

Media Release

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Out of Home is #1 for driving brand awareness and desirability

The Outdoor Media Association (OMA) today released the results of the *Day in the Life* survey conducted by Dynata and Thrive Media for MOVE (Measurement of Outdoor Visibility and Awareness).

The survey was completed in November 2022 by a sample size of 2,962, to test the perception and role of all media channels coming out of Covid.

“We are excited by the results, as they confirm what we know to be true about Out of Home. Creating Brand Awareness and Desirability is really our sweet spot, but Outdoor is also effective for prompting trial. The research compliments other studies that have shown that Out of Home, TV and Online work really well together— with potential to increase ROI by up to 27 per cent,ⁱ” said OMA CEO Elizabeth McIntyre.

The highest percentages to come out of the survey were for Driving Awareness, where Out of Home (OOH) was strongest across all demographics but particularly with Gen X and Millennials. Outdoor tied with TV for Prompting Trial, where social media took out the top spot.ⁱⁱ

For more information: [Day in the Life Study - OMA](#)

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FURTHER INFORMATION:

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About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some Asset Owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

ⁱAnalytic Partners; Collected Mix Models from The Leading Edge & Analytic Partners 2002-2018

ⁱⁱ Dynata & Thrive Insights for MOVE; Day in the Life November 2022; N= 2,962. Per cent that agree OOH makes you aware of brands by demo, and prompts trial.