



ANATOMY  
OF OOH

# How to use Outdoor advertising to influence: A DrinkWise case study

February 2020

Children  
can inherit  
more than  
your looks.

DrinkWise in front of your kids.



OMA **MOVE**

Measurement of Outdoor Visibility and Exposure



# What does the campaign tell us?

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The DrinkWise Out of Home campaign is a partnership between the Outdoor Media Association and DrinkWise to raise awareness for adults and parents for how they consume alcohol in front of their children. Commencing in July 2018, the campaign has just finished its fourth tranche in January 2020. The following data shows impact and effectiveness from 2019 to 2020 campaign surveys.



# Out of Home drives recall

After the campaign ran in 2020

54%

of people surveyed remembered  
seeing a responsible drinking ad  
in the last month, up from  
40% in 2019

Source: Dynata ad hoc surveys, June 2019 and January 2020.



# Out of Home starts conversations

After the campaign ran in 2020

# 44%

of people who saw the campaign  
said they discussed it with other  
people, up from 33% in 2019

Source: Dynata ad hoc surveys, June 2019 and January 2020.





# Out of Home influences behaviour

After the campaign ran in 2020

# 25%

of people who saw the campaign  
agreed they drink more moderately  
after seeing the ads, up from  
24% in 2019

Source: Dynata ad hoc surveys, June 2019 and January 2020.

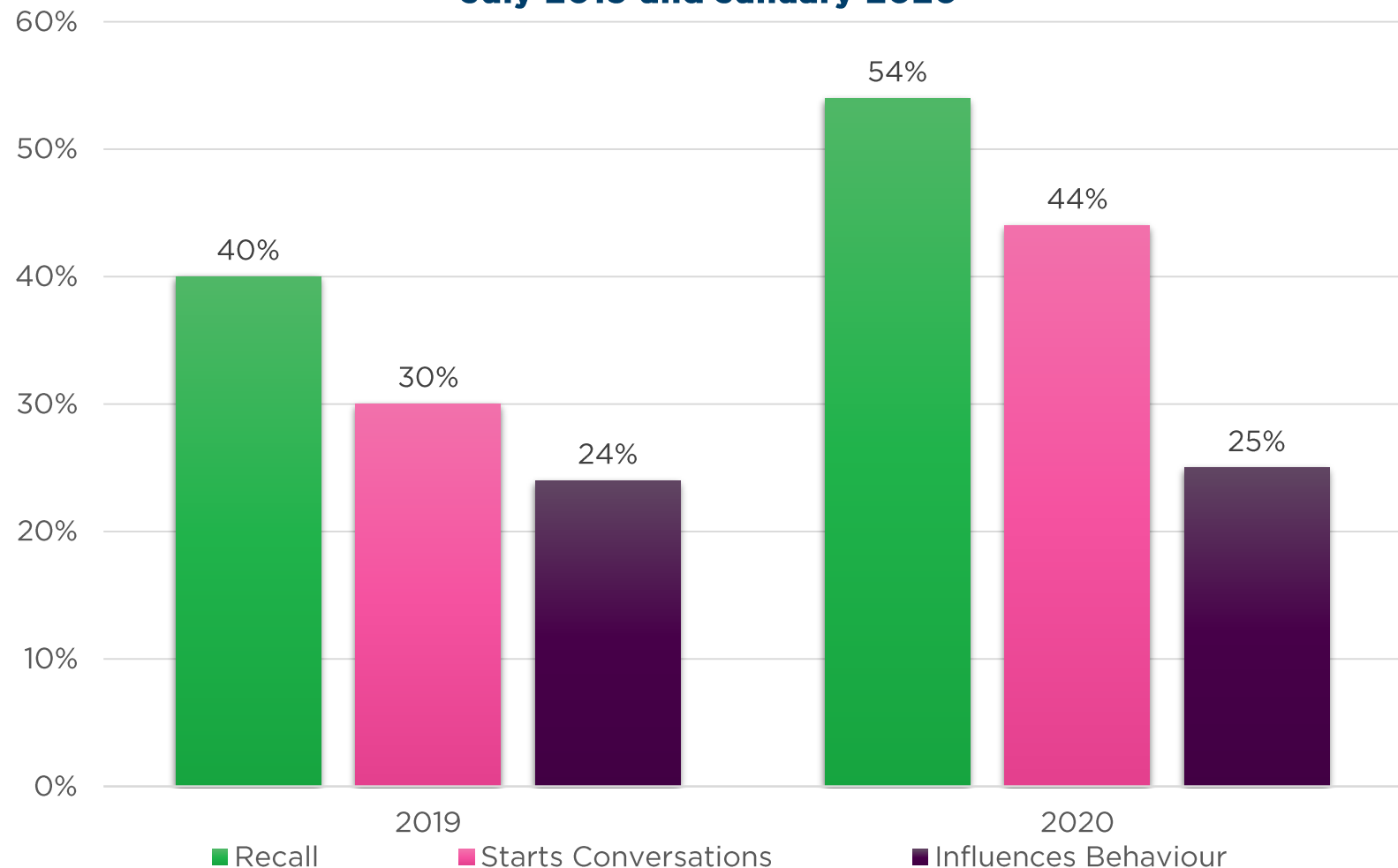


# The DrinkWise campaign increased in effectiveness over time



Survey responses show increased recall and action from 2019 to 2020

**SURVEY RESULTS**  
July 2019 and January 2020



Source: Dynata ad hoc surveys, June 2019 and January 2020.

# Out of Home inspires positive campaign engagement



Of those who saw the DrinkWise campaign in 2020

**91%**

said they liked it

Of those who saw the DrinkWise campaign in 2020

**57%**

said they think it is 'good for society'



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