ANATOMY OF OOH

OMA MOVE
Measurement of Outdoor Visibility and Exposure

CASE STUDY:

Outdoor advertising is MEMORABLE, STARTS CONVERSATIONS, and CHANGES BEHAVIOUR

July 2019

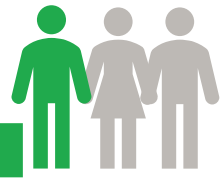
OMA MOVE
Measurement of Outdoor Visibility and Exposure

LOOK UP
SHOWED US HOW

Outdoor advertising is remembered

The simple message of **Look Up** was remembered by

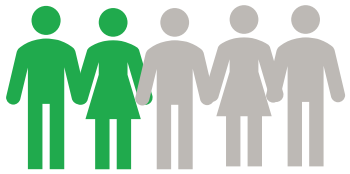
1 out of 3



people surveyed

Recall was even higher among millennials, with

2 out of 5



millennials surveyed saying they saw Look Up

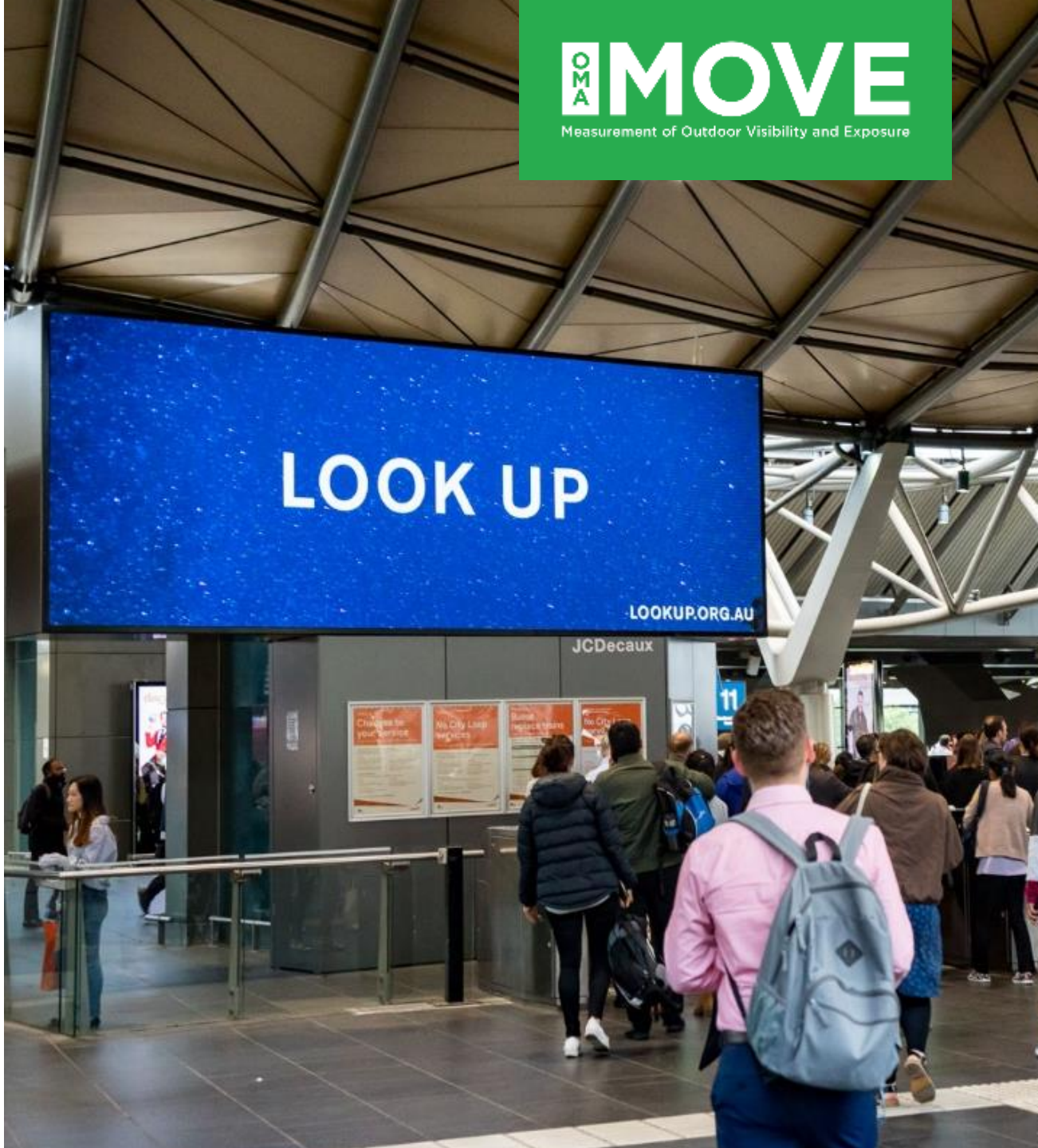
Source: OMA Look Up post campaign survey.

Outdoor advertising changes behaviour

50%

of those who recalled the campaign said they were now making a conscious effort to Look Up

Source: OMA Look Up post campaign survey.

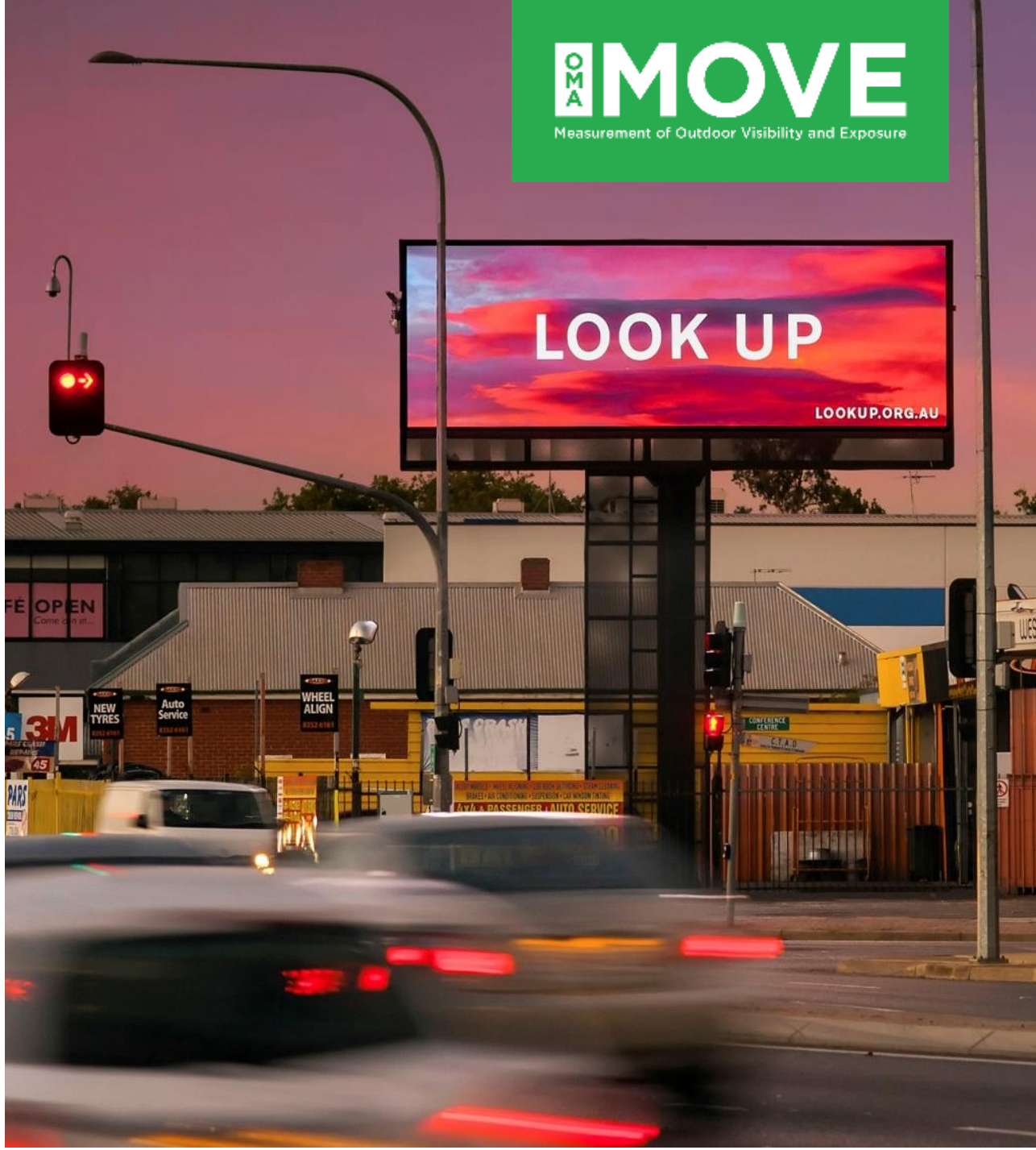


Outdoor advertising starts conversations

33%

of those who recalled the campaign said they talked about it to friends or family

Source: OMA Look Up post campaign survey.



Outdoor advertising inspires curiosity

When ‘Look Up’ was in market, the number of online paid searches for the keywords ‘Look Up’ was

10x higher

than average, **showing that it piqued curiosity to find out more**

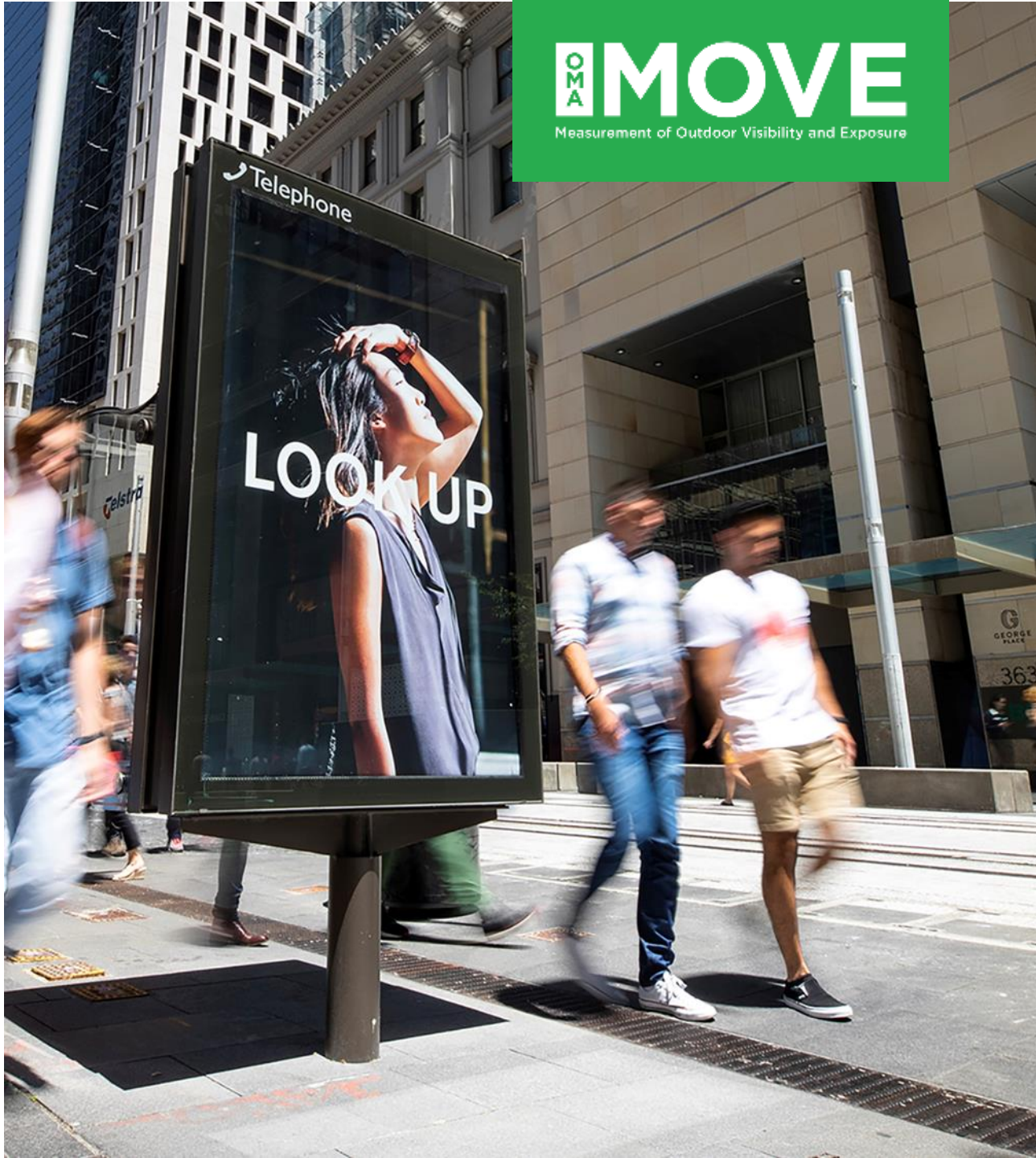
Source: OMA Look Up post campaign survey.

Outdoor advertising affected GEN X, Y & Z behaviour the most with an

87%

uplift in Looking Up for respondents 18-44 who recalled seeing the campaign

Source: OMA Look Up pre and post campaign survey comparison in the activity of Looking Up.



Anatomy of Out of Home explores the hows and whys of the power of Outdoor advertising, compiling research and insights both locally and from across the globe. Find out more.