



ANATOMY
OF OOH

OOH Toolkit: focus on reach

Mach 2023

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

**THE BRAIN
DRINK™**

Designed & tested by Neuroscientists
100% natural | Caffeine free

Arepa
The Brain Drink
100% natural | Caffeine free

coles
drinkarepa.com

Outdoor advertising reaches 'hard to reach' audiences

The MOVE 2.0 Mobility Survey commissioned in 2022 with Ipsos, reveals the total potential reach of Outdoor advertising based on population movements. It's the most comprehensive travel survey undertaken in Australia to-date and involves second by second tracking of respondents over 14 days.

In this month's Anatomy of Out of Home, we showcase how we know that OOH reaches most Australians, each and every day, as they commute, shop, and socialise.

DINNER MADE EASY

Premium Kit
Serving Suggestion

taste .COM .AU

MEAL KIT

2 STEPS
35 MINS
4 SERVES

KOREAN
Sticky Chicken

SO EASY! CRUMB. BAKE. GLAZE.

300g

Most Aussies leave home at least once a week

98%

of people are leaving home at least once a week.

Source: MOVE 2.0 Mobility Survey Jan-July 2022 n 2,150





OOH reaches most Aussies each Day

82%

of people in metro markets leave home each day.

Source: MOVE 2.0 Mobility Survey Jan-July 2022 n 2,150

Aussies take multiple trips a day

4.9

People aged +14 take 4.9 trips a day on average.

Source: MOVE 2.0 Mobility Survey Jan-July 2022 n 2,150

* Based on those people who left home, with a trip defined as occurring between a single origin and destination eg. going to the shops is one trip and coming home is second trip.





OOH reaches Millennials and Gen Y

81%

On average, 81.4 per cent of Millennials and 78 per cent of Gen Y leave home each day, making more than four trips.

Source: MOVE 2.0 Mobility Survey Jan-July 2022 n 2,150

* Based on those people who left home, with a trip defined as occurring between a single origin and destination eg. going to the shops is one trip and coming home is second trip.



Measurement of Outdoor Visibility and Exposure

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