

**LET'S GET OUT-OF-HOME!**  
Understanding Digital Out-Of-Home  
Advertising

# SAY HELLO TO DIGITAL OOH!

FROM BILLBOARDS TO SIGNAGE AT AIRPORT GATES, GYMS, AND WAITING ROOMS, DIGITAL OUT-OF-HOME MERGES CONTEXT AND LOCATION.

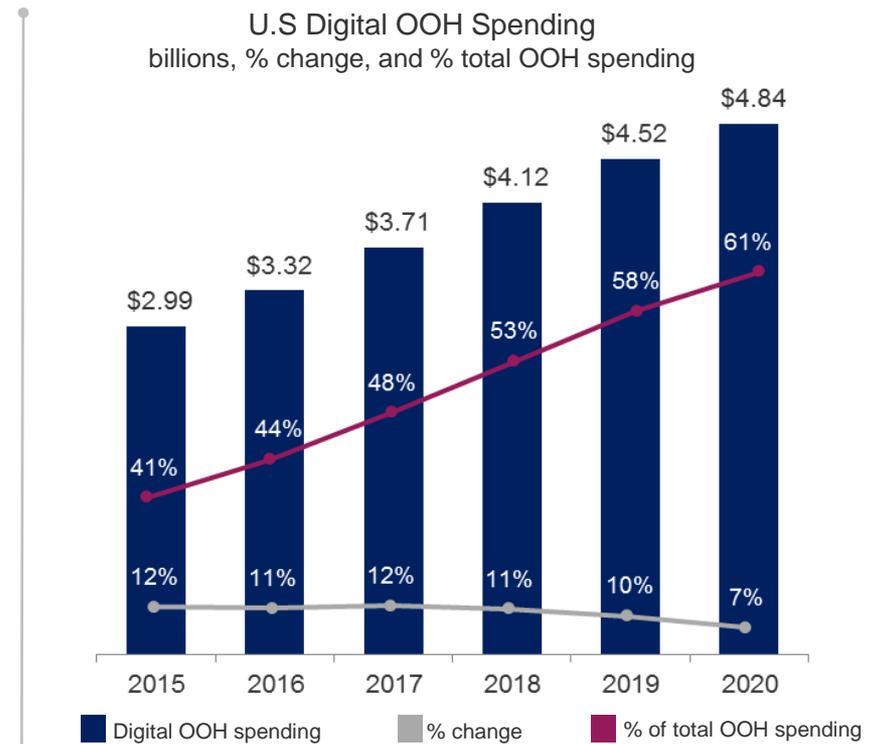
Digital Out-Of-Home (OOH) advertising is a dynamically-served visual medium that reaches consumers on the move, with advertising that is targeted, un-skippable, and always above the fold.

- Digital OOH advertising can be found in different formats, and in many places, including your favorite local diner, a doctor's office, and even on gas pumps.
  - **Large formats** are designed and elevated for clear viewing, and are typically found on highways and high traffic areas.
  - **Spectaculars** are high impact units with full motion, targeting pedestrians in heavy foot traffic areas such as Times Square.
  - **Venue-based formats** focus on targeting pedestrian traffic, and are commonly found at the street level or within a venue, such as displays within municipal properties, office buildings, and taxis.
  - **Custom formats** complement robust large and small DOOH networks, creating custom opportunities typically used for events and pop-up installations.

# GROWTH OF DIGITAL OOH

## DIGITAL OOH ADVERTISING REVENUES ARE EXPECTED TO OVERTAKE TRADITIONAL MEDIA SPENDING IN 2020<sup>[1]</sup>.

- The digital OOH market is returning to advertising's roots, shifting the industry by reimagining the typical advertising experience. Over \$4.5 billion will be spent on digital OOH advertising in the U.S. by 2019, an increase of approximately \$1.2 billion from 2016<sup>[1]</sup>.
- Consumer exposure to digital OOH screens is forecast to grow by nearly 13% this year<sup>[2]</sup>.
- Nearly half of all media planners placed digital OOH on their plans in the past year, a number that jumps above two-thirds when this medium is combined with mobile for retargeting, measurement and dynamic creative<sup>[3]</sup>.



Source: eMarketer, 2016

# CONSUMERS APPROVE OF DIGITAL OOH ADS...

DIGITAL SIGNAGE FEATURING LOCATION-SPECIFIC INFORMATION HELPS USERS TO ASSOCIATE WITH IT, BOOSTING INTERACTION AND BRAND LOYALTY.

- Since digital OOH ads marry location with context, consumers are driven to engage with the ads. Almost one-fifth of consumers, on being exposed to outdoor digital signage display, said they sought more information about the product, service or experience being advertised<sup>[4]</sup>.
- 23% of the younger demographic\* had downloaded a mobile app after viewing an outdoor digital signage advertisement. Nearly 30% said they would download clips of upcoming films, TV shows, games, or music to their phones if they'd viewed them on a digital screen<sup>[4]</sup>.

\*18 -24 year-olds

One-out-of-ten consumers said they would **shop direct** from a digital signage display, while nearly **one-third** of 25-to-34 year-olds anticipate being able to buy direct from a digital signage system in the future<sup>[4]</sup>.

# ...AND ARE LOOKING FOR MORE FROM THEM

CONSUMERS EXPECT MORE FROM DIGITAL OOH ADS – MORE RELEVANCE, MORE LOCATION-SPECIFIC INFORMATION, MORE TECH UPGRADES, MORE INTERACTIVITY.

- Location-specific information is what consumers most desire from digital posters.
  - Nearly half said that weather updates were most desirable, while over one-third said digital signage should feature transport updates<sup>[4]</sup>.
  - Nearly one-third said they would like to see more interactive wayfinding solutions in public locations<sup>[4]</sup>.
- Consumers want ads to be personal—they want to see advertisements that are relevant to their activities and to them personally.
  - Use of facial recognition software is a popular request from consumers. When connected to an online loyalty account, it activates a list of tailored offers.
  - With the customer identified, their purchase jumps to the top of the queue, improving the service experience and boosting the likelihood of a customer remaining loyal to the retailer's brand.

Nearly **50%** of consumers said they would certainly consider using digital signage systems that offer **click-and-collect** services<sup>[4]</sup>.

Most Millennials enjoy receiving special deals, and **43%** said they would definitely **download a retail voucher** from a site accessed via a digital poster<sup>[4]</sup>.

# WHY DIGITAL OOH WORKS

DIGITAL OOH IS GROUNDBREAKING IN ITS INTERACTIVE TECHNOLOGY, AND PROVIDES AN ENGAGING AND USEFUL SERVICE TO THE PUBLIC.

- Digital OOH allows advertisers to reach target audiences in a specific, real-world context. It focuses on marketing to consumers when they are 'on the go', in public places or in transit.
- Because it's location and context specific, the technology has the opportunity to give people the right message, in the right way, at the right time, in a format that's automated, dynamic, and interactive. Effective DOOH ads show a 38% increase in mobile engagements between consumers and brands<sup>[6]</sup>.
- With real-time screens and live-data feeds, digital OOH takes all the factors of context and place to cater to public interest. This maximizes engagement and improves the overall advertising experience.

**26%** of customers have visited a branded website in direct response to seeing a digital OOH ad.

Digital OOH ads influence nearly **one-out-of-three** consumers to make purchases<sup>[5]</sup>.

# HOW TO DO DIGITAL OOH RIGHT

**A SUCCESSFUL DIGITAL OOH CAMPAIGN IS MORE THAN JUST ABOUT CREATIVITY—IT HAS THE RIGHT MIX OF TARGETING AND RELEVANCY, AND AN ACTIONABLE MESSAGE.**

## **Transact in real time**

Digital signage can broadcast the halftime score, post happy-hour specials, unveil groovy album art, share tweets, and disseminate emergency broadcasts to keep communities informed.

## **Be contextually relevant**

Localization has always been a core component of outdoor advertising; this has increased trifold with day-parted messaging, traffic monitors, and weather feeds. Advertisers can now share the pollen count in surrounding areas, offering a value to drivers, and reinforcing their allergy product as a solution.

## **Integrate personalization**

Campaigns that enable consumers to connect with friends and family members, via photos that appeal to consumers' selfie-side, make an instant connection while offering a valuable keepsake.

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## **Create unique experiences**

Transit shelters were once places to pace and text friends while commuters waited for their train or bus. Today, a consumer can shop for groceries, play trial video games, and virtually interact with products via digital OOH ads.

## **Measure relentlessly**

With mobile's omnipresence, brands can easily track a consumer's journey and exposure to digital signage, and their actions afterwards. Location-based mobile research, foot traffic studies, and cross-channel attribution provide additional data to optimize outdoor campaigns.

# EMERGING TRENDS

**SINCE DIGITAL OOH IS FLEXIBLE ENOUGH TO BE COMBINED WITH OTHER ADVERTISING MEDIA AND TECHNOLOGIES, THE SCOPE FOR INNOVATIONS IS BOUNDLESS.**

## **DOOH and Mobile – like PB&J**

- DOOH and mobile activate and enhance each other—together, they offer data maximization, customer impression targeting, multi-screen re-targeting, geo-fencing, and attribution.
- From Wi-Fi sniffing and facial detection to aggregating mobile IDs, companies are increasingly using some kind of location data to gauge who is in front of or near a screen, to serve appropriate ads or retarget the consumers via their smartphones.

## **Data-based Cross-platform Targeting**

- Using big data to reach the same mobile consumers on larger, higher impact screens, DOOH enables marketers to craft cross-screen, location-based strategies to maximize the impact of advertising to consumers outside their homes.
- Finding scale and ease of buying in DOOH is being made easier through programmatic conversations and data-driven media buying. Programmatic DOOH has the potential to drive standardization and reduce overall fragmentation in the marketplace. The first- and third-party data sets that allow for better-defined audiences being exposed to DOOH media are also rapidly evolving.

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## **Enhanced Creativity in Campaigns**

- From street furniture and movie ads to augmented reality and live experiences on outdoor screens and taxis, DOOH is providing advertisers the ability to build awareness and drive impressive results.
- Whether part of a larger cross-media effort or a locally-focused campaign, DOOH offers opportunities to reach a unique audience, creating unexpected parallels between location and messaging. DOOH has huge potential to drive immediate impact and scale close to point- of-purchase.

## **Closing The Attribution Loop**

- New location and mobile data sets are leading to new ways of measuring attribution for out-of-home media. Retargeting in the real world is about delivering real-world context and campaign messages that are close to the point - of-purchase.
- A consumer's exposure to DOOH ads can now be verified beyond the self-reported opportunity to see, improving marketers' confidence in their ability to isolate the impact of DOOH from other mediums in the cross-channel mix.

# RECAP

- Digital OOH is the infusion of digital elements into classic advertising, creating the perfect platform to reach and engage consumers when they are on the move.
- From large-format billboards to eye-catching digital displays showcasing the day's specials, digital signage comes in all shapes, forms, and sizes, with location as an essential parameter.
- Consumers are inclined to notice out-of-home displays; with the introduction of a digital element, not only do consumers observe these displays with more attention, they also engage with the content—either at the point-of-advertisement or at a later period.
- For consumers, digital OOH offers contextually and location-relevant messages, which are bound to increase the effectiveness of a campaign. They also look for more tech-based experiences such as facial recognition and click-and-collect ads.
- A successful digital OOH needs to be relevant to consumers on-the-move, but that's just the foundation. To engage audiences, and to provide a return to advertisers, the campaign should integrate innovation, convey the message creatively, and build cross-platform interaction opportunities, all using data-driven tactics.



**THANK YOU!**

# SOURCES

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- [2] Digital Out of Home (DOOH) is the Hottest Medium to Reach Consumers On-The-Go | Commercial Integrator | January 4, 2018
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- [4] What do consumers want from digital signage advertising? | Digital Signage Today | February 20, 2018
- [5] Ad types that influence U.S. internet users to make a purchase | eMarketer | November 2017
- [6] 8 OOH Advertising Stats You Need To Know | Air Outdoor | 2017

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