



ANATOMY
OF OOH

Five steps to more effective Out of Home campaigns

April 2022

OMA **MOVE**
Measurement of Outdoor Visibility and Exposure





Media mix and effective creative drives ROI

Analytic Partners recently examined the role of Out of Home in effective campaigns.*

The work is drawn from over 50 studies in 2017, in excess of \$1B of media spend, covering industries of CPG, Finance, Restaurants, Retail, and Auto.

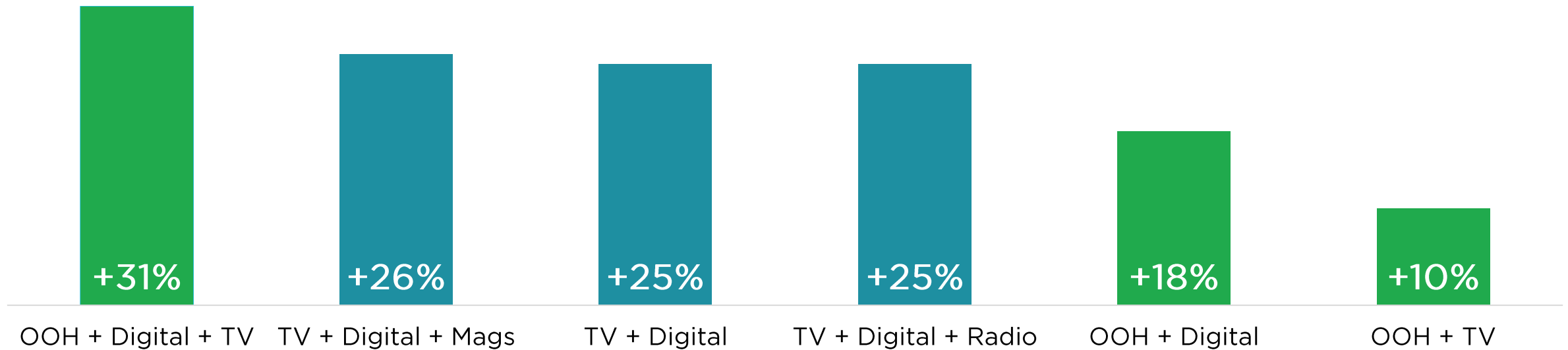
The holistic model included non-marketing drivers and macro-market factors to ensure an accurate understanding of how marketing fits as an incremental driver vs other drivers of sales. The original study may be accessed [here](#).

*For Out of Home Media Association Aotearoa (OOHMAA)

1. The best media combination includes Out of Home

Out of Home + TV + Digital = strongest media combination

Per cent improvement in ROI indexed to standalone TV campaigns (100) NZ

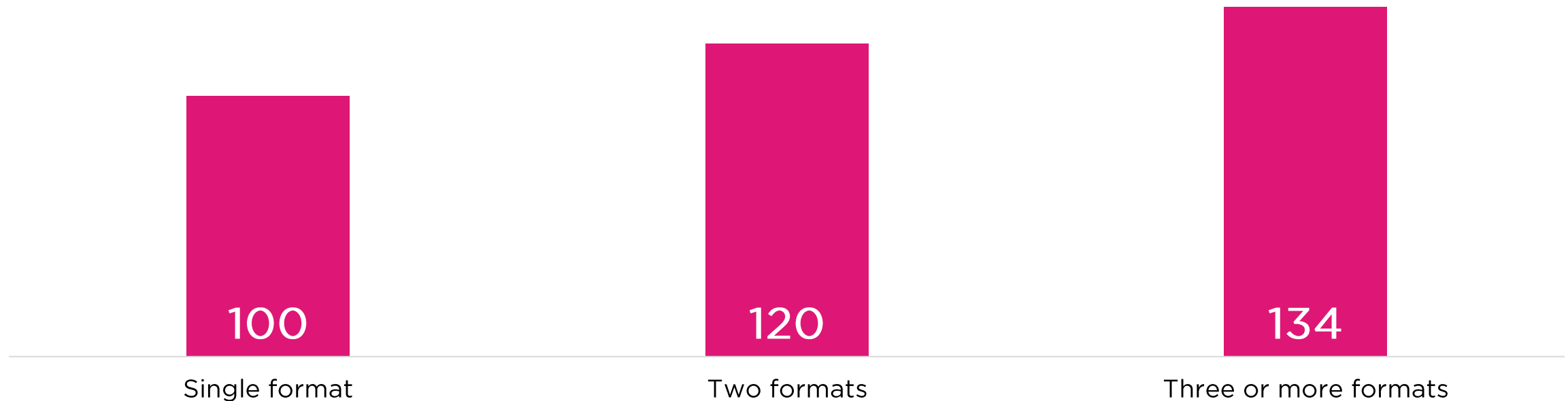


2. Use at least three Out of Home formats in each campaign



More Out of Home formats = highest ROI

ROI short term performance by channel indexed to TV (100) NZ

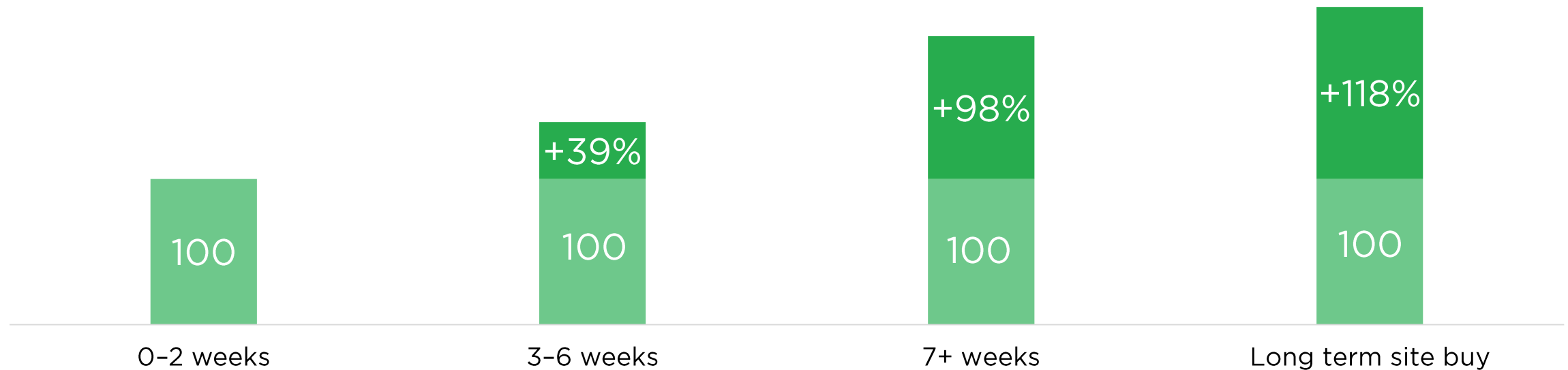


3. Run Out of Home campaigns for at least eight weeks



Out of Home ROI increases the longer a campaign is in market

Out of Home ROI by campaign length indexed to 2 week campaign (100) NZ

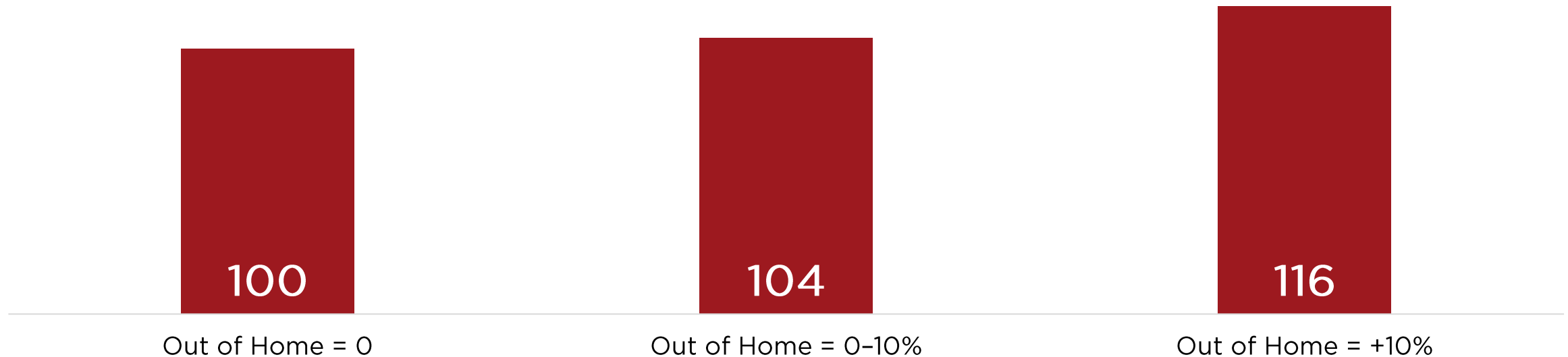


4. Assign more than 10% of your budget to Out of Home



Campaigns with more Out of Home deliver higher ROI

ROI short term performance by channel indexed to TV (100) NZ



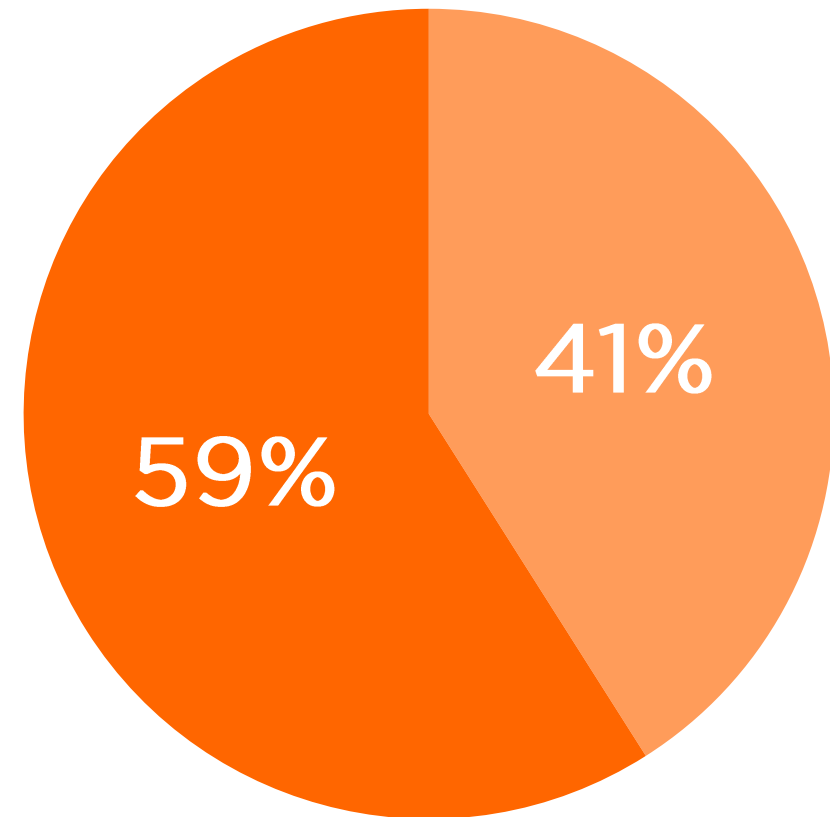
5. Develop creative specific to Out of Home formats

Executional elements account for 59% of ROI

Such as format, weeks in market, location

Copy quality and creative concept account for 41% of ROI

Such as content, communication, engagement



The logo features the letters 'O', 'M', and 'A' stacked vertically within a white square on the left. To the right of this square, the word 'MOVE' is written in a large, bold, white, sans-serif font.

IMA MOVE

Measurement of Outdoor Visibility and Exposure

More research and insights may be found at
[Anatomy of Out of Home](#)