

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

'POWER USERS' OF OUT OF HOME ACHIEVE BIG RESULTS

February 2018



**ANATOMY
OF OOH**



Who are 'Power Users' of Out of Home?

Out of Home 'Power Users' spend 15% or more of their budget on Out of Home.

A report examined 147 case studies from the IPA's Effectiveness Awards Databank and compared 'Power Users' versus those that don't use Out of Home. The results showed...

POWER USERS OF OUT OF HOME GET MORE MARKET SHARE

Compared to non-users of Out of Home

+36%

Increase in market share

POWER USERS OF OUT OF HOME GET MORE PROFIT GROWTH

Compared to non-users of Out of Home

+20%

Boost in profit growth

POWER USERS OF OUT OF HOME ATTRACT MORE NEW CUSTOMERS

Compared to non-users of Out of Home

+15%

More new customers

POWER USERS OF OUT OF HOME ACHIEVE GREATER BRAND UPLIFT

Compared to non-users of Out of Home

Brand esteem +41%

Brand fame +32%