



ANATOMY
OF OOH

Think big, think hyperlocal Out of Home

August 2021

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

Serving Suggestion

**TRENDING
SINCE 1893**

UNCLE
TOBY'S
ROLLED OATS
Traditional

**FOR
GOOD
NESS
SAKE!**



Australians feel closer to home than ever before

Many of us—15 million of us—find ourselves at home as lockdowns once again change the way we live, work and play. What we are doing is spending more time in our community and spending our money locally.

An opportunity for marketers is to think big and reach us in our locale. This is backed by research conducted by OMA member Shopper's *Closer to Home* study.

Because we all need to feel optimistic, we have folded in oOh!media's *Pulse Reports* insights representing how we feel during a lockdown. That regardless of our age we are positive about the future and are looking for opportunities to spend and support businesses around us.

We feel more connected to our community

More than ever, we are feeling a greater sense of belonging to our community and we are supportive of local businesses.

1 in 3

Feel more connected to our community than ever before.

62%

Will support local businesses where we can.



We are more open to trying new brands



Small to medium brands have new opportunities for growth as we shift our buying attitudes and mindsets.

2 in 3

Have tried new brands in the last 12 months.

1 in 3

We are more open to switching brands than we have been in the past.

54%

We made purchases from brands that are new to us in the pandemic's first wave.*

We can see the silver linings during a lockdown

Our attitudes during a lockdown provides a snapshot of things to come; we feel optimistic that opportunities to shop and spend will rise as restrictions ease.

91%

Gen X

Intend to maintain or increase time spent outdoors once restrictions are lifted.

81%

Baby Boomers

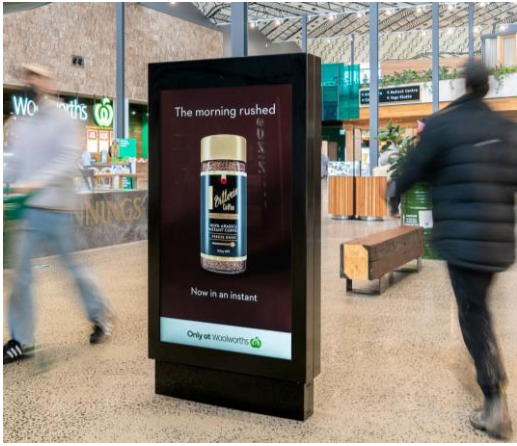
Believe their ability to purchase products and services in the future will be unimpacted.

77%

Gen Y

Expect their ability to buy products and services will be maintained or increased in the future.

Use Out of Home to impact a local, relevant audience



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