



ANATOMY
OF OOH

Special End of Year Edition

December 2022

Glue.
STORE

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





Take your brand Out of Home this summer

It's been a big year for Out of Home (OOH) advertising. This month we bring you the highlights of industry research proving the efficacy and importance of OOH in any marketing mix.

Read on to find a range of research and stats to help you with your media planning.

Always on, even in summer when ...

2 of 3

major media channels go dark. TV and radio have non-survey periods and key talent go off-air. Just as people are out and about, enjoying their holidays with time to spare.

Source: Collected Mix Models from The Leading Edge & Analytic Partners 2002-2018. Confidential & Proprietary. © 2019 analytic Partners, Inc.





**People remember
OOH more now than
before the pandemic**

43%

Adults notice OOH ads more
now than before the pandemic.

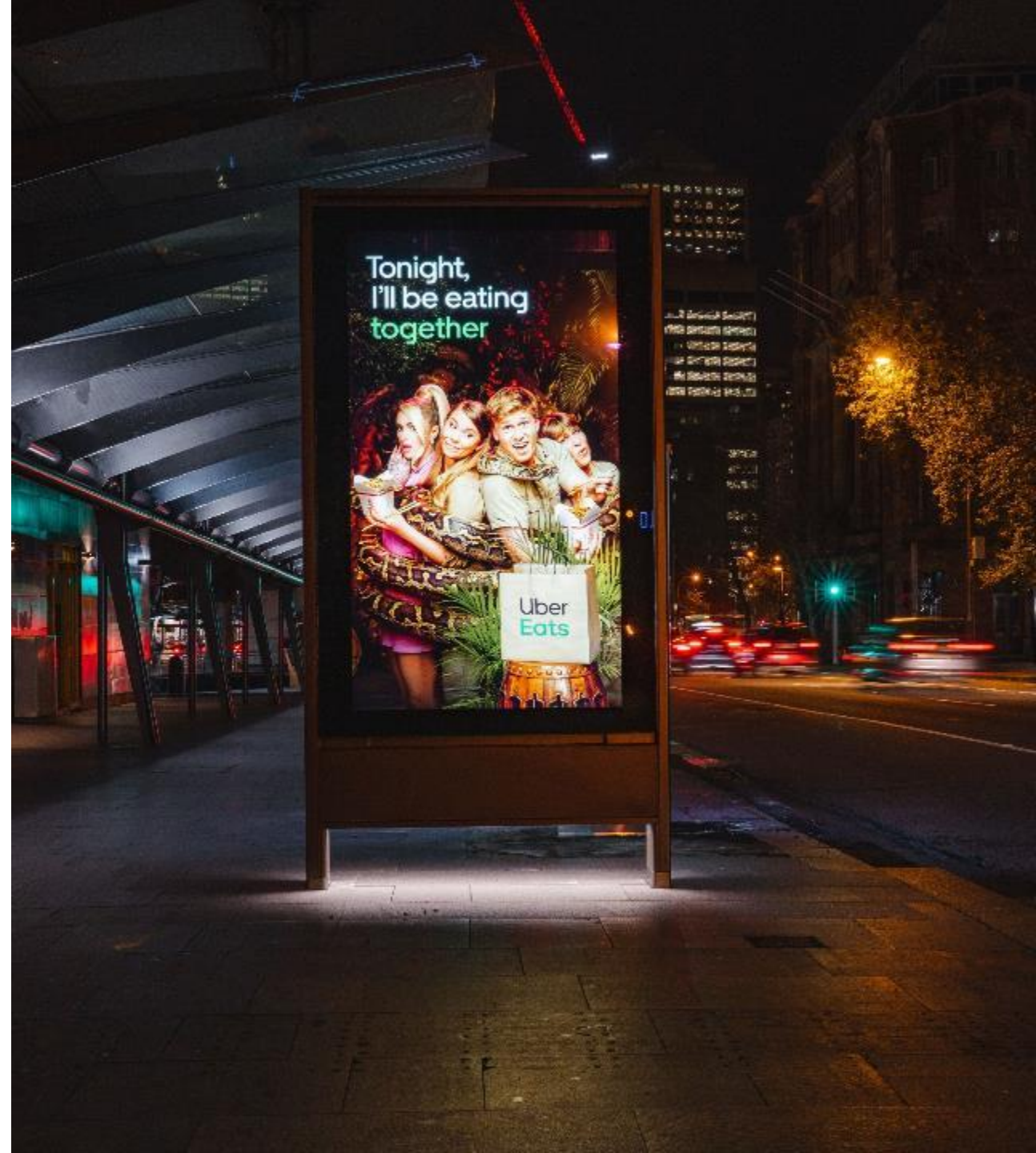
Source: AdWeek, Esther Raphael, 2022 [Out-of-Home Ads Remain Effective in the Face of Inflation – Adweek \(ampproject.org\)](https://www.adweek.com/esther-raphael-2022-out-of-home-ads-remain-effective-in-the-face-of-inflation/)

Evolving creative delivers higher impact

38%

Evolving creative in a campaign delivers 38% higher impact compared to static campaigns with singular creative execution.

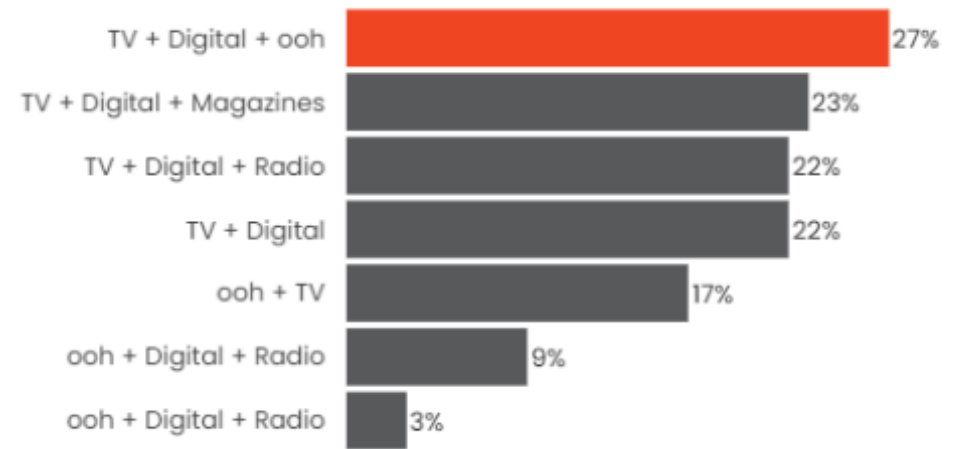
Source: Neuro Insight OOH Case Study with QMS neuro-insight.com/casestudy/ooH-study-with-qms





Combining OOH, TV and Online gets best ROI results

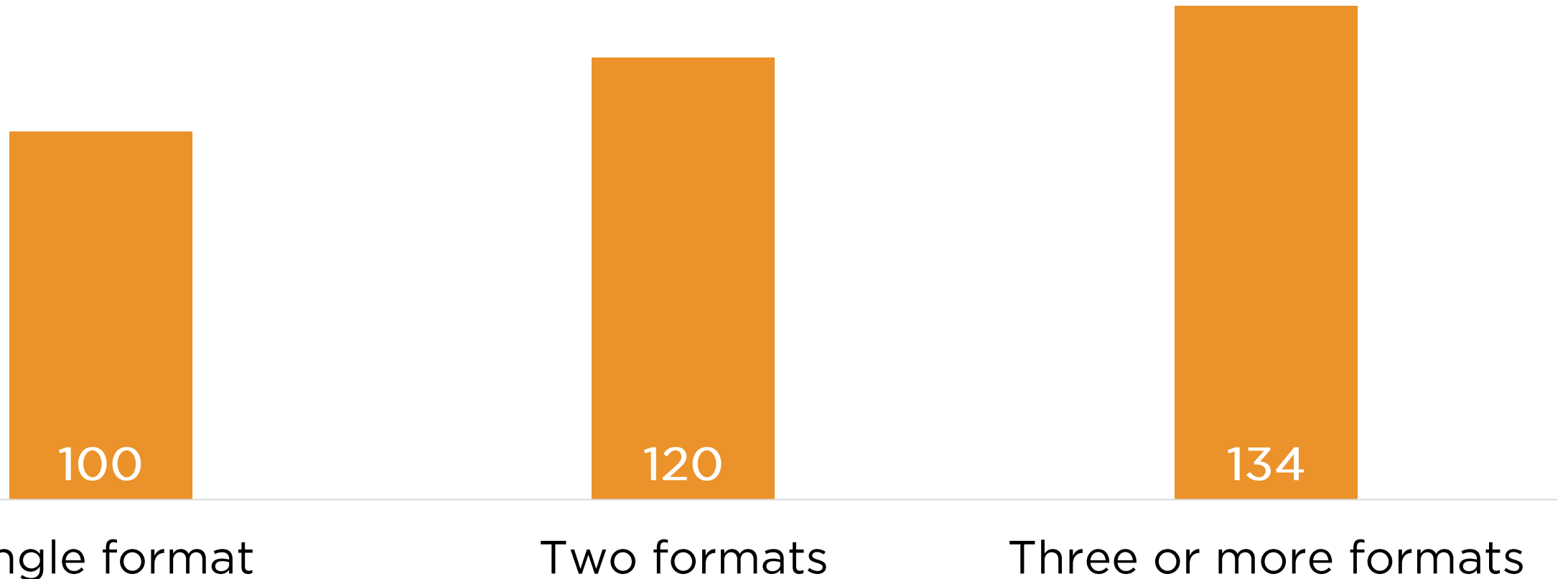
The 3-channel mix of TV, Digital and OOH gets the best ROI results in Australia by 27%



Source: ROI 3.0 The Foundations of Market Mix Success, Analytic Partners 2019

Out of Home campaigns are more effective using three or more formats

ROI short term performance by channel indexed to TV (100) NZ



DOOH is immediate and relevant

61%

Digital Out of Home (DOOH)
currently accounts for 61 per cent
of total OOH industry expenditure.

Source: QMS and Neuro-Insight, [Global First Neuro Study: Evolving Creative is More Memorable](#); May 2022.





Digital signs have a higher impact

63%

Digital signs have 63 per cent more impact than classic signs; classic signs deliver higher reach because your advertisement owns that space.

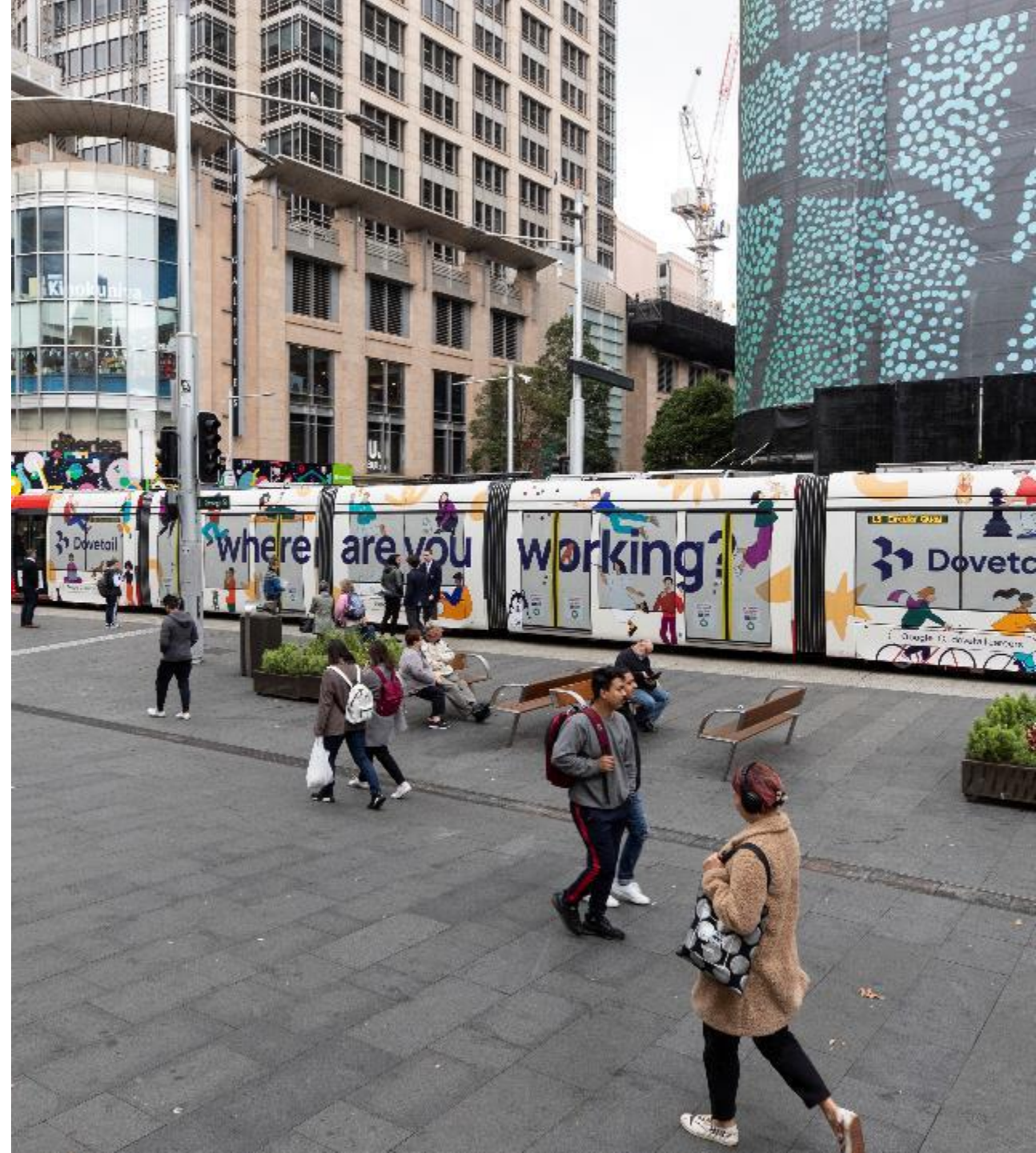
Source: The Neuro Impact Factor, OMA Whitepaper 2022

Online companies are spending more on traditional advertising

+11.7%

Marketers are anticipating an increase of 11.7* per cent spend over the next 12 months on traditional media channels.

* Companies that earn 100 per cent of their sales through the internet.
Source: Harvard Business Review, 2022: [Why Marketers are returning to traditional advertising](#)





Increasing investment in traditional

19.8%

of marketers in the US say they are extending their reach and investing more in traditional advertising (outside of Online approaches).

Source: The CMO Survey, 2022, <https://cmosurvey.org/results/>

The logo features the letters 'O', 'M', and 'A' stacked vertically within a white square on the left. To the right of this square, the word 'MOVE' is written in a large, bold, white, sans-serif font.

Measurement of Outdoor Visibility and Exposure

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