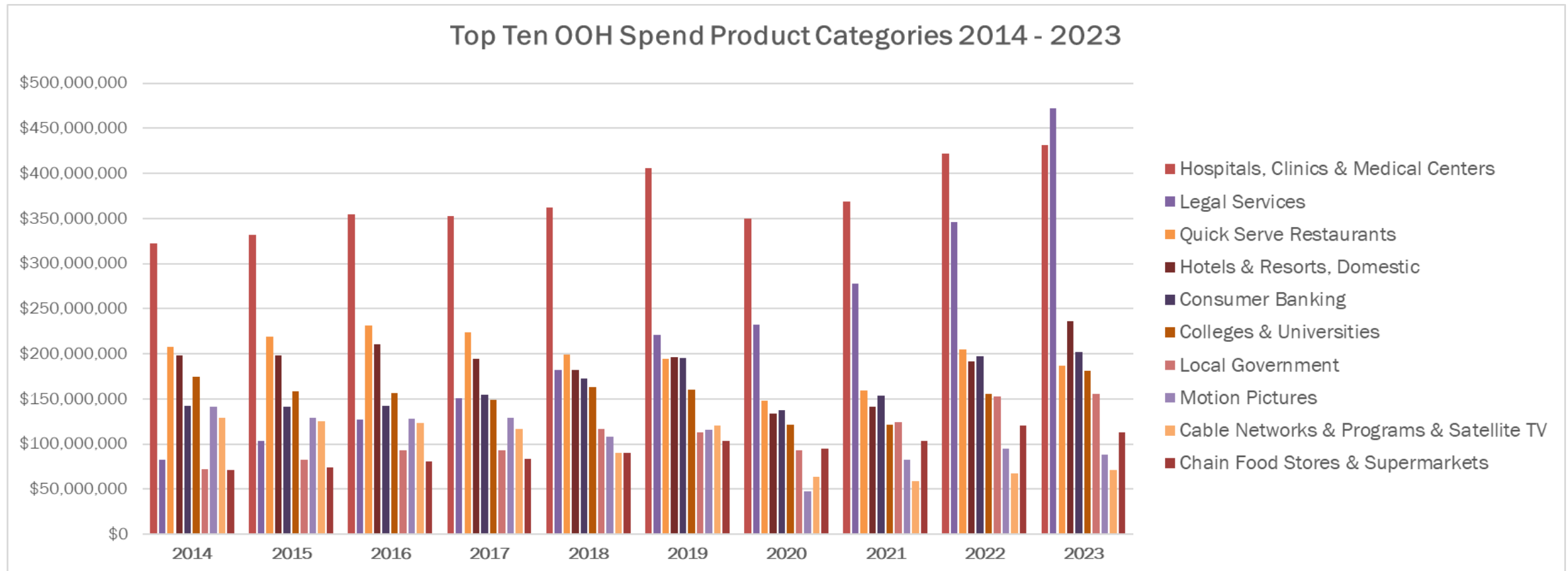
The top 25 product categories account for 52% of total OOH spend



Source: Vivvix (a MediaRadar Co.)

OOH Ad Spend: Product Category Trends 2014 - 2023

Hospitals/Clinics/Medical Centers replaced by Legal Services as Top Category in 2023



NOTE: OAAA estimates Vivvix under reports OOH spend by approximately 25%, so data in this chart is best used for longitudinal analysis.

Source: Vivvix (a MediaRadar Co.)

Top Ten OOH Advertisers and Parent Companies

Advertisers

- Apple
- McDonald's
- Disney
- Coca-Cola
- Amazon
- Uber
- T-Mobile
- American Express
- Coors
- Dunkin'



Access the full 2023 MegaBrands report [here](#)

Parent Companies

- Walt Disney Company
- Comcast Corp.
- Apple Inc.
- McDonald's Corp.
- Molson Coors Brewing Co.
- Paramount Global
- LVMH Moët Hennessy Louis Vuitton SA
- Coca-Cola Co.
- Amazon.com Inc.
- Warner Bros Discovery Inc.

Source: Vivix (a MediaRadar Co.)

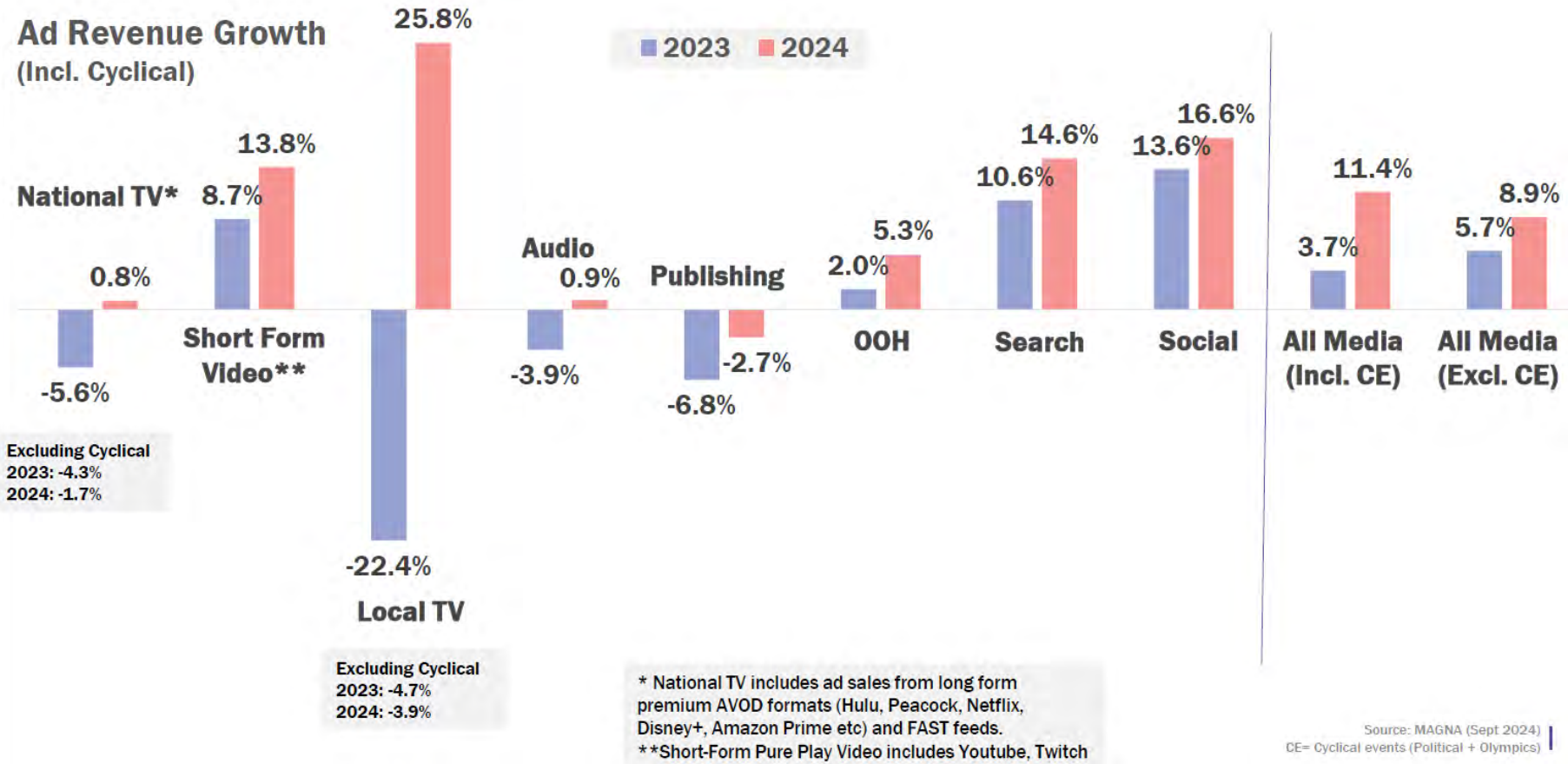
US Total Core Media 2023 Growth + 2024 Forecast

2023

- Total media grew 5.7%
- OOH grew 2.0%

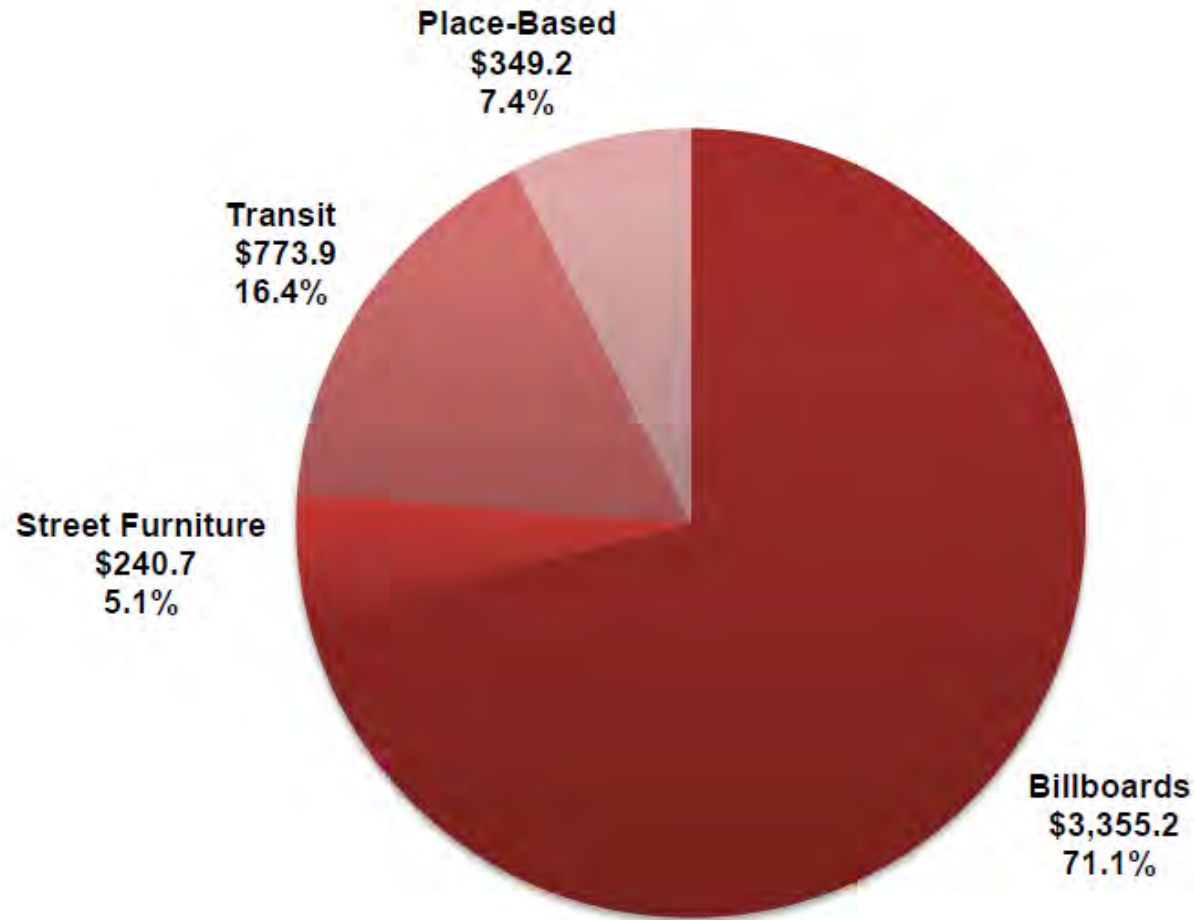
2024 MAGNA Forecast

- Total media growth of 8.9%
- OOH growth of 5.3%



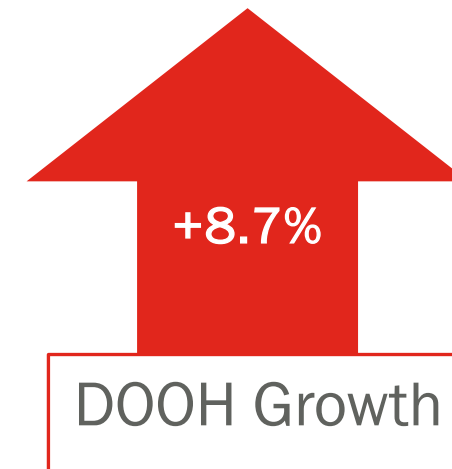
Source: MAGNA (Sept 2024)
CE= Cyclical events (Political + Olympics)

H1 2024: OOH Spend Grew to Record High \$4.72 Billion



H1 2024 vs. H1 2023 Category Performance

- Billboards +3.4%
- Street Furniture +0.2%
- Transit +15.6%
- Place-Based -0.7%



Digital OOH represents 33% of total OOH, format figures in millions.
Source: OAAA

Consumer Journey & Experience



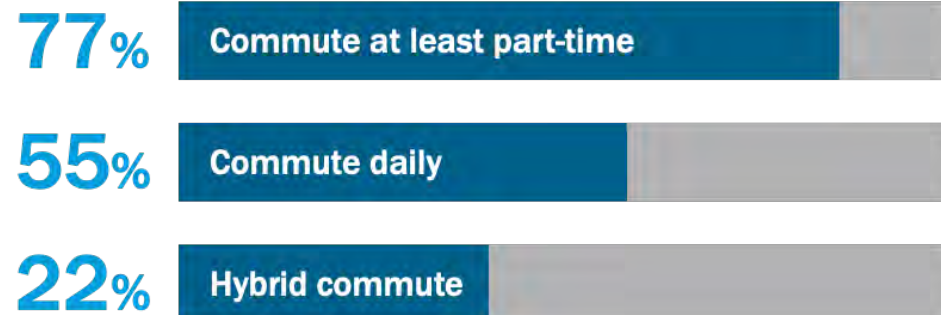
YTD 2024 Auto Travel Exceeds 2019 + Almost 80% Commute

US Travel: Millions of Vehicle Miles

- January–July 2024 = 1,897,967 million
- January–July 2019 = 1,889,100 million



Commuting to Work - US Adults



Source: Morning Consult

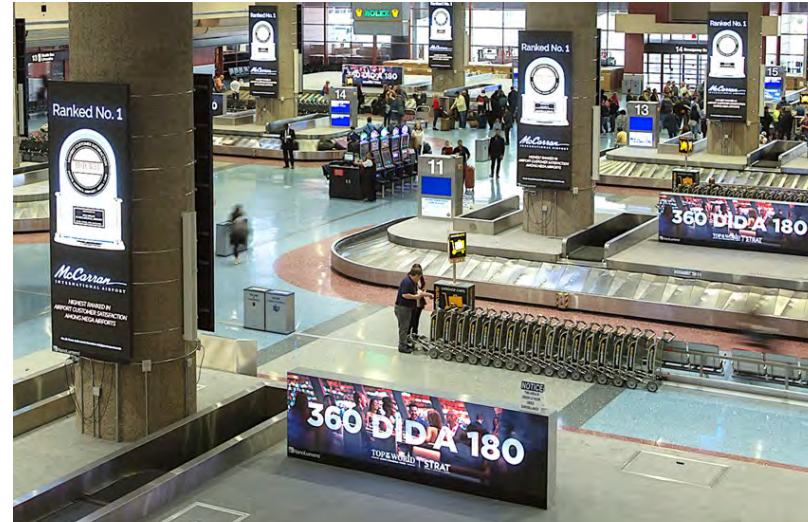
Transit and Airport Volume Continue to Grow

US Air Travel

- Up 6.2% August 2023–July 2024 vs. the previous 12 months

US Transit Ridership

- Up 8% in H1 2024 vs. H1 2023
- Bus ridership up 9.8% in H1 2024 vs. H1 2023



Source: APTA, US DOT

Consumer Mobility + OOH Reach Drives Ad Notice



Consumer Mobility Heightens OOH Ad Exposure

86% of adults have driven or ridden in a vehicle in the past 30 days

56% of adults have walked in a town, city, or downtown in the past 30 days

OOH's Massive Reach Generates High Consumer Notice

88% of adults have seen OOH ads in the past 30 days

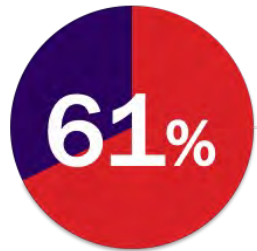
85% of adults look at OOH ads all, most or some of the time

Source: Morning Consult

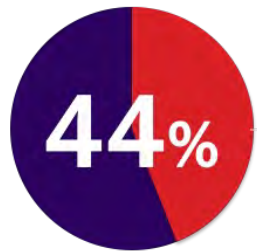
OOH Complements Consumer Experiences, Engages When Most Likely to Act

Engages When Most Likely to Act

OOH Ads Evoke High Favorability with Consumers



61% of adults view billboard ads favorably, high than any competitive media



44% net favorability rating for OOH ads beats digital media, radio, podcasts, streaming audio



Source: Morning Consult

Consumers Are Highly Engaged With OOH



85% of Viewers Find OOH Ads Useful

Types of OOH ad messages consumers find most useful:

- 42%** special offers and promotions
- 38%** COVID safety and hygiene
- 29%** awareness of new business/service
- 25%** advertiser services and business hours
- 21%** advertiser website or social media information



Source: The Harris Poll

OOH Ads Most Likely to Engage Consumers: Colorful, Clever and Clear

OOH Ads Most Likely to Engage Consumers:



- 45%** Colorful and vibrant
- 38%** Portrays something clever or funny
- 36%** Simple design, few words, easy to read
- 32%** Big and bold (e.g., a larger than life mural on a tall building, bus or mobile billboard)
- 19%** Evokes an emotional feeling/has a serious tone
- 17%** Abstract and creative illustration with no words

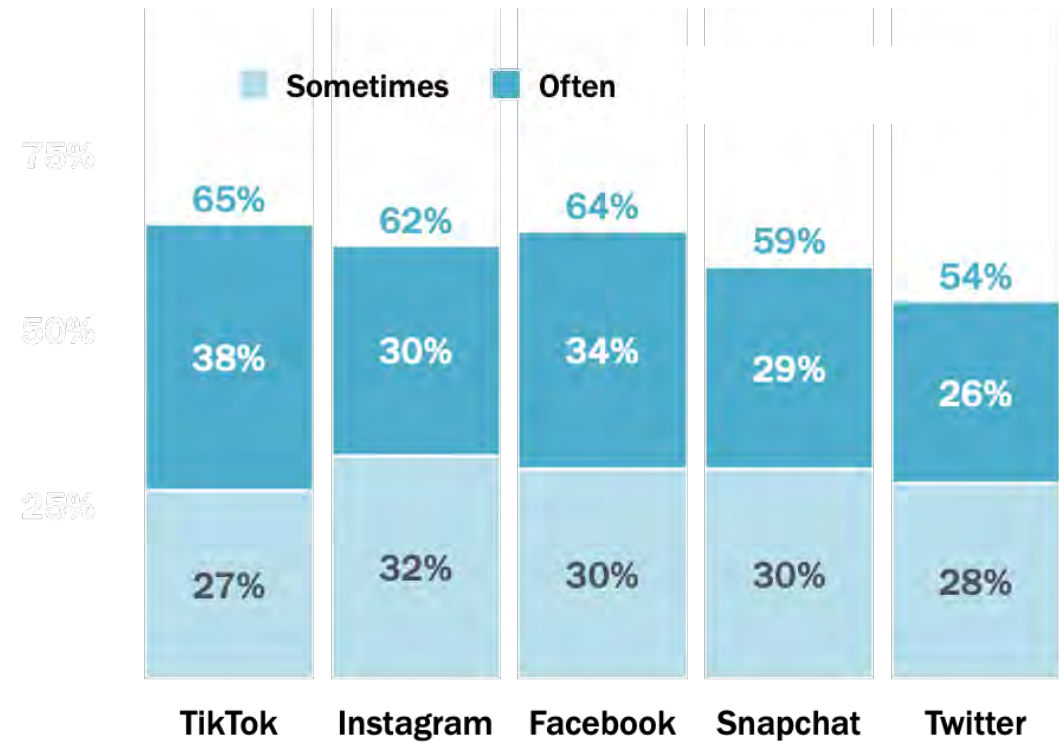


Source: The Harris Poll

Social Media Users Notice OOH Ads Posted on Platforms

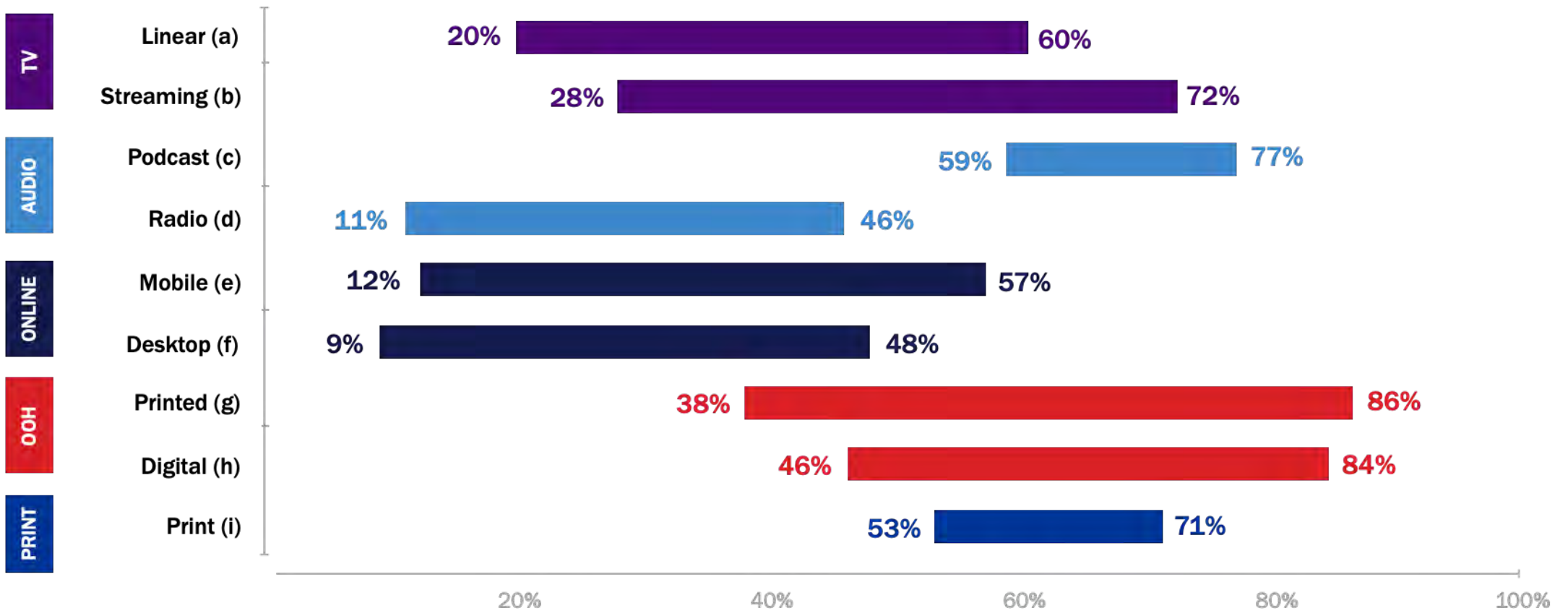
How often do you see out of home advertisements reposted on the following social media platforms?

Among users of each social media platform



Source: The Harris Poll

OOH Generates Highest Ad Recall of All Core Media



Source: Solomon Partners

OOH's Valuable Audience



Importance of OOH Ad Messages Reflecting Target Audience Identity.

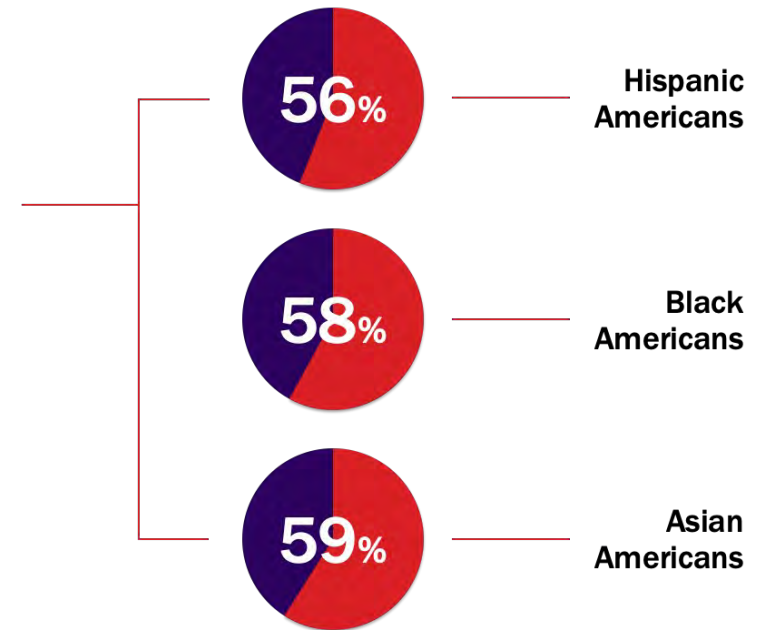
% more likely to notice OOH ads reflecting their cultural identity

OOH viewers are younger and have higher income than the general population

OOH's highest indexing viewers: ages 18 - 44

OOH over-indexes with Asian and Hispanic Americans, and with Black Americans in many OOH formats

Asian, Black, and Hispanic Americans are more likely more likely to notice OOH ads that reflects their cultural identity



Source: The Harris Poll, Morning Consult

OOH Resonates with Multicultural Consumers

Favorability Toward OOH Advertising Over Indexes with Multicultural Consumers vs. US Adults

Asian Americans	+8%
Hispanic Americans	+14%
Black Americans	+20%

More Likely to Notice OOH Ads with Directions to Stores/Restaurants vs. US Adults

Black Americans	+7%
Hispanic Americans	+17%
Asian Americans	+27%

More Likely to Visit Stores/Restaurants within 30 Minutes of Seeing Directional OOH Ads vs. US Adults

Black Americans	+28%
Hispanic Americans	+28%
Asian Americans	+40%



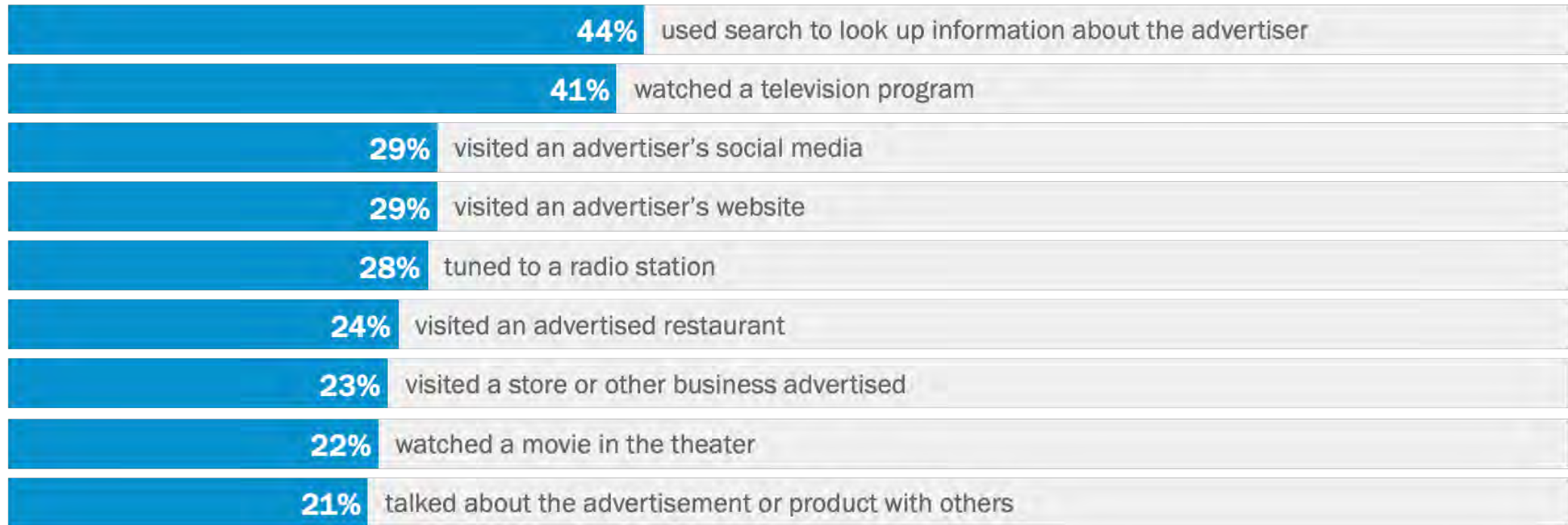
Source: Morning Consult

OOH Effectiveness



Almost Four in Five Act Following Recent OOH Ad Exposure

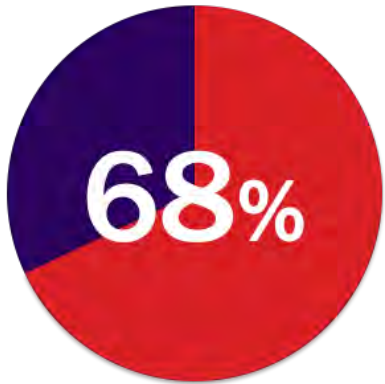
78% of US adults took an action after recently seeing an OOH ad including:



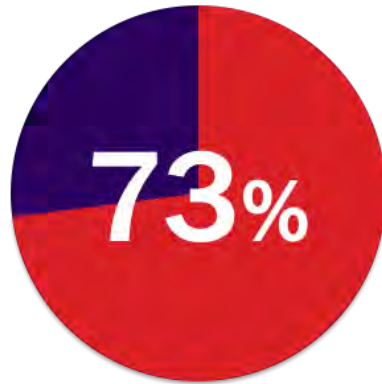
Source: Morning Consult

OOH Engages Consumers On Journeys to Retail Stores

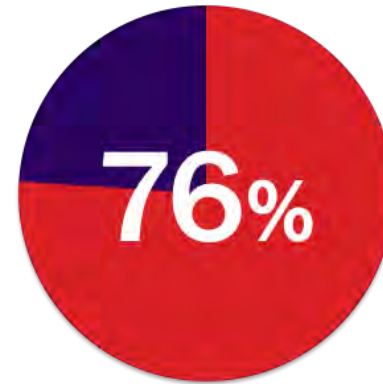
Almost ~70%+ Notice OOH Ads on Their Way to In-Store Shopping



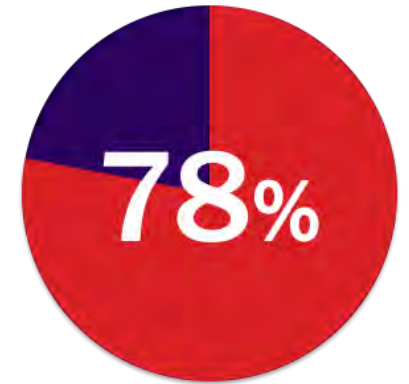
US Adults



Asian Americans



Hispanic Americans



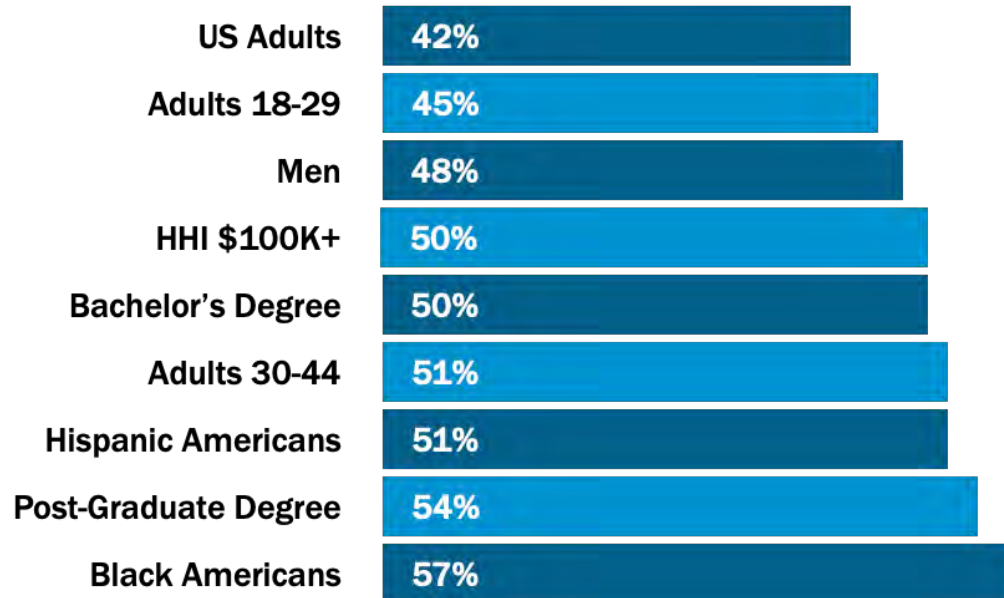
Black Americans

Source: Morning Consult

OOH Influences Consumer Purchase Decisions



Almost Half Say OOH Ads Impact In-Store Purchase Decisions



Source: Morning Consult

OOH Primes Mobile Activation



76% of US adults took an action on their mobile device after recently seeing an OOH ad including:



Source: Morning Consult

OOH Most Efficient at Driving Online Activation

Top Efficiencies - OOH Ads Prompted Consumers to Take Action:

41% used a search engine

33% visited a website

21% posted in social media

19% downloaded an app

33% searched social media

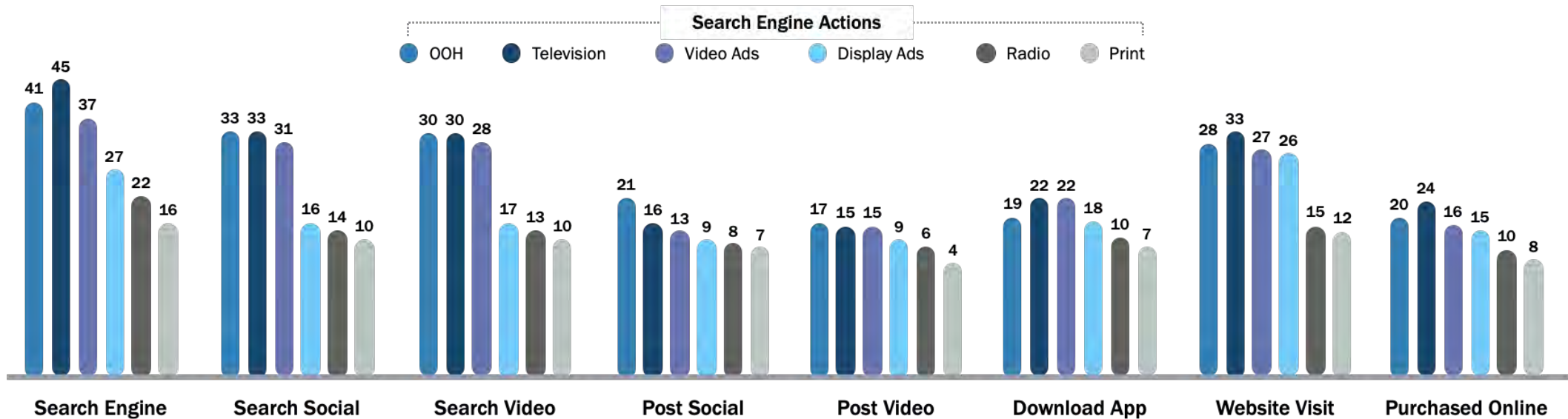
30% searched for video

20% made an online purchase

18% posted a video

Interpreting Survey Chart Results | Within the past six months, 41% of US adults used a search engine to look up information after seeing an out of home ad.

Methodology: Conducted online between March 3 and 31, 2022, among a representative sample of 1,580 US residents aged 16-64. Ad spend data supplied by MAGNA | Source: OAAA, Comscore



Source: Comscore

OOH Ads Amplify All Media Plans – Delivers Huge Boost to Search ROI

+40%

OOH boosts
ROI of Search



Source: Benchmarking

OOH Engages Gen Z + Millennials – Reaches Them Again on Social Media



OOH Ads Deliver Important Earned Impressions Through Social Media

67% of both Gen Z and Millennials have seen an OOH ad reposted on social media

91% of Gen Z and **82%** of Millennials would reshare an OOH ad on social media



Source: The Harris Poll

OOH Key Product Category Ads Most Relevant to Consumers

Consumers Rate a Wide Variety of OOH Product Ads as Most Relevant



63%
Retail



54%
Consumer Tech



62%
Fast Food



52%
Automotive



60%
Food &
Beverages



43%
Insurance



55%
Health Services



43%
Financial
Services

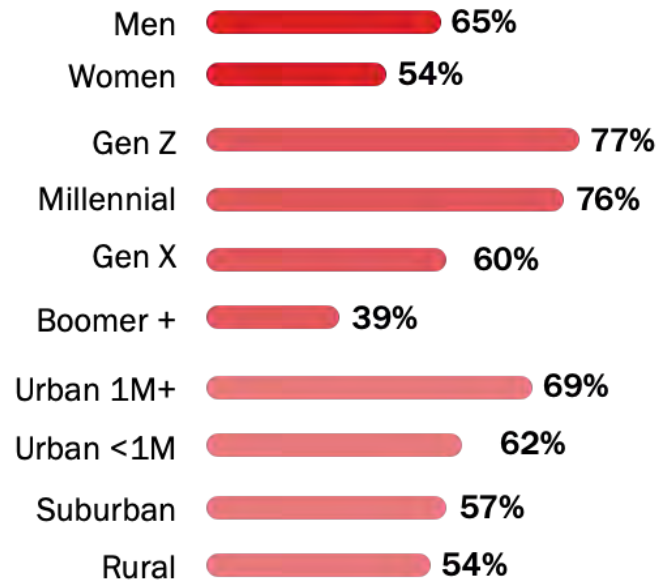


Source: The Harris Poll

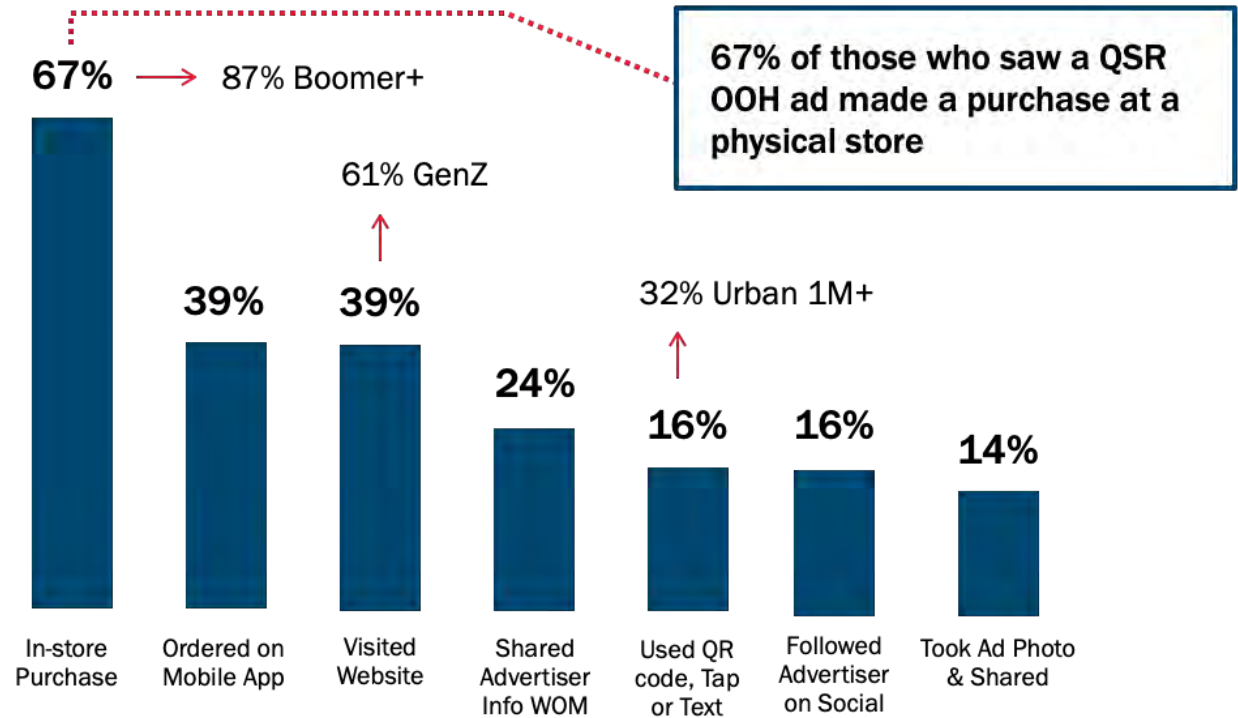
OOH Reaches QSR Consumers → Drives Sales

6 in 10 Recall Seeing OOH QSR Ads Recently

(Especially Younger & Urban Americans)



OOH QSR Ads Engaged Almost 9 in 10 Recent Viewers



Source: The Harris Poll

OOH Impact with Key Product Categories

OOH impact in driving notice and engagement, along with ad message content most likely to resonate with consumers

- Alcoholic Beverages
- Automotive
- Cannabis
- Financial Services
- Healthcare Services
- Home Improvement/Hardware Stores
- Hotels
- Insurance Services
- Legal Services
- Luxury Apparel
- Pharmaceuticals
- Political
- Quick Service Restaurants
- Sports Betting
- TV/Video Streaming Services

OOH: Improve Brand Sales ROI With Reallocation of Existing Budgets

Increased OOH allocation boosts media plan sales ROI at no additional cost



OOH delivers strong ROAS that improves total media mix ROAS



OOH drives improved brand perceptions throughout the marketing funnel



Current media mixes are not optimized because OOH is not planned at sufficient allocations



Underfunding OOH prevents total plan optimization due to over allocation to other channels

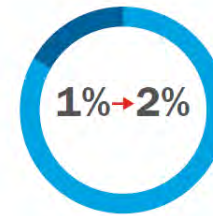


Increases of even a few points of share to OOH achieves the vast majority of total plan optimization

Key Findings

ROAS Impact of Boosting OOH Media Plan Share

Automotive



OOH share shift from 1% to 2%

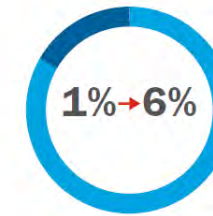
75%

capture of total ROAS optimization

\$52M

ROAS gain generated

CPG Food



OOH share shift from 1% to 6%

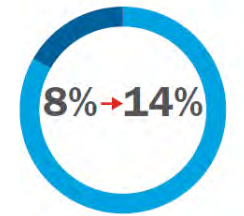
70%

capture of total ROAS optimization

\$2.4M

ROAS gain generated

Retail Grocery



OOH share shift from 8% to 14%

61%

capture of total ROAS optimization

\$16M

ROAS gain generated

OOH Performance Measurement: Brand Metric Scores ROI

Increased OOH allocation boosts media plan brand metric scores at no additional cost

Key Findings



OOH delivers strong ROAS that improves total media mix ROAS



OOH drives improved brand perceptions throughout the marketing funnel



Current media mixes are not optimized because OOH is not planned at sufficient allocations



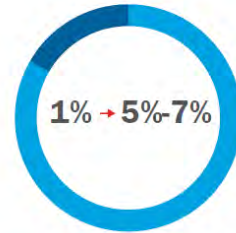
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Increases of even a few points of share to OOH achieves the vast majority of total plan optimization

ROAS Impact of Boosting OOH Media Plan Share

Automotive

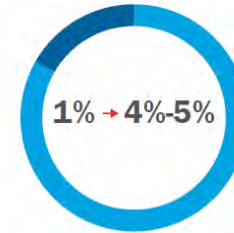


OOH share shift from 1% to a range of 5%-7% dependent on KPI (awareness, consideration, purchase intent) achieves

89%-96%

of total brand metric optimization

CPG Food

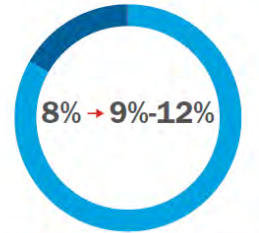


OOH share shift from 1% to a range of 4%-5% dependent on KPI (awareness, consideration, purchase intent) achieves

72%-79%

of total brand metric optimization

Retail Grocery

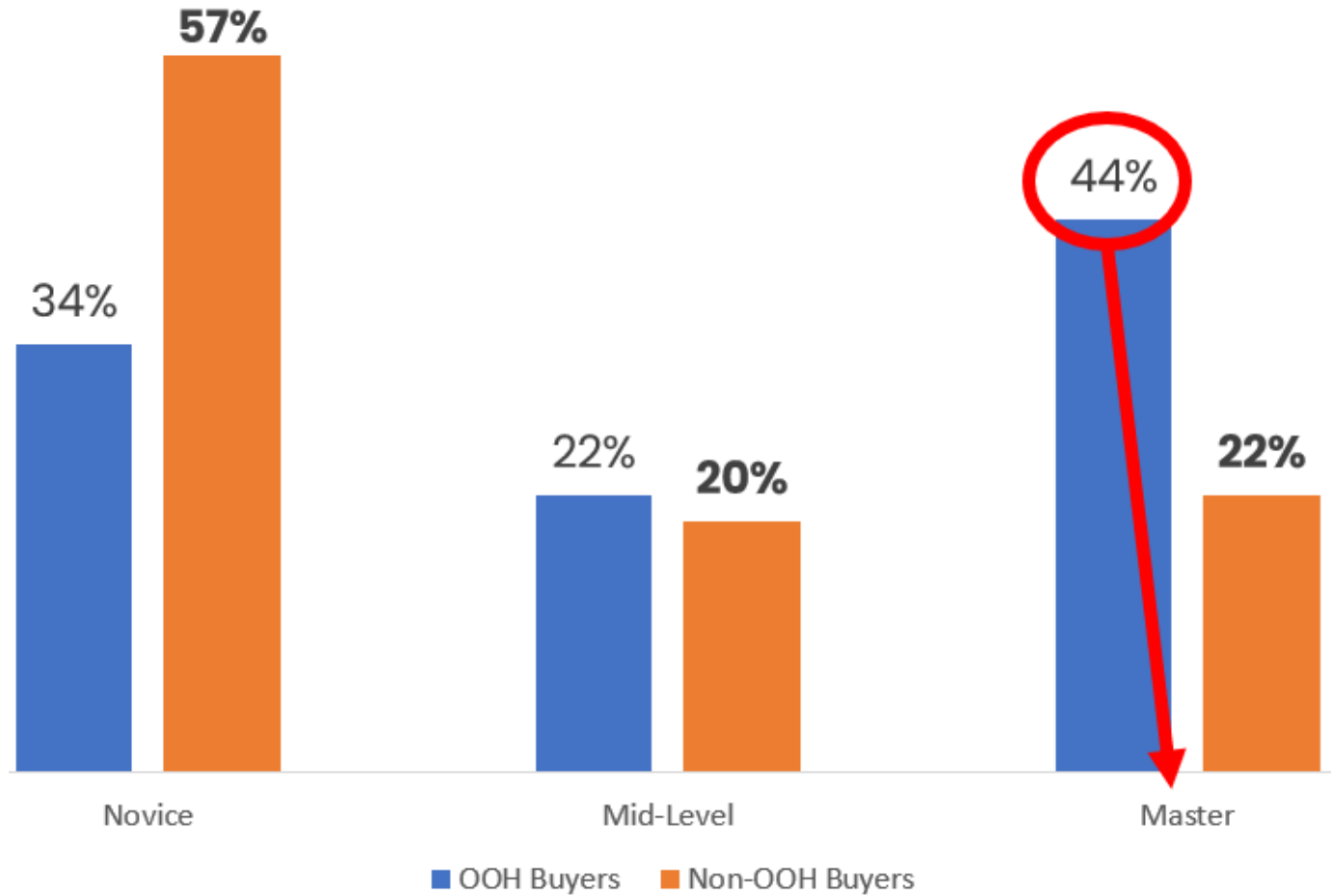


OOH share shift from 8% to a range of 9%-12% dependent on KPI (awareness, consideration, purchase intent) achieves

63%-99%

of total brand metric optimization

Local Advertising Master Marketers More Inclined to Buy OOH



Source: Borrell

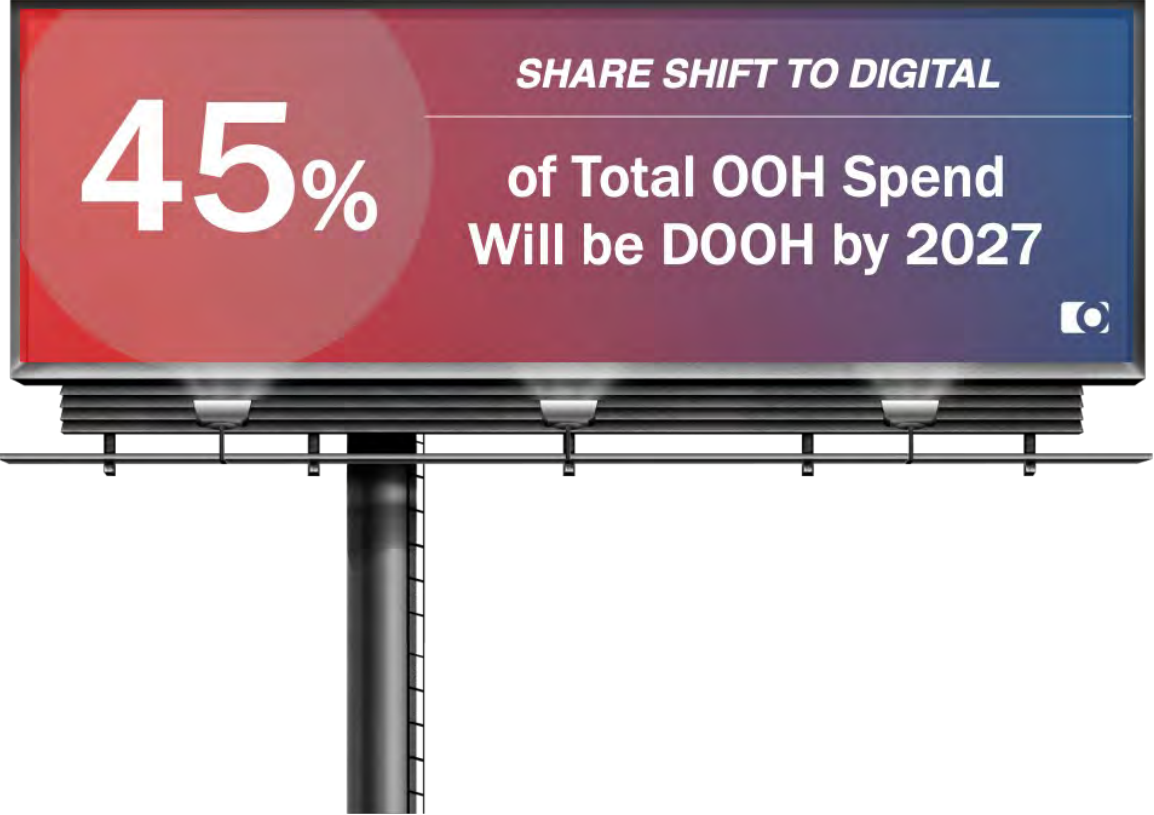
Digital Transformation



Digital: Key Growth Driver for OOH

10%
DOOH
Revenue
Growth
In 2023

16%
DOOH
Projected
Growth
In 2024



18K
Digital Billboard
Units
2024

Source: MAGNA, OAAA

Consumer Concerns with Competitive Digital Media



Consumers are annoyed by ad sponsored digital media content and feeling device fatigue

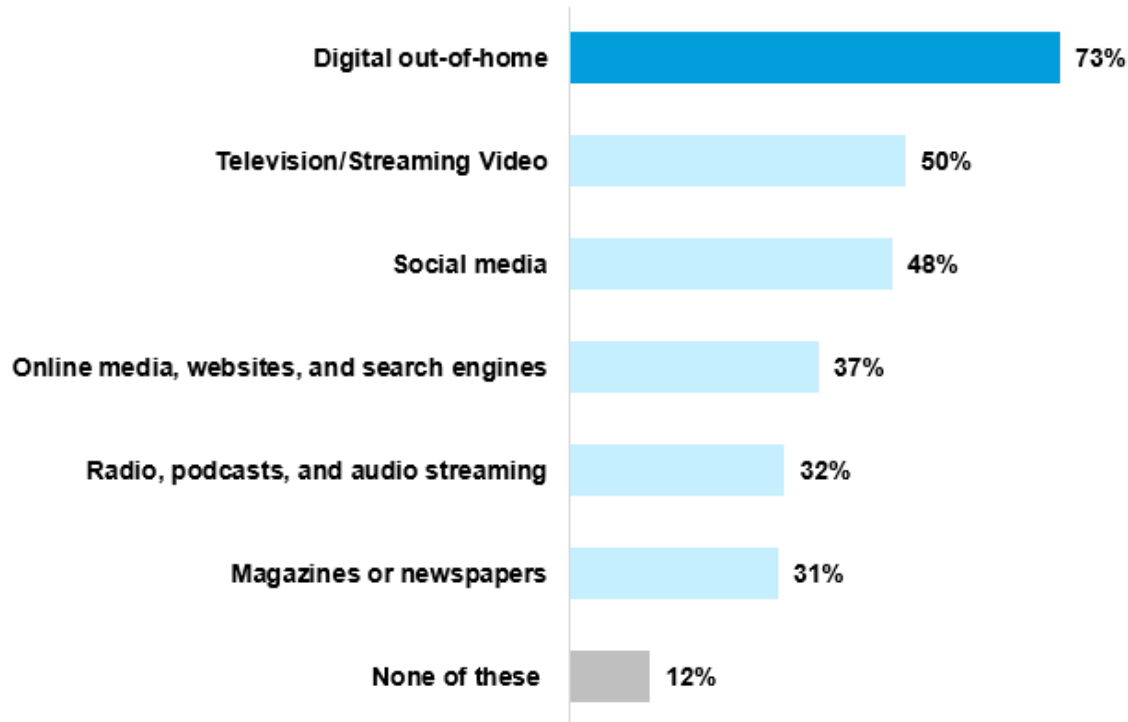
- 78%** are annoyed with ads that interrupt viewing, listening, and reading experiences
- 73%** are concerned about personal security and data when using online devices
- 68%** frequently skip online ads due to digital device burnout
- 43%** are actively trying to spend less time on their phone, computer, or reduce TV viewing

Source: The Harris Poll

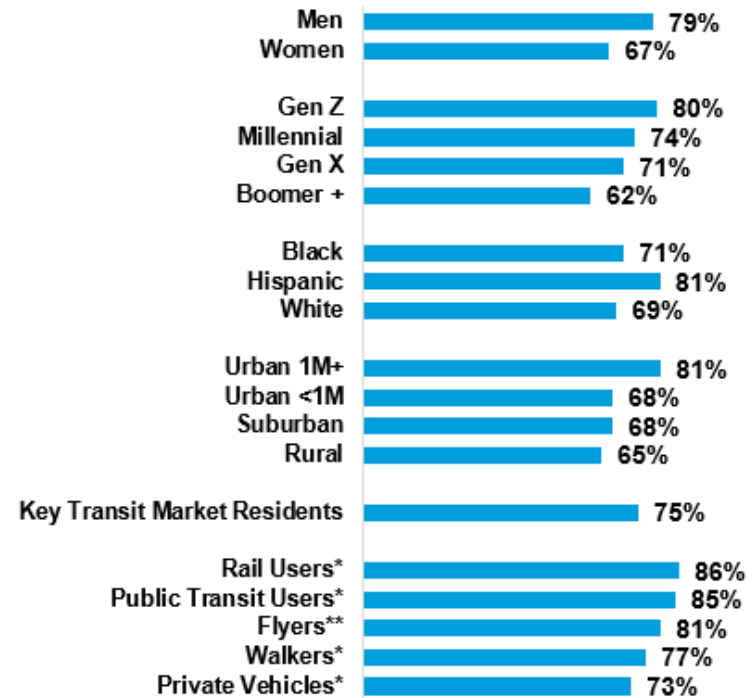
Digital OOH: Most Favorably Viewed Advertising Format

Consumers in large urban areas, transit users, and younger generations are most favorable toward DOOH ads.

Ad Type Favorability



% DOOH Favorability



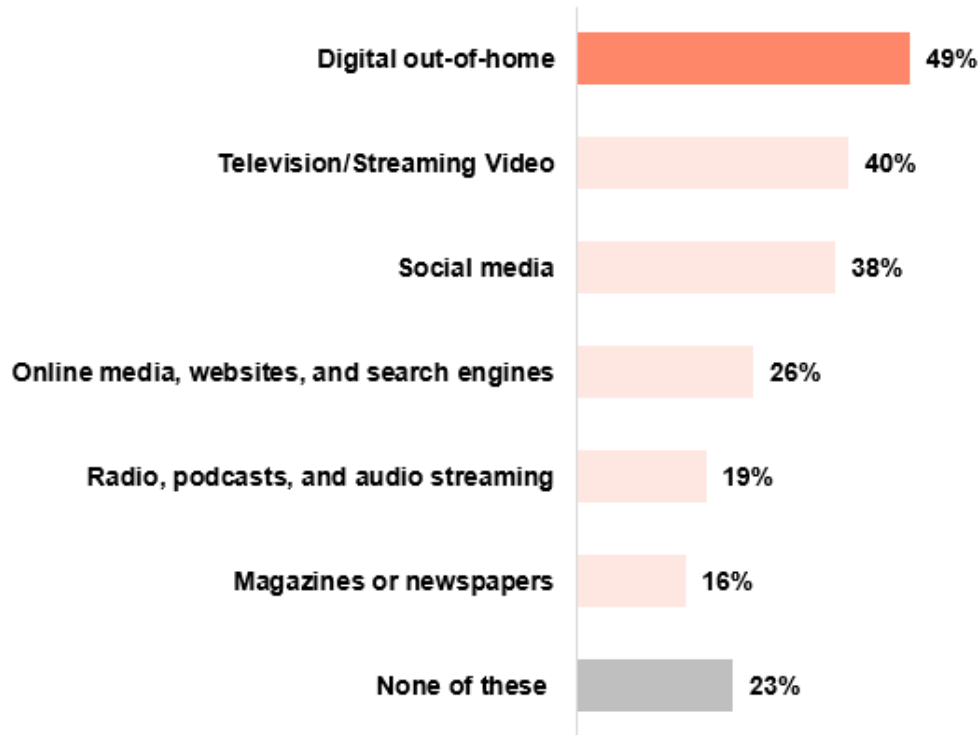
* Past Month
 ** Past 12 Months

Source: The Harris Poll

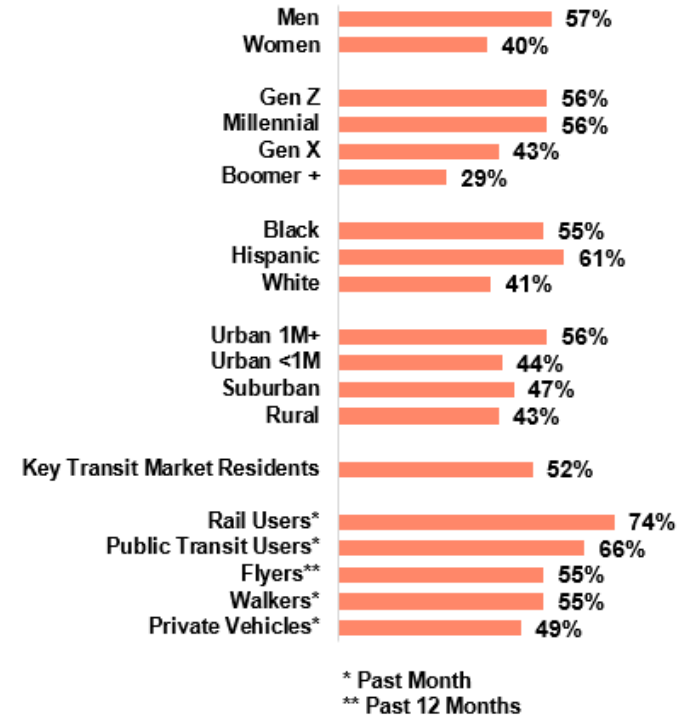
Digital OOH: Ad Format Most Likely to Drive Consumer Action

Consumers in large urban areas, transit users, and younger generations are most driven by DOOH ads to take action.

Ad Types to Drive Action



% DOOH Drove Action



Source: The Harris Poll

Digital OOH Generates Consumer Engagement



62%

of consumers have recently noticed digital billboard ads

78%

of viewers took action after seeing digital billboard ads (program tune in, dining, store visit or purchase)

77%

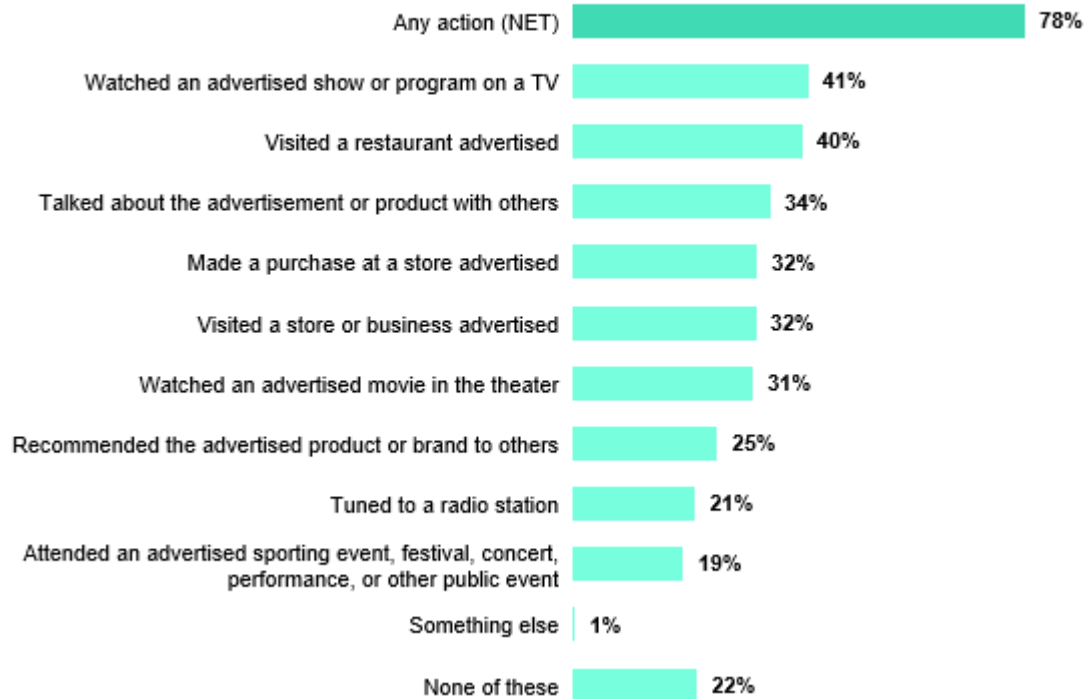
of viewers engaged in a mobile device action (search, website visit, purchase, access discount)

Source: The Harris Poll

Consumer Actions Most Likely Driven by DOOH Billboard Ads

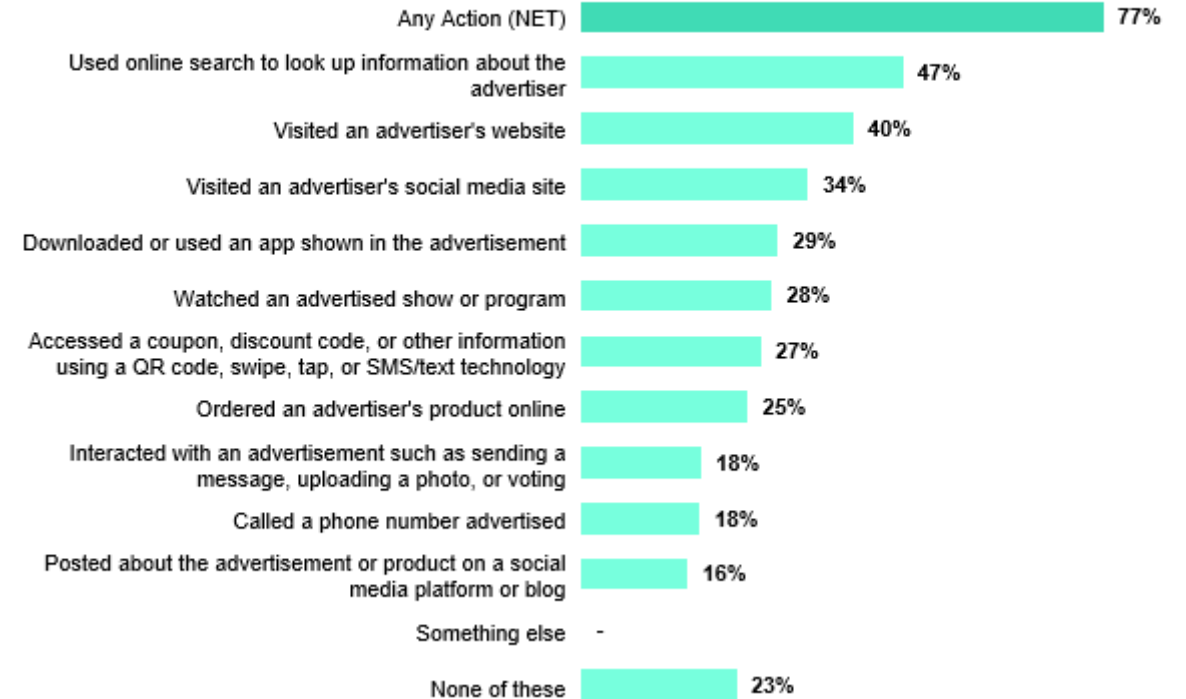
Actions Taken by Digital Billboard Ad Viewers

Among those who have seen Digital Billboard/Poster in the P3M



Smartphone Actions Taken by Digital Billboard Ad Viewers

Among smartphone users who have seen Digital Billboard/Poster in the P3M



Source: The Harris Poll

DOOH Ads Impact Purchasing Decisions of Over Half of Consumers

Digital Billboard Ad Impact on Purchasing Decision

% Significant/Somewhat of an Impact

Among those who have ever seen any DOOH ad, excluding not sure



Younger consumers (Gen Z 63%, Millennial 63%) and those using public transit (68%) and rail (70%) have bigger impact on purchase.

Source: The Harris Poll

Directional DOOH Ads Drive Consumer Purchases

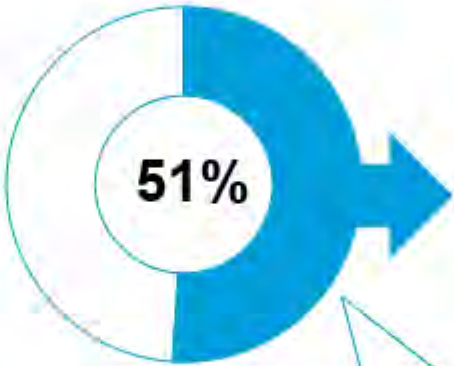
Among the third of consumers who have recently noticed directional DOOH ads, half visited the place of business immediately and nearly all of those made a purchase.

% Noticed Directional DOOH Ad to Place of Business
excluding not sure



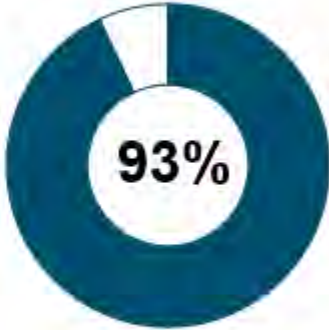
Younger (Gen Z 41%, Millennial 41%), public transit users (46%), and rail users (55%) are more likely to notice directional DOOH.

% Immediately Visited Place of Business
*Among those who saw directional DOOH ad
excluding not sure*



Public transit users (65%) and rail users (73%) are more likely to visit the place of business immediately.

% Made Purchase at Place of Business
*Among those immediately visited the place of business
excluding not sure*



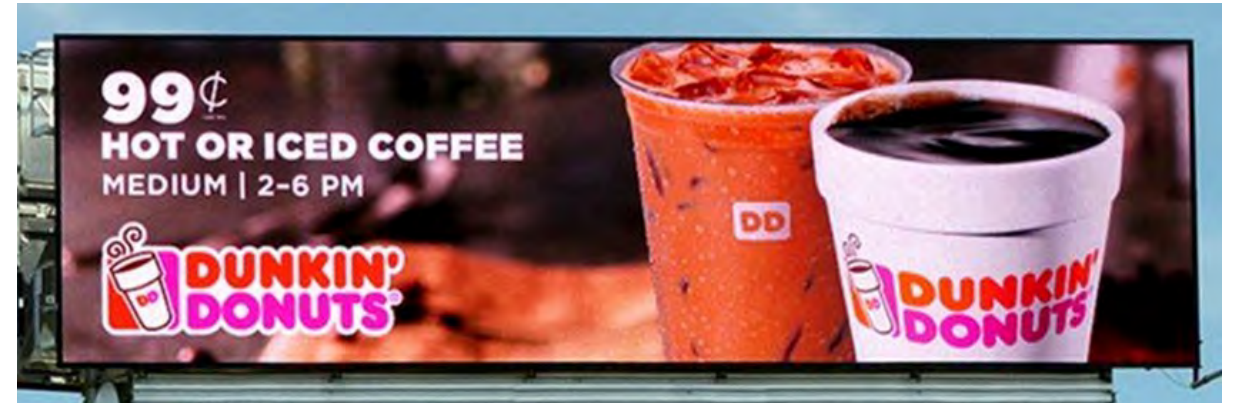
Source: The Harris Poll

Nearly Half Say Contextual OOH Ads Are More Interesting

Dynamic OOH Ad Content Increases Consumer Interest

Percent who find OOH ads with timely information more interesting than typical ads

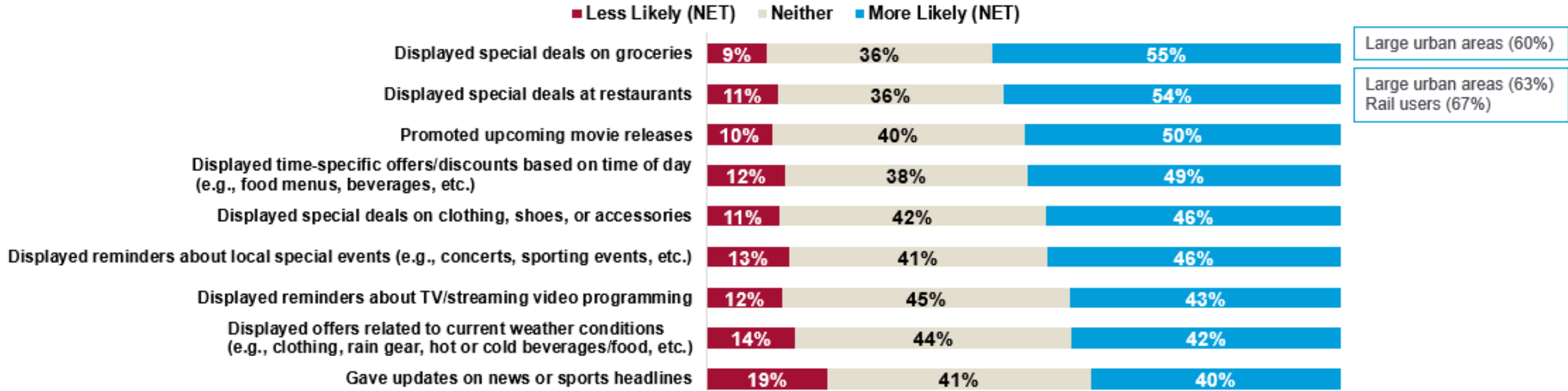
US Adults	40%
Millennials	45%
Bachelor's Degree	45%
Urban Residents	45%
Hispanic Americans	46%
Household Income \$100K+	51%
Adults 30 - 44	51%
Post-Graduate Degree	56%



Source: The Harris Poll

DOOH Ad Content Most Likely to Drive Consumer Engagement

Likelihood To Notice DOOH Ads By Content Attributes



Source: The Harris Poll

Programmatic: Significantly Expanding DOOH Opportunities



Omnichannel Demand-Side-Platform integrations into DOOH Supply-Side Platforms continue to grow

Programmatic DOOH:

- Will represent over a quarter of DOOH in 2024
- This year's volume will be more than double 2022
- Projected to grow to over \$1B in 2025
- Projected to be over 30% of DOOH in 2026

Key Drivers:

- Shorter lead times
- Greater flexibility
- Aggregated Scale
- Consistent targeting/data

Source: eMarketer

VOOH Attributes & Competitive Advantages

Scale: 750K+ digital screens across malls, gas stations, transit systems, offices and more.

Reach: Top 10 VOOH Networks reach 30% more Adults 18-34 than cable and 31% more than broadcast.

Premium Inventory: Delivered on high-quality large screens with 100% viewable ads – no “above or below” the fold and no bots.

Reliable: Ever-present. No need to turn on, tune in or click. Cannot be delayed, skipped, or blocked.

Greater Recall: DOOH generates up to 82% ad recall – higher than all other media channels. More trusted than other digital channels including online, mobile, and social.



Source: Nielsen, Solomon Partners, Marketing Sherpa