



ANATOMY
OF OOH

Public attitudes reveal Out of Home's broad appeal

May 2021

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





Background

Consumer research shows people like OOH

We know that Out of Home (OOH) is an effective reach medium, broadcasting to people when they are out and about. But what do our audiences think of the big, bold, and bright canvas that is Outdoor advertising?

Our research found that everyday Aussies like OOH when it's at its best: simple, creative and informative. Reach was seen as a key strength, with OOH serving as an 'always on' touchpoint for people outside the home.

The survey, conducted by Dynata, ran during January in CBD and metropolitan areas across Sydney, Melbourne and Brisbane.

People either like or don't mind OOH

We asked Australians how they feel about OOH advertising:

74%

Feel positive and/or neutral toward OOH



Eye catching images, originality, and clarity valued most



Australians like OOH advertising that is:

67%

Big, bright and colourful

66%

Simple and concise in the messages

61%

Eye-catching and/or has beautiful images

It reaches and informs them outside the home

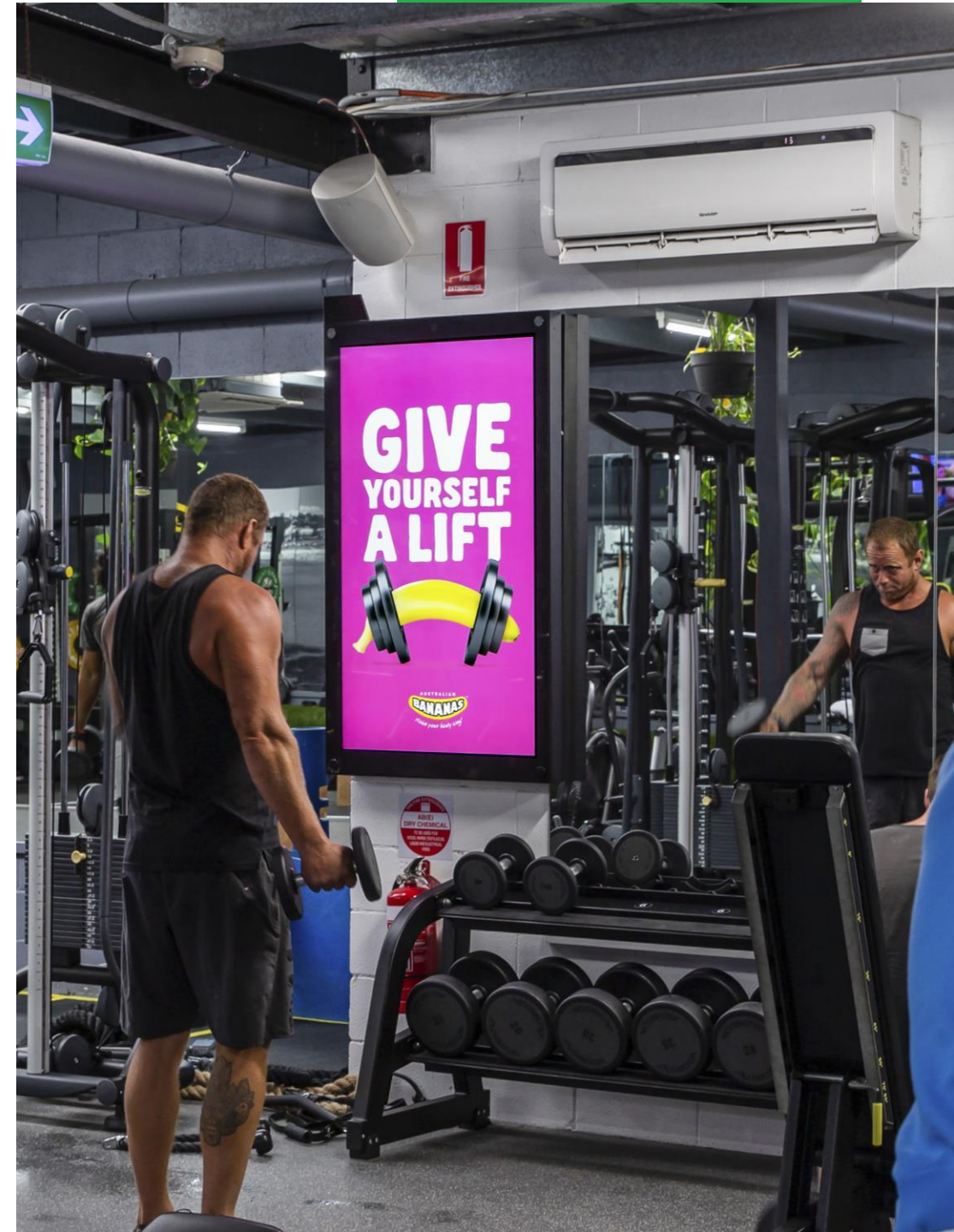
What Australians think are the key strengths and/or benefits of OOH advertising:

71%

Reaches a mass audience

70%

Reaches people who may not see other media



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