



ANATOMY
OF OOH



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Anatomy of Out of Home: the best of 2019

November 2019

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

Own your change with UQ Business School.

How can I inspire
lasting change?

Why just adapt,
when I can disrupt?

Question everything.
Except your impact.

Learn how to make a lasting difference in leadership.



Scan for the answers
to all your questions



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Question

Except your ambition.

LOOK UP


LOOKUP.ORG.AU

**IN 2019 THE OUTDOOR
INDUSTRY ASKED 12.8M*
AUSTRALIANS TO
LOOK UP**

* Total reach of the Jan/Feb campaign

The LOOK UP campaign showcased Outdoor's brand building prowess

Drove recall

1 out of **3**


people surveyed remembered the campaign

Started conversations

33%

of those who recalled the campaign said they talked about it to friends or family

Changed behaviour

50%

of those who recalled the campaign said they were now making a conscious effort to Look Up

Inspired curiosity

10x

higher online paid searches for 'Look Up' than average, showing that the campaign piqued curiosity to find out more

paco rabanne
MILLION

×
PAC-MAN



PLAY FOR FREE

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

IN 2019 WE SAW THAT
OUTDOOR IS EFFECTIVE
IN REACHING
GEN X, Y & Z

Gen X, Y & Z prefer Outdoor

**Outdoor
is the**

1st

preference **compared to all Online formats for Gen X** and 2nd only to Mobile Reward Videos for Gen Z & Y

Source: Kantar Millward Brown. Click [here](#) to read

**Outdoor
is the**

2nd

most preferred traditional media channel for Gen Z and equal with Television for Gen Y

Source: Kantar Millward Brown. Click [here](#) to read

**Outdoor changes
behaviour**

87%

uplift* in the activity of Looking Up when out & about by 18-44s **vs 50% for all people**

Source: *OMA Look Up post Jan/Feb campaign survey

**Outdoor
campaigns are
shared**

1 out of **4**


US adults have posted an image of an Outdoor campaign to Instagram

Source: Nielsen research Click [here](#) to read



Get it Brand New.

ebay

Get it on eBay.

ebay
A Phone is Sold
Every Minute



ebay
A Lipstick is Sold
Every 2 Minutes



ebay

Pet Supplies
are Bought Every
10 Seconds



ebay

A Toy is Sold
Every 6 Seconds



IN 2019 WE SAW THAT
OUTDOOR + MOBILE =
RESULTS

Outdoor + Mobile = Results

**Outdoor
drives Mobile
actions**

+38%

uplift in smartphone
actions to the brand
when Outdoor is seen

Source: : Outsmart OutPerform study, click [here](#) for
more details and downloads

**Outdoor
increases store
visits**

+127%

uplift in store visits when
the audience is exposed
to DOOH + Mobile

Source: IAB, "Mobile causes visitation lifts for
video game marketer to be off the charts." View
full case study [here](#). For more details and more
mobile and OOH case studies click [here](#)

**Outdoor primes
Mobile
campaigns**

+48%

People are 48% more
likely to click on a
mobile ad if they have
seen the same ad first
on Outdoor

Sources: Ocean Outdoor research. Click [here](#) for
more details



In 2019 **OUTDOOR**
AUDIENCES
GREW AGAIN

The MOVE 2019 update showed audience growth and increased reach

Outdoor audiences grew

2.4%

in 2019 vs population growth of 1.5%

Source: MOVE October 2019 data release - October 2019 AOOH

Outdoor audiences have grown by

29%

since 2010 vs 19% for the population

Change in audience for the same signs year on year since the launch of MOVE.

Outdoor reach is increasing

217k

more people* are in Outdoor environments each day.

*on average



OMA MOVE

Measurement of Outdoor Visibility and Exposure