



ANATOMY  
OF OOH

# CONTEXT INCREASES CAMPAIGN EFFECTIVENESS

May 2020

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure







### The Moments of Truth study

# CONTEXTUAL MESSAGING INCREASES DOOH CAMPAIGN EFFECTIVENESS

---

‘The Moments of Truth’ study by JCDecaux, Clear Channel and Posterscope, in the UK, proves that dynamic creative increases the effectiveness of digital Out of Home (DOOH) campaigns. Key findings from this pioneering study reveal that consumer brain response is 18% higher when viewing relevant content in digital Out of Home campaigns, which in turn leads to a 17% increase in consumers’ spontaneous advertising recall, and ultimately proving that dynamic digital Out of Home campaigns can deliver a 16% sales uplift.

# When you see DOOH with relevant content

your brain response increases by

# +18%

Source: [The Moments of Truth](#) research study released March 2020. N= 280





# When you see DOOH at the right moment

your brain response increases by

**+12%**

Source: [The Moments of Truth](#) research study released March 2020. N= 280

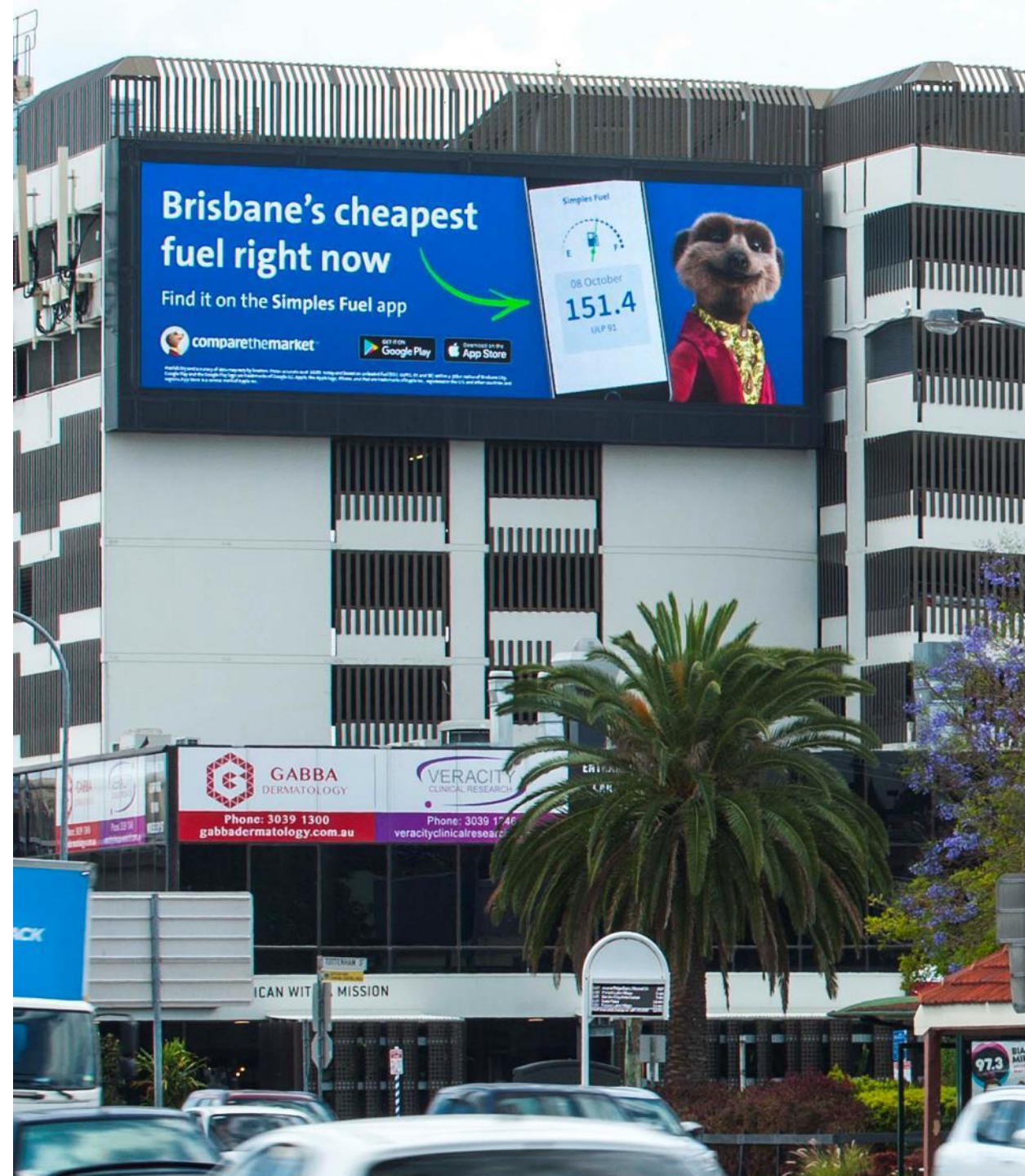


# When you see DOOH with relevant content at the right moment

your brain response increases by

**+32%**

Source: [The Moments of Truth](#) research study released March 2020. N= 280





# Relevant content makes DOOH more memorable

spontaneous ad awareness increased by

**+17%**



# Relevant content on DOOH drives consumer action

the study showed sales increased by

**+16%**





# Increase the effectiveness of your DOOH campaign by showing relevant content at the right moment



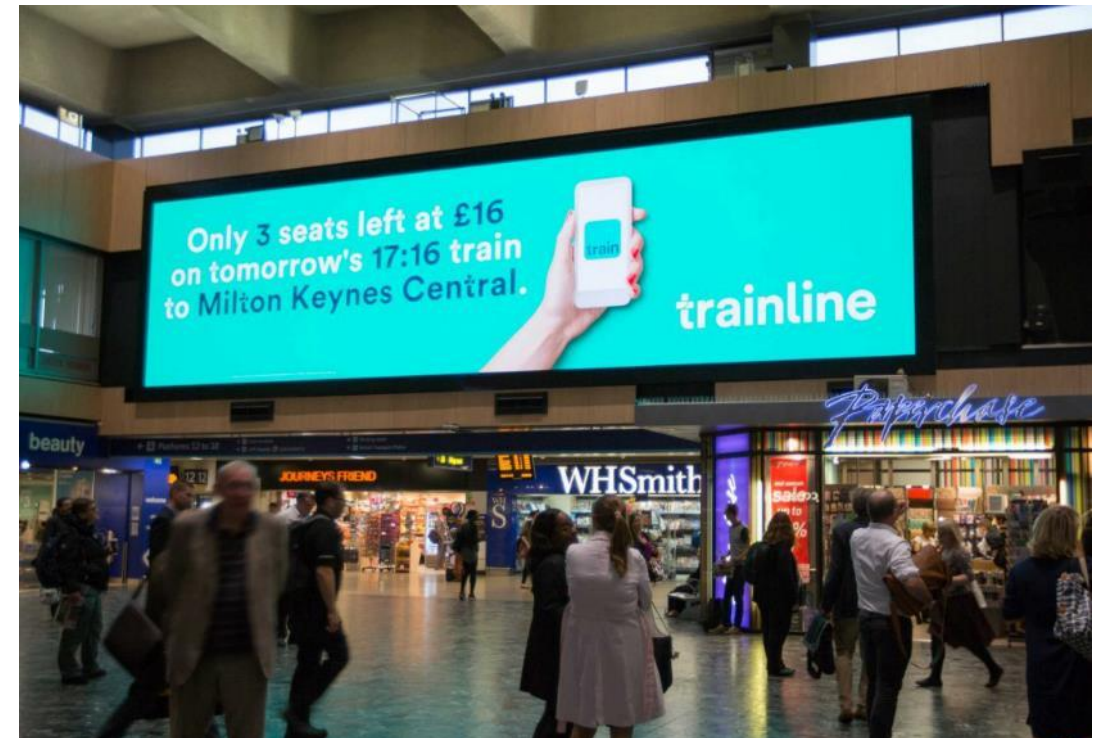
## Relevant content

based on the time, location, weather, or a real-time live update



## Right moment

either by time, or the day of the week







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