

OMA MOVE

Measurement of Outdoor Visibility and Exposure

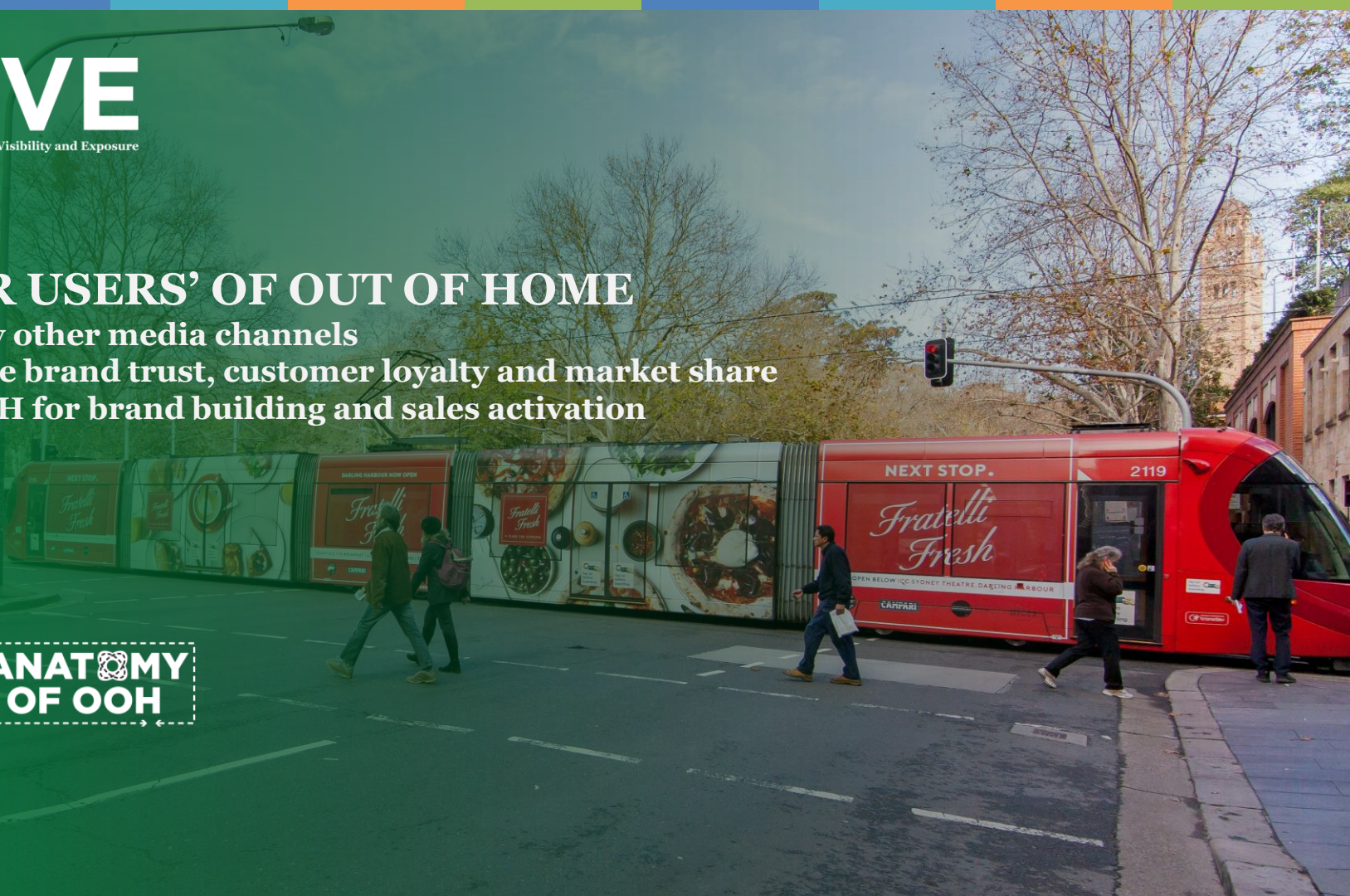
‘POWER USERS’ OF OUT OF HOME

- Amplify other media channels
- Increase brand trust, customer loyalty and market share
- Use OOH for brand building and sales activation

August 2018



ANATOMY
OF OOH

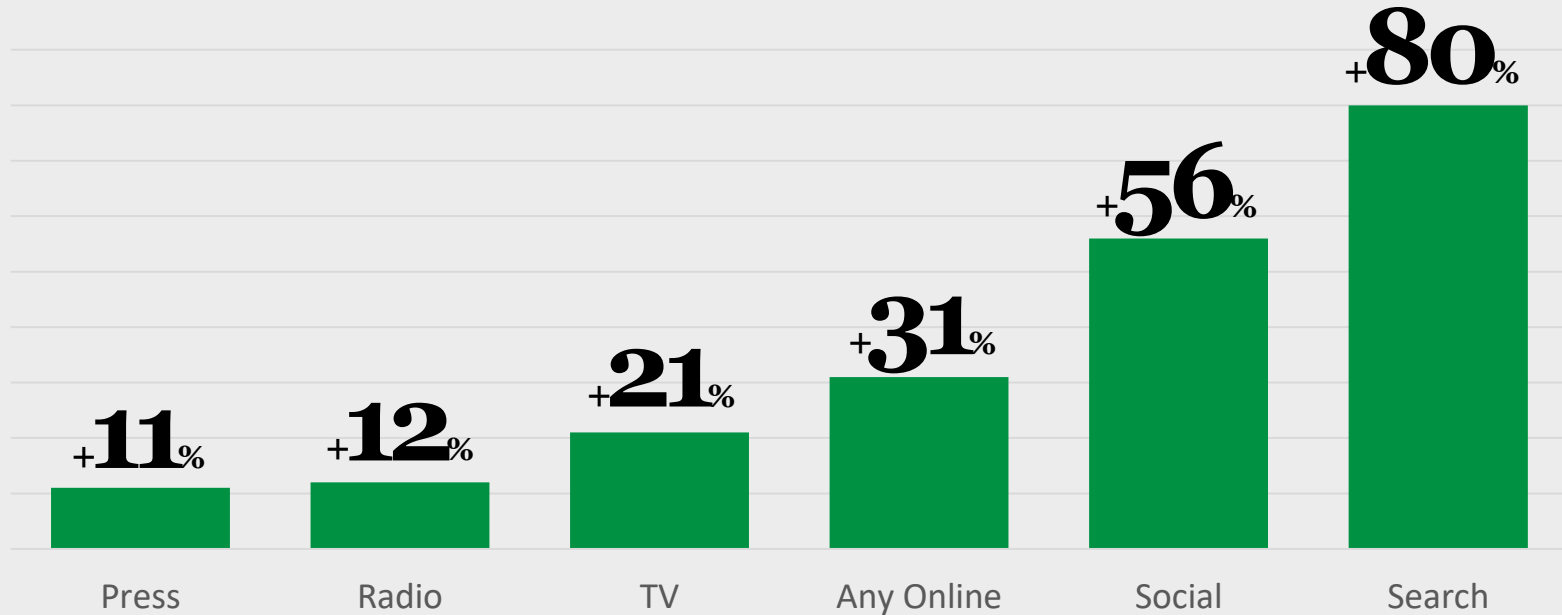


Out of Home (OOH) 'Power Users' are identified as: *advertisers who spend 15% or more of their marketing budget on OOH*

A recent report from Rapport and IPA examined 171 case studies from the IPA's Effectiveness Awards Databank, and compared 'Power Users' (62 case studies) versus those that don't use OOH (109 case studies). The results showed...

'POWER USERS' OF OOH AMPLIFY THEIR FULL MEDIA SPEND

Advertisers who spend 15% or more of their marketing budget on OOH see an uplift in results from their other media channels



'POWER USERS' OF OOH ACHIEVE STRONGER BRAND TRUST

Advertisers who spend 15% or more of their marketing budget on OOH see increases in the Brand Trust, Customer Loyalty and Market Share

Brand Trust +24%

Customer Loyalty +275%

Market Share +275%

'POWER USERS' USE OOH FOR BRAND BUILDING AND SALES ACTIVATION

Advertisers who spend 15% or more of their marketing budget on OOH are using it for Sales Activation, Brand Building or Both

