



ANATOMY  
OF OOH

# Out of Home builds brand trust and consideration

July 2021

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







## Out of Home influences purchase consideration through trust

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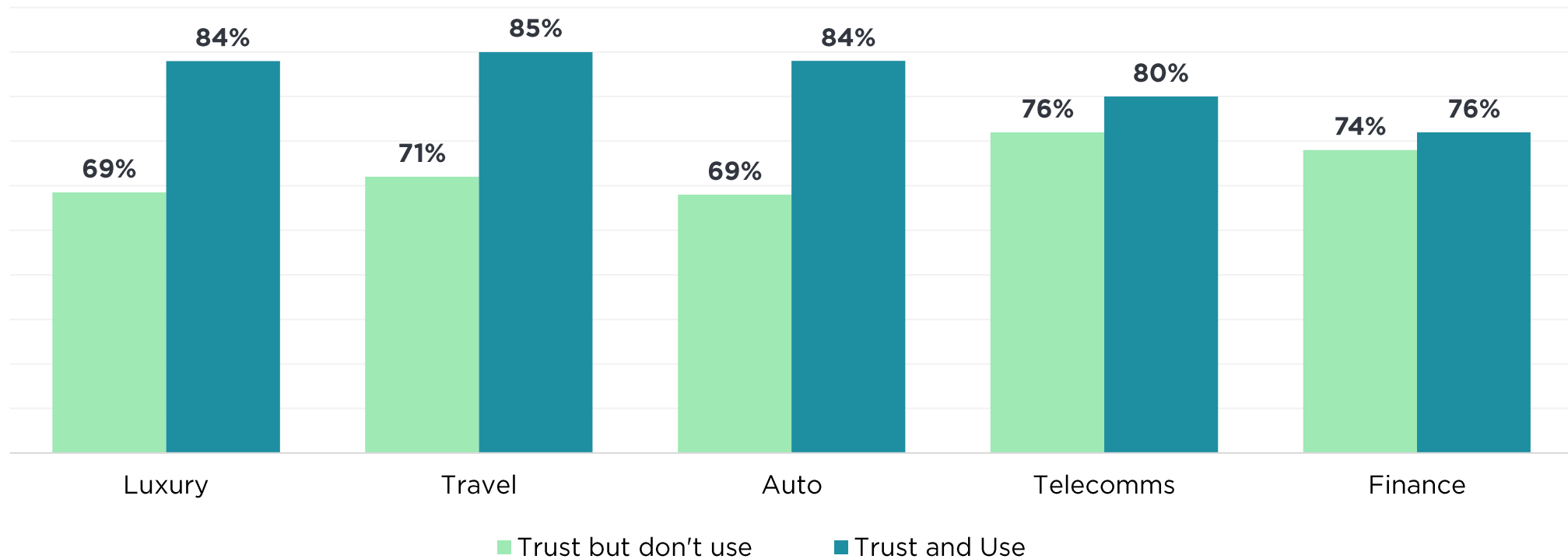
Trust that a brand or product will deliver on its promises is fundamental to decision-making. Now more than ever, there are big wins to be had by brands who prioritise and explore opportunities for enhancing trust.

Results of a new study by JCDecaux UK and Clear Channel UK reveals that Out of Home (OOH) is the most successful media channel for promoting brand trust and delivering consideration.

The study is based on the responses of 1,500 participants who were exposed to in-situ advertisements on OOH, TV, social and news media.

# Trust increases action among both current and potential customers

Percentage of people likely to engage in consumer action by product category.



# The three measures of trust



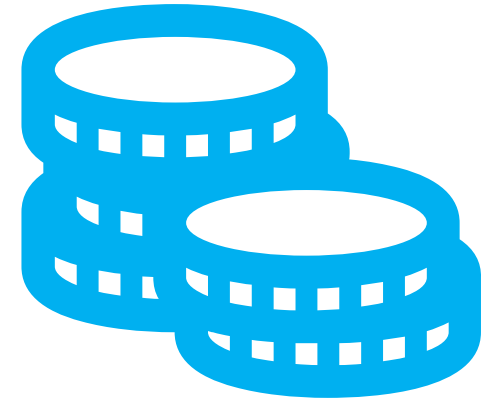
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Perceptions of trust in  
the brand.



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Trust in claims made by  
the brand.

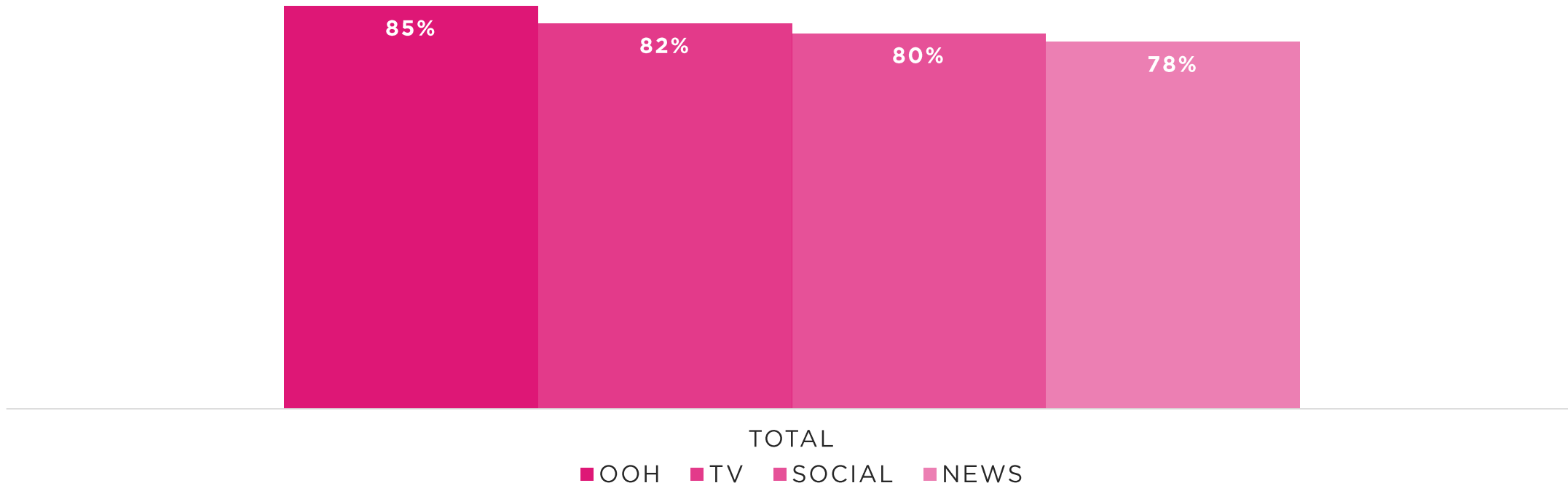


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Consideration of the brand.

# OOH delivers +7% more positive perceptions of trust

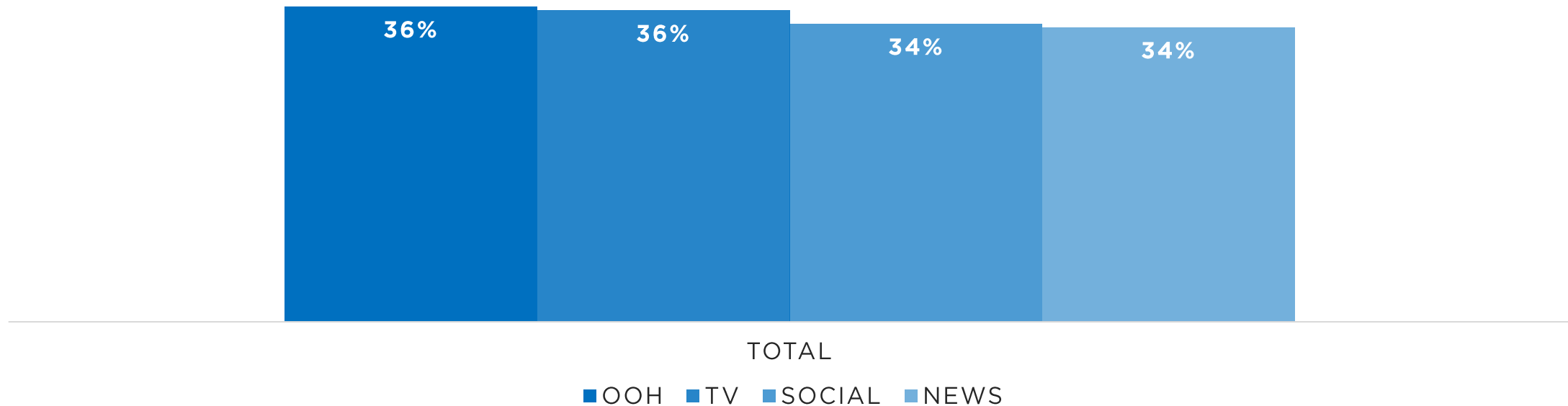
Percentage of people who used positive terms associated with trust to describe a brand, having been exposed to an advertisement, by media channel.^



# OOH delivers +5% more brand consideration than other channels



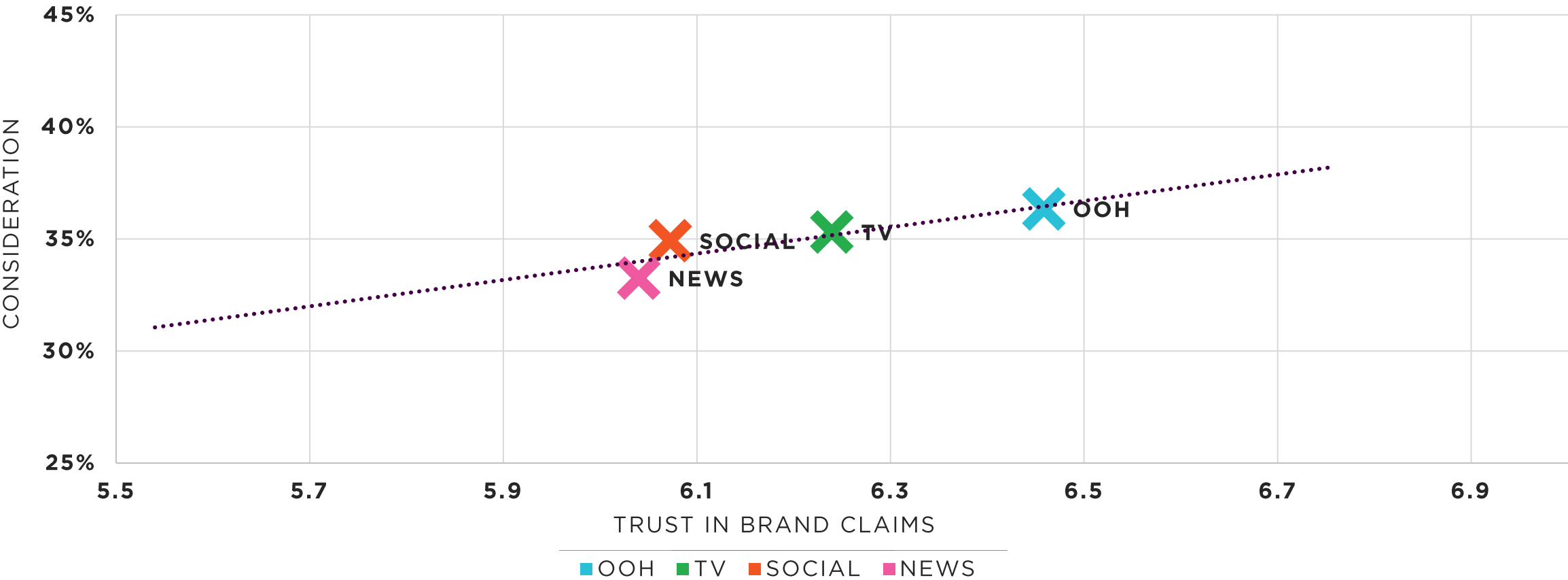
Percentage of people who would consider a brand, following exposure to advertising, by media channel.



# OOH is best at delivering trust and consideration



Trust in brand claims vs consideration across the average of all media channels.



Source: A Moment for Trust study by JCDecaux UK and Clear Channel UK, n=1,500. [Read more.](#)



# Use OOH to promote trust and influence consideration

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