

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure

TRENDS IN RETAIL SPENDING

November 2018



**ANATOMY
OF OOH**



AUSTRALIANS ARE EMBRACING BLACK FRIDAY

Australians spent 36% of their average weekly spend over Black Friday (and the weekend)

Spending habits during the Black Friday period

\$320M

Online and in-store over Black Friday and the weekend

Average weekly retail spend

\$870M

September 2017 to August 2018

BRICKS AND MORTAR RETAILERS ARE STILL DOMINANT

More than \$9 in every \$10 was spent in bricks and mortar locations in 2018

Spend over 12 months to August 2018



Online **\$28.1B**



Bricks and mortar **\$317.4B**

OUT OF HOME DRIVES RETAIL CUSTOMERS

Whether it is bricks and mortar or online, Out of Home delivers results

Out of Home is the main media exposure on the path to purchase

61% of shoppers will be exposed only to Out of Home in the **hour prior** to visiting a bricks and mortar store

Out of Home activates Online search

Out of Home delivers **2.5 times more** online activity per ad dollar spent compared to other offline media

Out of Home enhances Mobile

There is a **17%** uplift in smartphone brand actions when exposed to Out of Home