



ANATOMY
OF OOH

OUT OF HOME (OOH) ADVERTISING DELIVERS REACH, ENGAGEMENT, AND ACTION

August 2019

OMA **MOVE**

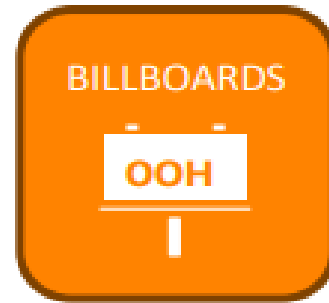
Measurement of Outdoor Visibility and Exposure

A 2019 NIELSEN STUDY
(USA) SHOWS THE POWER
OF OOH

OOH delivers reach and recall

90%

of respondents noticed some form of OOH advertising in the past month.



NOTICED
PAST MONTH

81%

Billboards 25sqm+
Billboards <25sqm
Digital Billboards



NOTICED
PAST MONTH

78%

Airport Internal Station
Bus external
Taxi
Mobile Billboards
Wrapped Vehicles



NOTICED
PAST MONTH

74%

Shopping Centre
Place Based lifestyle
(Static & Digital)
Movie Theatre



NOTICED
PAST MONTH

50%

Bus Shelter,
FSU & Kiosk
Phone Booth

OOH engages consumers

81%

of respondents who noticed OOH advertising in the past month engaged with the messaging, and

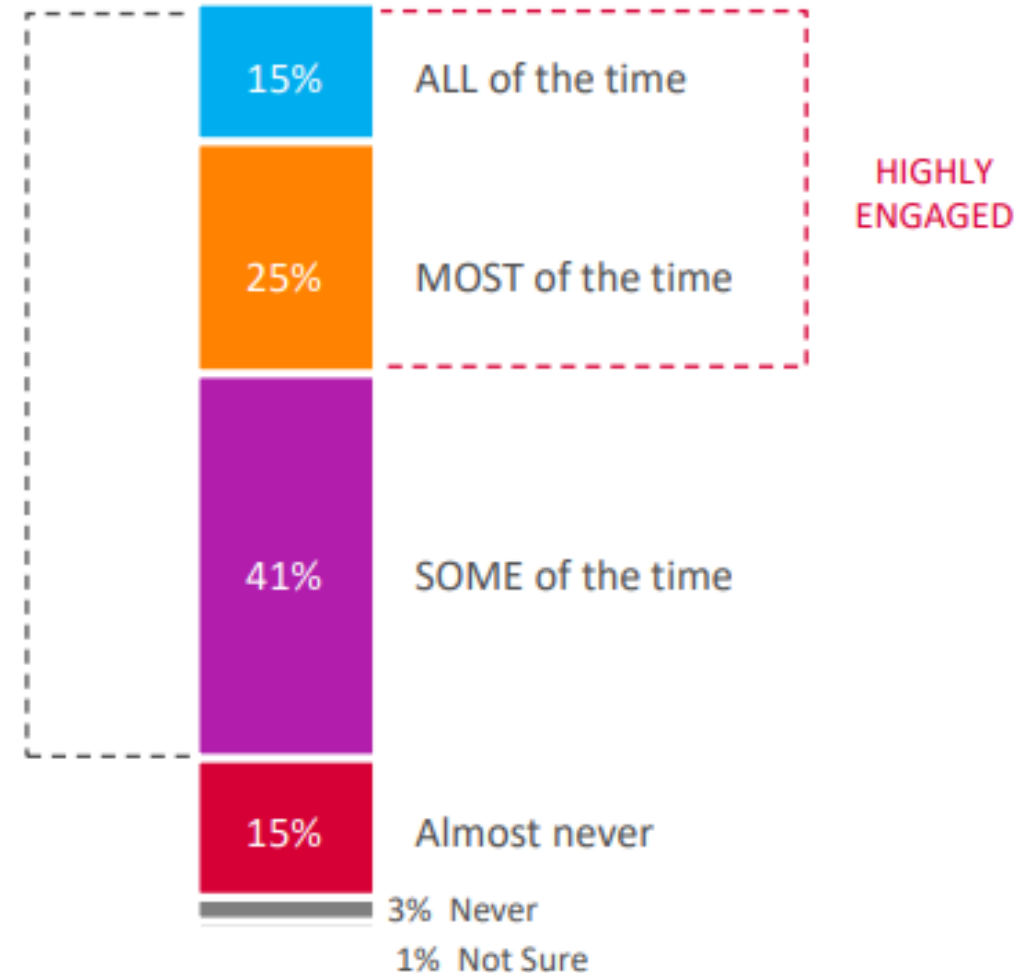
40%

are highly engaged with the ads and look at the messages either all or most of the time.

Source: Nielsen OOH Advertising Study 2019 Edition

ENGAGED
WITH ADVERTISING

LOOK AT OOH AD MESSAGE



OOH drives people Online



respondents who recalled seeing an OOH ad used their smartphone to find out more (66%).

MOBILE INTERACTION

Used online search (such as Google) to look up information about the advertiser	42%
Accessed a coupon or discount code	33%
Visited an advertiser's website	32%
Downloaded or used an app shown in the ad	21%
Snapped a photo of an ad	18%
Interacted with an ad to send a message, upload a photo or vote	13%
Interacted with an out-of-home advertisement by either swiping an NFC sensor, scanning a QR code or sending a SMS text.	20%
ANY OF THE ABOVE ACTIONS	66%

People act on OOH advertising



Up to **28%**

of respondents who recalled seeing an ad say they acted after seeing the ad.

LIVE ACTION

Watched a movie in the theater	28%
Visited a restaurant advertised	25%
Visited a store or other business advertised	19%
Attended a sporting event, festival, concert, performance or other public event advertised	14%
Called a phone number	8%

TUNE-IN

Watched a television program	26%
Tuned to a radio station	14%

OOH starts conversations

23%

of respondents who recalled seeing an ad say they talked about the ad or product with someone.

WORD OF MOUTH

Talked about the ad or product with others	23%
Visited an advertiser's social media page (e.g. Facebook)	15%
Recommended the advertised product or brand to others	8%
Posted about the ad or product on a blog or social media network	5%

ONLINE ACTIVITY

Used an online search engine (such as Google) to look up information about the advertiser	33%
Visited an advertiser's website	23%

OOH drives visits and sales



of respondents **noticed** an advertisement providing directions to a specific shop, business or restaurant location.

Half of these people said **they have visited** a business immediately after seeing a directional OOH ad, and 74% of those **made a purchase.**



Anatomy of Out of Home