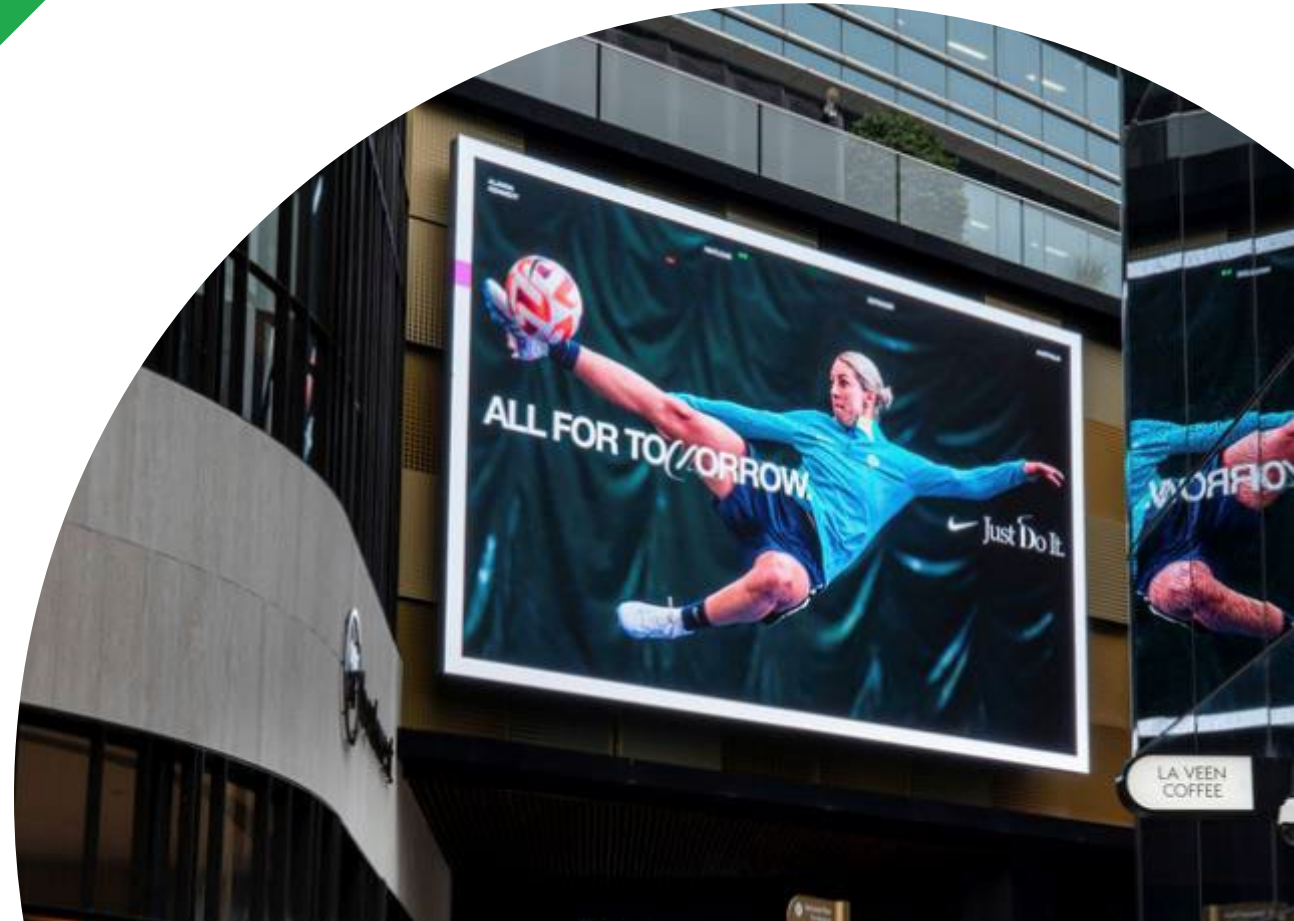


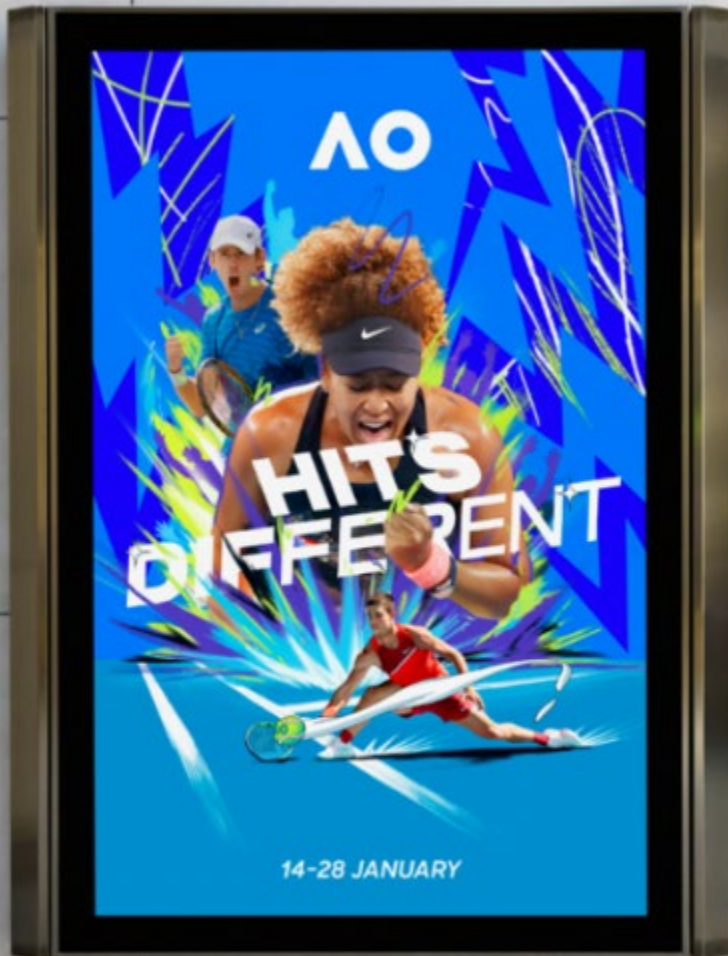
Best of the Year 2023



Our best insights 2023

It's been a big year in Outdoor and evidence-based research fuels our success.

In this month's Anatomy of Out of Home, we look back on the key takeaways and stats from 2023, from the OMA's Out of Home Toolkit, the MOVE Mobility survey, Neuro Insight UK, Nielsen, Kantar and more!



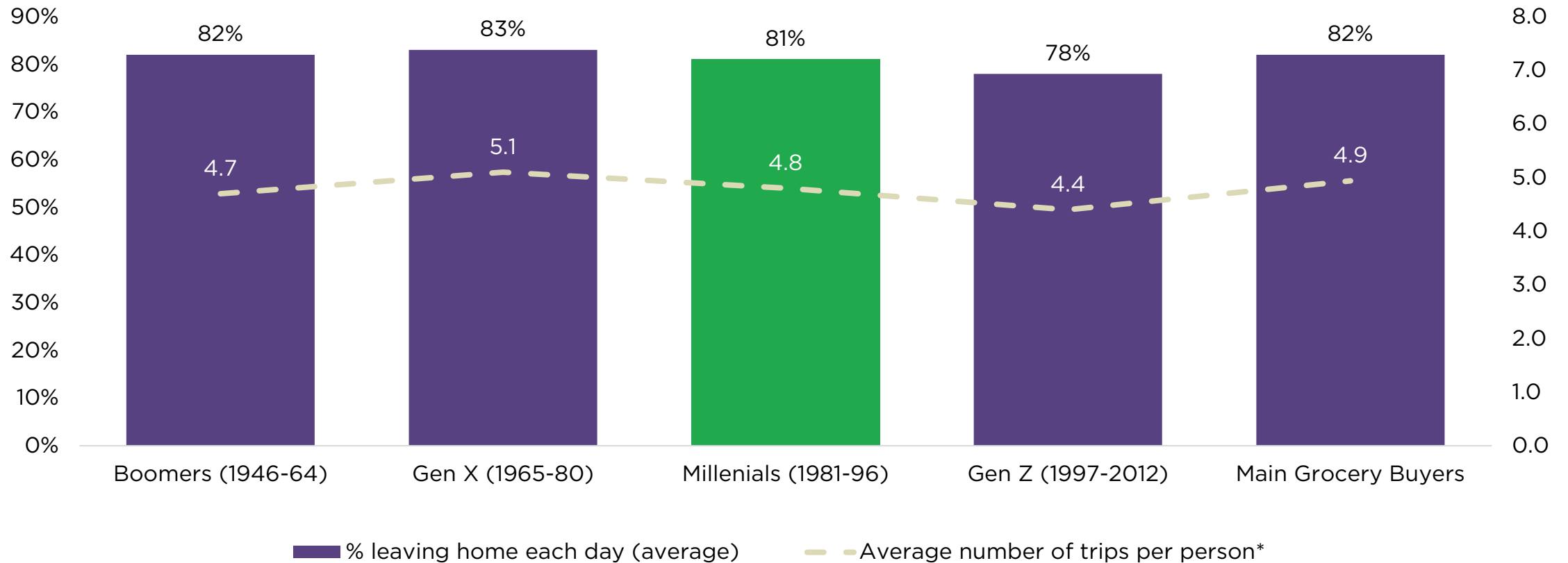
Out of Home advertising reaches most Aussies each Day

82%

of people in metro markets leave home each day.

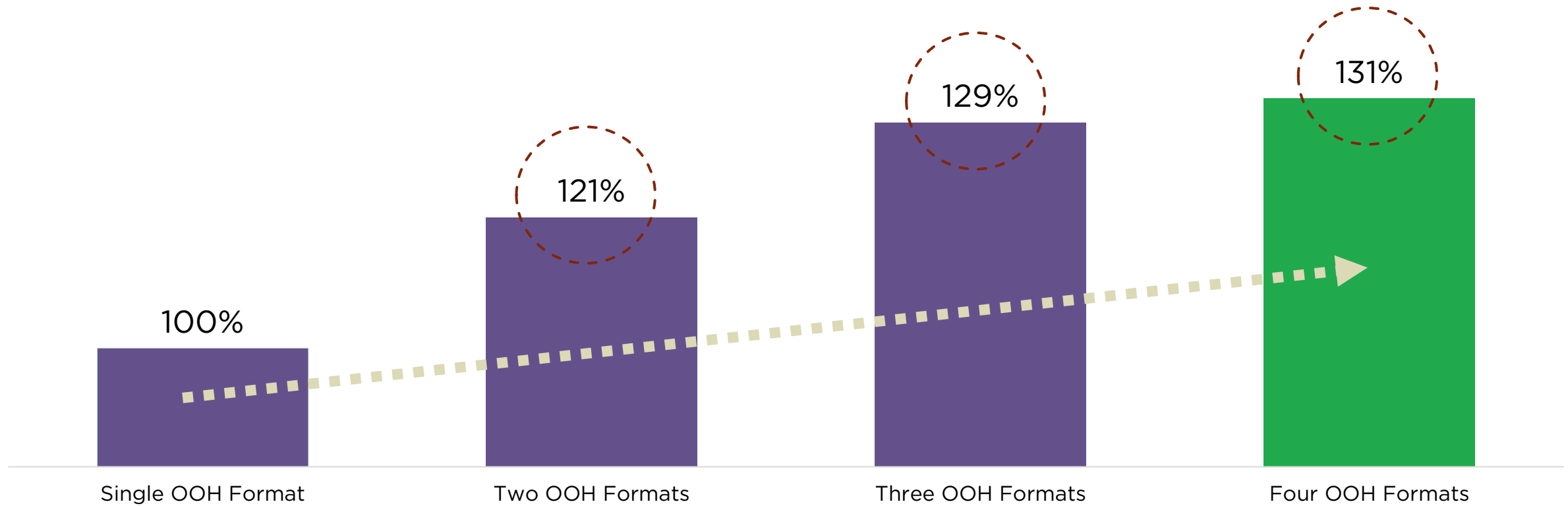


All people are Out of Home



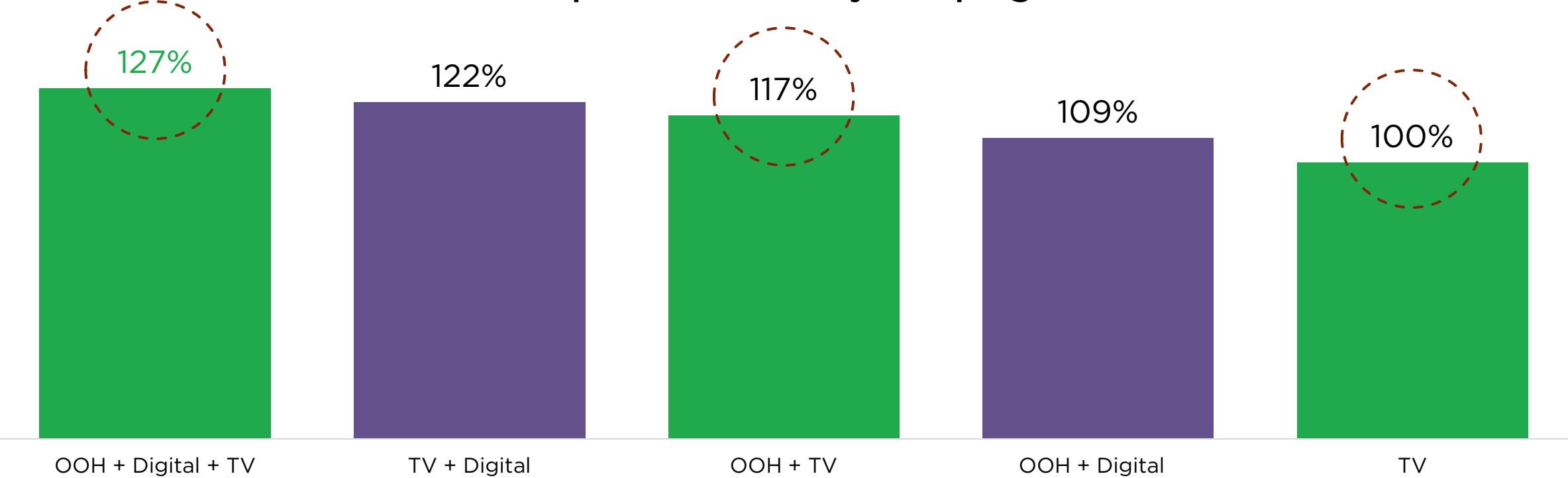
Using more Out of Home formats improves ROI

ROI index of digital campaigns



Out of Home enhances ROI of campaigns

Incremental ROI from using different media combinations compared to TV only campaigns



Analytic Partners; Collected Mix Models from The Leading Edge & Analytic Partners 2002-2018

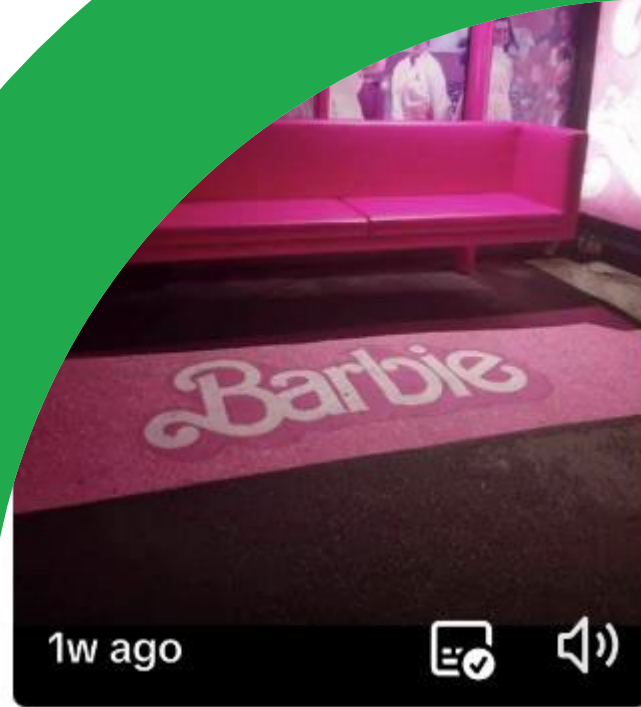
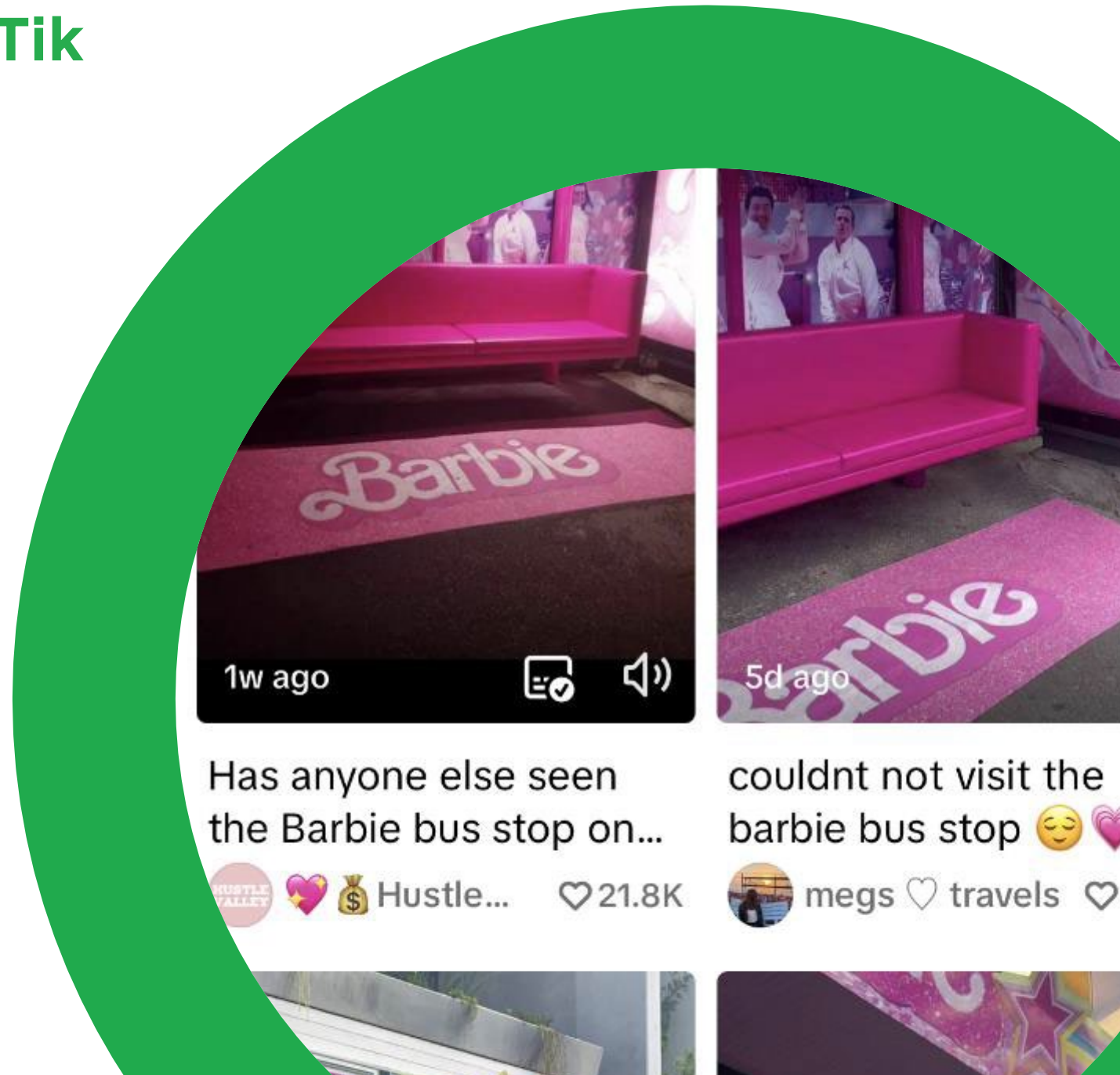
Digital OOH makes your Tik Tok & Insta content more 'likeable'

87%

A Neuro-Insights UK study revealed an 87 per cent increase in approach* when DOOH was used to prime a social media brand post.

*Making the advertising more likeable and welcoming.

Neuro-Insights UK: Establishing the influence of digital out-of-home in building effective social media campaigns; May 2023 commissioned by Ocean Outdoor.



Has anyone else seen the Barbie bus stop on...
Hustle... 21.8K



couldnt not visit the barbie bus stop 🥰💕
megs travels

Frequent Flyers notice airport advertising

83%

of Frequent Flyers notice airport advertising.

Nielsen Study Reaffirms: Airport Advertising is Highly Effective & Drives Frequent Flyers to Act After Ad Exposure; 01/05/2023 commissioned by Clear Channel Outdoor.



People pay more attention
to channels they like

90%

There is a 90% correlation between media channels that consumers claim capture their attention and those in which they prefer seeing advertising.



Digital OOH is the most innovative channel

#1

Both global consumers and marketers agree that DOOH is the most innovative media channel.





People on public transport seek more information

56%

say they would research products being advertised, if the advertisement was of interest to them.

Base: Total interviews (n = 527)

Reference: Assuming that the product, event or service being advertised was of interest to you, which, if any, of the following would you most likely do after seeing ads like these?

Enroute to Engage: Transit Media Effectiveness Study, TorchMedia and GfK Consumer Intelligence & Consulting, November 2022

The OMA's Day in the Life study shows that Out of Home advertising...

#1 'makes a brand look desirable'

#1 'makes you aware of brands'

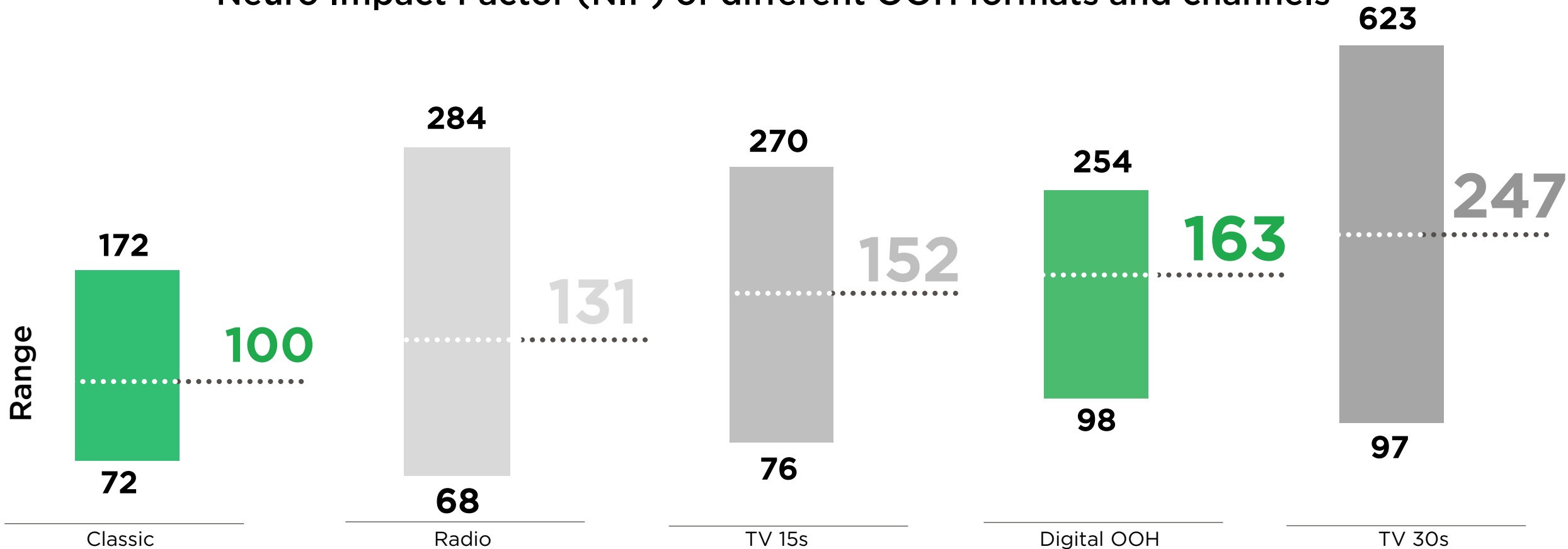
#2 'prompts you to try a brand'

#4 'makes you consider a brand'



Classic and Digital Out of Home advertising delivers impact

Neuro Impact Factor (NIF) of different OOH formats and channels



OMA MOVE

Measurement of Outdoor Visibility and Exposure

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