



ANATOMY
OF OOH

LOOK UP: A CASE STUDY IN BRAND BUILDING

July 2020

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





About the campaign

What is *Look Up*?

Look Up is a bid to engage people in an action that neuroscience research tell us has a significant positive impact on the way we think and interact with the world around us.

The campaign was run in three phases: Phases One and Two in January and September 2019, and Phase Three in January 2020.

Each phase was followed by a survey to assess **RECALL**, **TALKABILITY** and **CHANGE OF BEHAVIOUR**.

This is what we found.

Out of Home builds RECALL

52%

Uplift in the number of people who recalled *Look Up* from Phase One (33%*) to Phase Three (50%**).

Source: Dynata Adhoc surveys: Phase One February 2019, n=2,003*; Phase Three January 2020, n=1,247**.



Out of Home increases TALKABILITY

63%

Uplift in the number of people who talked about *Look Up* with friends or family from Phase One (30%*) to Phase Three (49%**).^

Source: Dynata Adhoc surveys: Phase One February 2019, n=2,003*; Phase Three January 2020, n=1,247

^Note: Of those who recalled the campaign.



Out of Home CHANGES BEHAVIOUR over time

40%

Uplift in the number of people who said they're trying to *Look Up* more from Phase One (50%*) to Phase Three (70%**).^

Source: Dynata Adhoc surveys: Phase One February 2019, n=2,003*; Phase Three January 2020, n=1,247**.
^Note: Of those who recalled the campaign.



Out of Home, always on, excellent for long-term BRAND BUILDING





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