



ANATOMY
OF OOH

Airport Advertising is back— in a big way

April 2023

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure





Airport advertising gets attention

Airports are back in a big way, as people make up for lost time and take their missed trips. In this Anatomy of OOH, we look at Nielsen Frequent Flyer data from the US.

The study, commissioned by Clear Channel Outdoor Airports Division, found that people notice airport advertising and perceive the brands as high-quality.

Read the full study [here](#).

Nielsen Study Reaffirms: Airport Advertising is Highly Effective & Drives Frequent Flyers to Act After Ad Exposure; 01/05/2023 commissioned by Clear Channel Outdoor.

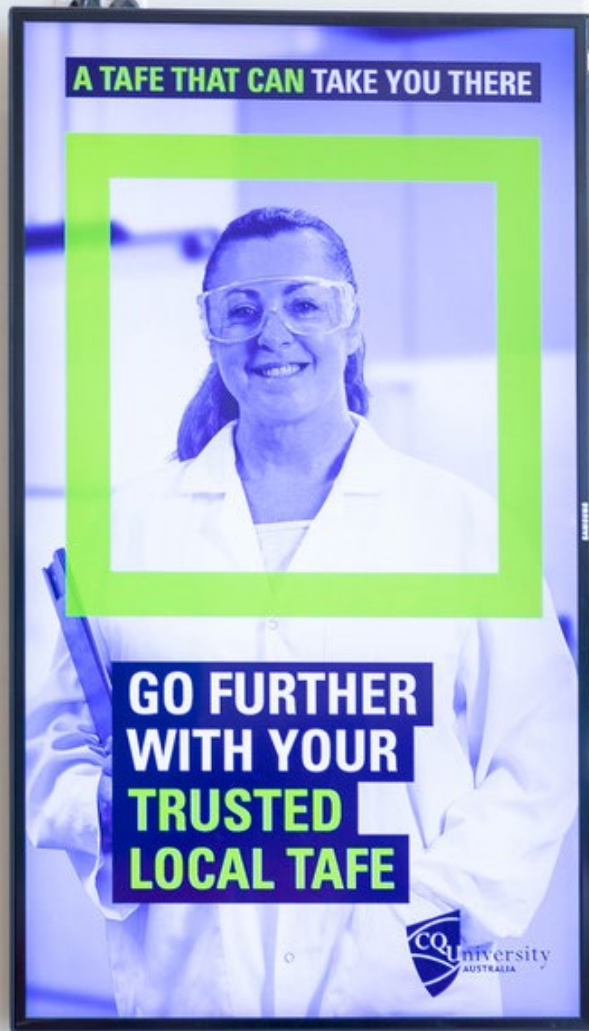
Frequent Flyers notice airport advertising

83%

of Frequent Flyers notice airport advertising.

Nielsen Study Reaffirms: Airport Advertising is Highly Effective & Drives Frequent Flyers to Act After Ad Exposure; 01/05/2023 commissioned by Clear Channel Outdoor.





Frequent Flyers are business decision makers

77%

of Frequent Flyers are
business decision makers.

Nielsen Study Reaffirms: Airport Advertising is Highly Effective & Drives Frequent Flyers to Act After Ad Exposure; 01/05/2023 commissioned by Clear Channel Outdoor.

Brands that advertise at airports are perceived as high-quality

3 out of 4

Frequent Flyers associate airport advertising with high-quality brands.

Nielsen Study Reaffirms: Airport Advertising is Highly Effective & Drives Frequent Flyers to Act After Ad Exposure; 01/05/2023 commissioned by Clear Channel Outdoor.



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