

# OUT OF HOME (OOH) IS EFFECTIVE IN REACHING GEN X, Y & Z

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May 2019

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

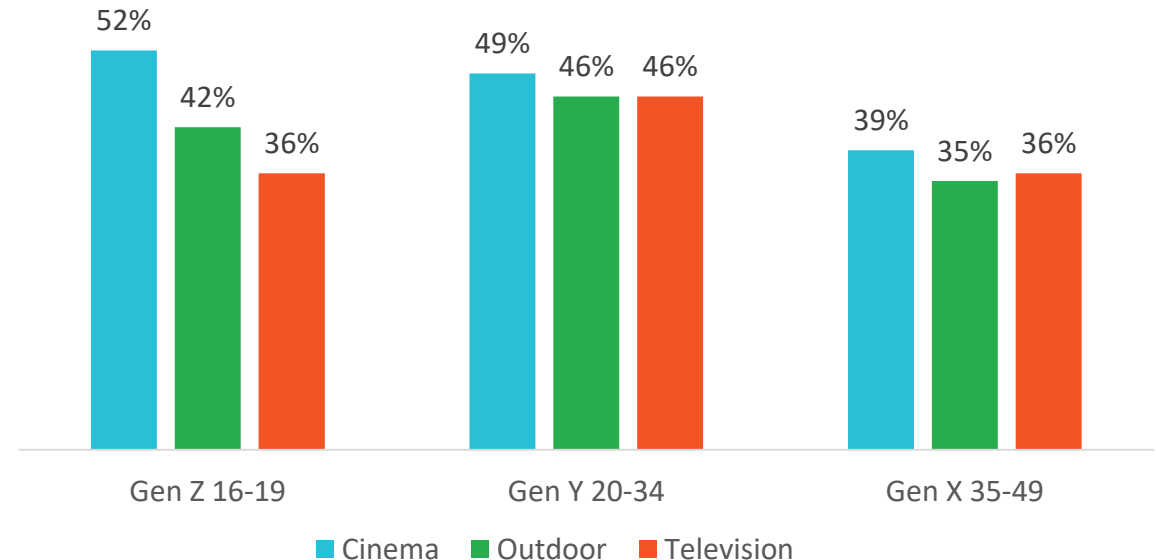


# OOH is a preferred traditional media for Gen Z and Y

OOH in Australia is the second most preferred traditional media channel for Gen Z.

And equal with Television for Gen Y.

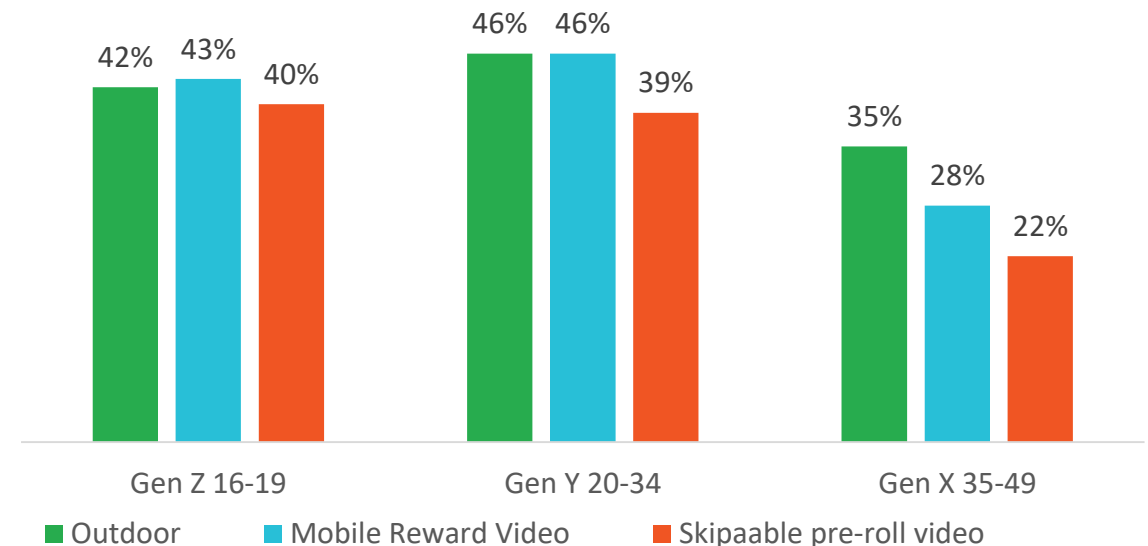
**PREFERRED TRADITIONAL AD FORMATS**  
Percentage of people who have positive receptivity



# OOH is a preferred media to Online for Gen X

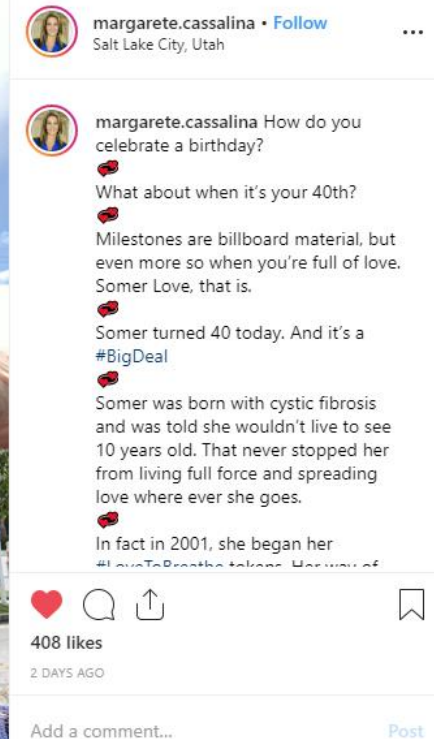
OOH had a higher preference than all Online ad formats except Mobile Reward Videos.

**OOH AND TOP TWO ONLINE PREFERRED AD FORMATS**  
 Percentage of people who have positive receptivity



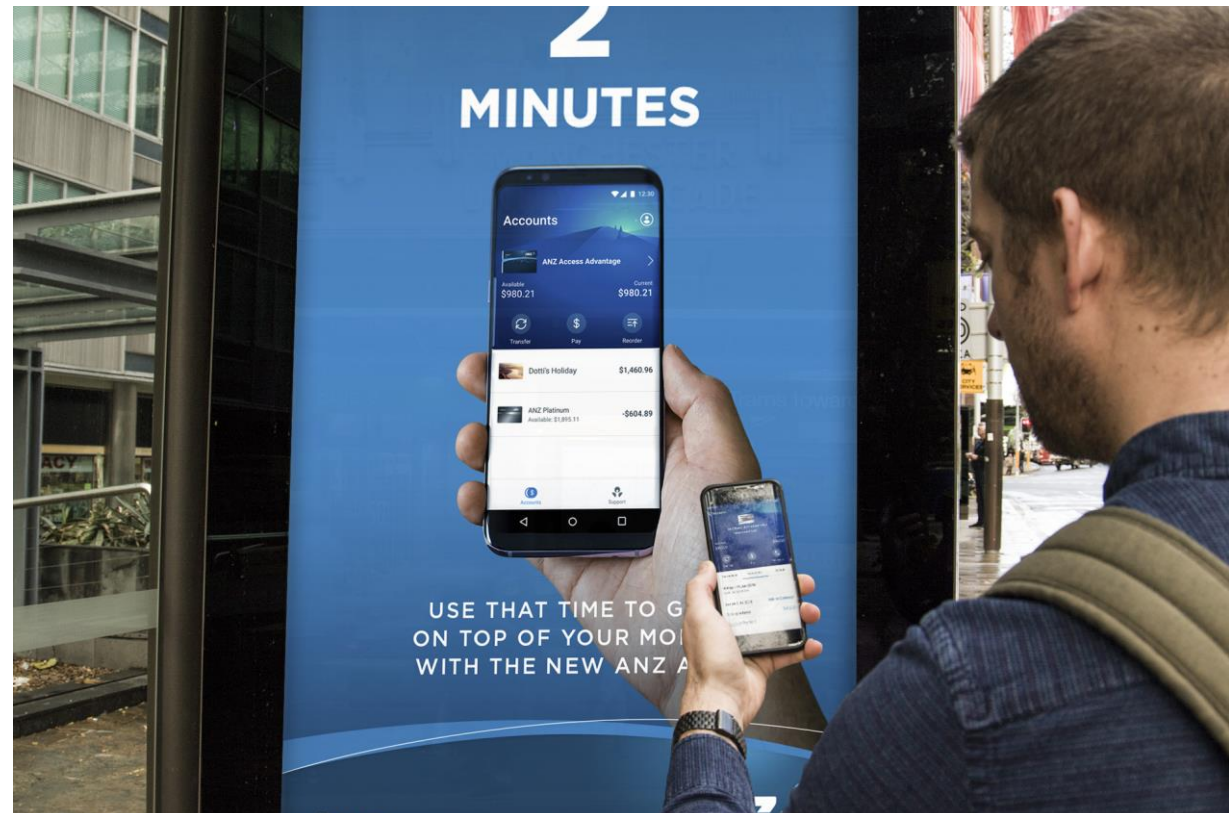
# People post OOH campaigns on their social media feeds

1 in 4 people have posted an image of an OOH campaign to Instagram.



# OOH primes mobile campaigns

**People are 48% more likely to click on a mobile ad if they have seen the same ad first on OOH.**



# OOH gets through to younger generations

**“Don’t underestimate the power of traditional media; Gen Z are generally more open to outdoor and TV ads than to digital ads, even though they spend more time Online.”**

**Research conclusion by Kantar Millward Brown**



Anatomy of Out of Home