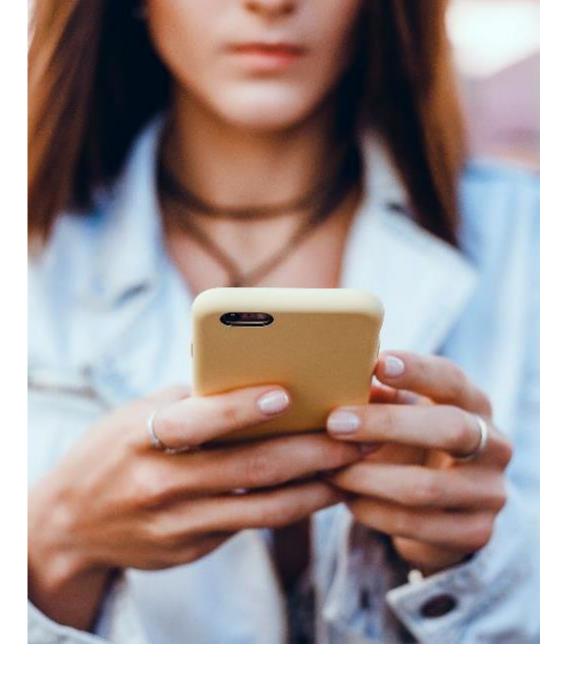


OOH + MOBILE = RESULTS

January 2019



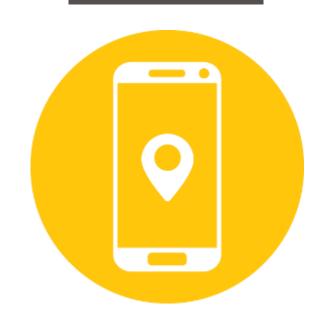
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FAST FACT:

MORE BRAND ACTIONS ARE TAKEN ON MOBILES WHEN OOH IS PRESENT





A UK study shows that including OOH drives mobile brand actions

-OOH converts advertising into behaviour -OOH drives direct engagement with brands

uplift in smartphone brand actions* 66666 of smartphone actions are a direct interaction with the brand

*among the top 20 best performing campaigns within the study

+3

Source: Outsmart OutPerform study, click here for more details and downloads



\$1,460.96

-\$604.89

\$



FAST FACT:

STORE VISITS INCREASE WHEN MOBILE AND OOH ADVERTISING ARE COMBINED

An IAB case study shows that the highest results were achieved when the audience was exposed to both mobile and OOH advertising



USE THAT TIME TO G ON TOP OF YOUR MOI WITH THE NEW ANZ A

0

Dott/s Holiday

ANZ Platinum Annume 31(98) 11 **127%** lift from those exposed to both DOOH + mobile

10.**

AVAILABLE NOW

"To increase sales of gaming consoles and drive visits to electronics retailers, the client activated DOOH within five miles of select retailers. In addition, they layered in mobile retargeting to consumers who passed the OOH units or who were seen at any of four key retailers, where the gaming console was sold."









"An online delivery service used OOH to cut through the noise and reach hungry consumers with creative posted on New York's streets and subways. Within one week, the campaign had 1.1 million earned social impressions on Twitter alone."



FAST FACT:

APP DOWNLOADS INCREASED BECAUSE OF OOH

An IAB case study proves how an online service uses OOH to cut through the noise





For more OOH and mobile info, check out this earlier MOVE <u>Anatomy of Out of Home</u> or the IAB <u>web page</u>