



ANATOMY
OF OOH

What DOOH adds to Out of Home experiences

May 2022

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

SPECIAL EVENT
AUSTRALIA UNITES
+ Australian Red Cross FLOOD APPEAL
10 9 7
LIVE 7.30 SATURDAY
Westfield



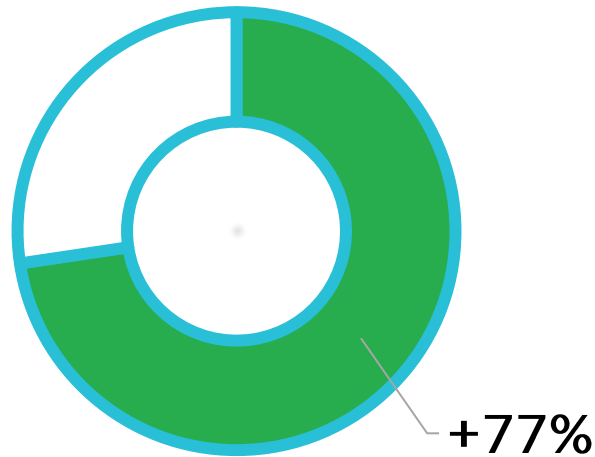
New study finds that consumers welcome DOOH

Kantar Group conducted a global study on behalf of Xaxis and Kinetic to understand the consumer perspective on Digital Out of Home (DOOH). The 15-minute survey was completed by 11,000 respondents from 11 countries.

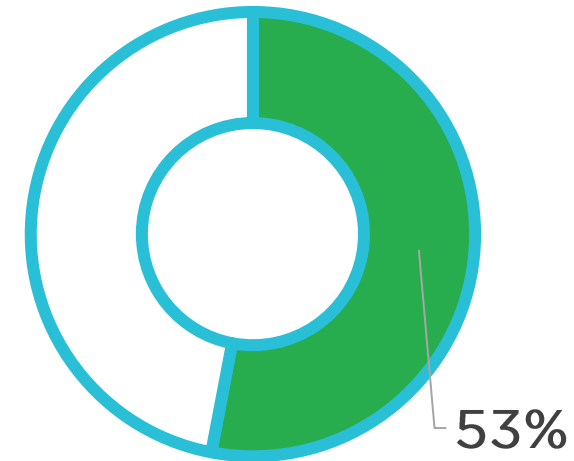
Questions were posed to consumers aged 16+ to analyse the impact of DOOH by itself and compared to other advertising formats. The findings showed that consumers don't just welcome DOOH in their environments, they also find it innovative and informative.

The full *DOOH Difference Report 2022* may be found [here](#).

Consumers believe DOOH “feels really current” and find it useful

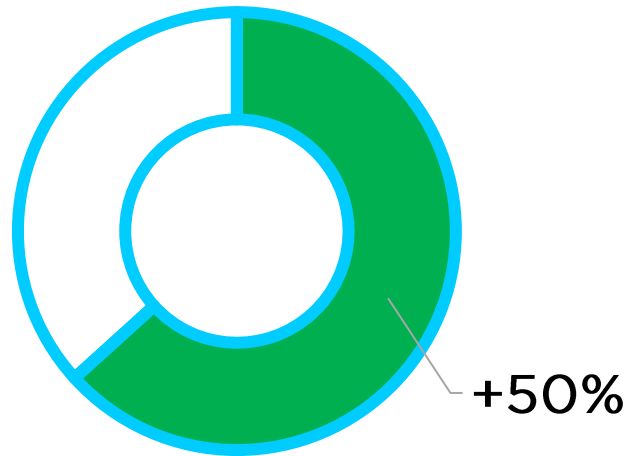


Describe DOOH as “very” or “quite” informative

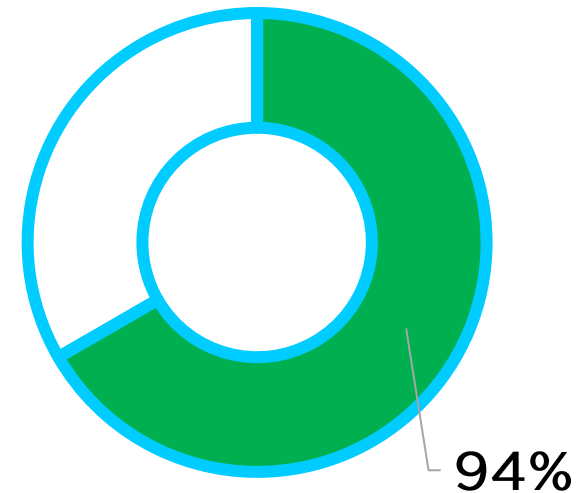


Say that DOOH gave them all the information they needed to make a purchase

DOOH inspires interaction and encourages purchase

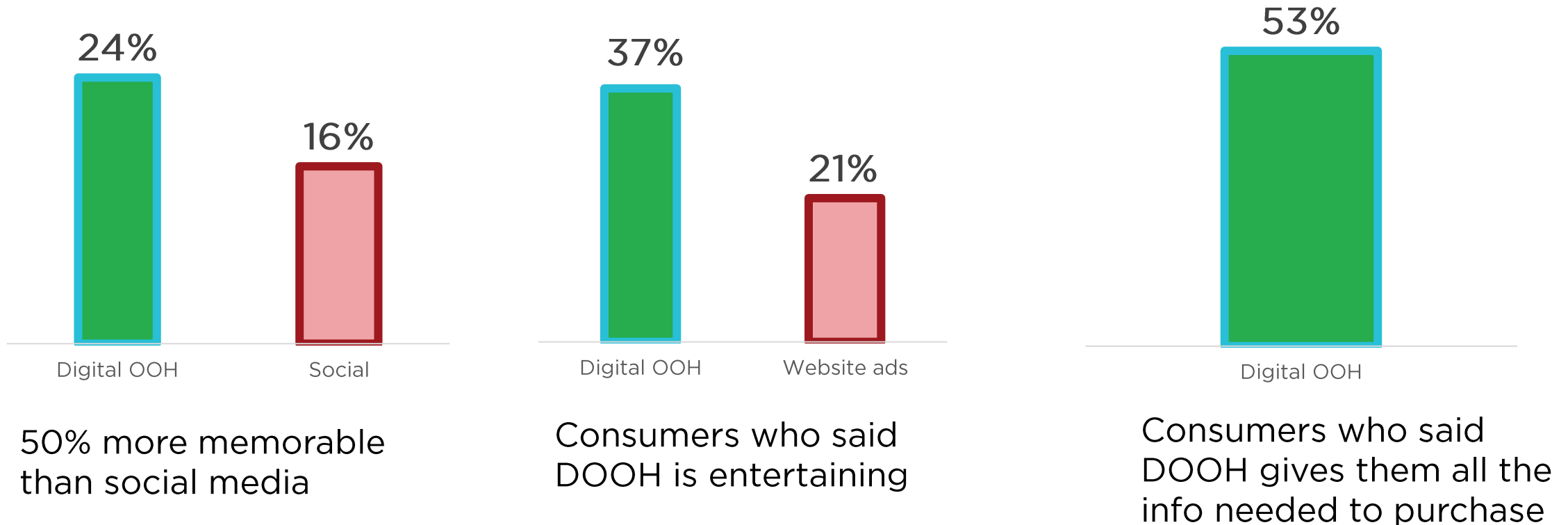


Say DOOH encouraged them to make a purchase there and then



Find QR codes to be useful

DOOH is more MEMORABLE, ENTERTAINING and ACTIONABLE than other media channels





DOOH was ranked as the #1 most innovative ad format in 7 of 11 countries surveyed

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