THE ART & SCIENCE OF

OUTDOOR MEDIA

Discover how Out of Home advertising can work with the human mind to create meaningful and resonant connections.

OMA

Catch Attention

2.5x

BIOMETRIC RESEARCH PROVES THAT PEOPLE ARE 2.5X MORE ALERT WHEN THEY ARE OUTSIDE THE HOME

When we LOOK UP at the world around us our brain activity increases and we are extra alert to visual signals. Attention is the currency of OOH, demonstrating how essential it is that audiences identify with brand messaging in a fragmented media world.

Inspire Curiosity

4x

OOH DELIVERS 4X MORE ONLINE ACTIVITY PER DOLLAR SPENT THAN TV, RADIO AND PRINT

When we LOOK UP & OUT, our brains consider more and look further. We are innately curious when we are outdoors. With OOH, brands can offer contextually-relevant messaging to people when they are out in the world with their senses heightened and their minds' open.

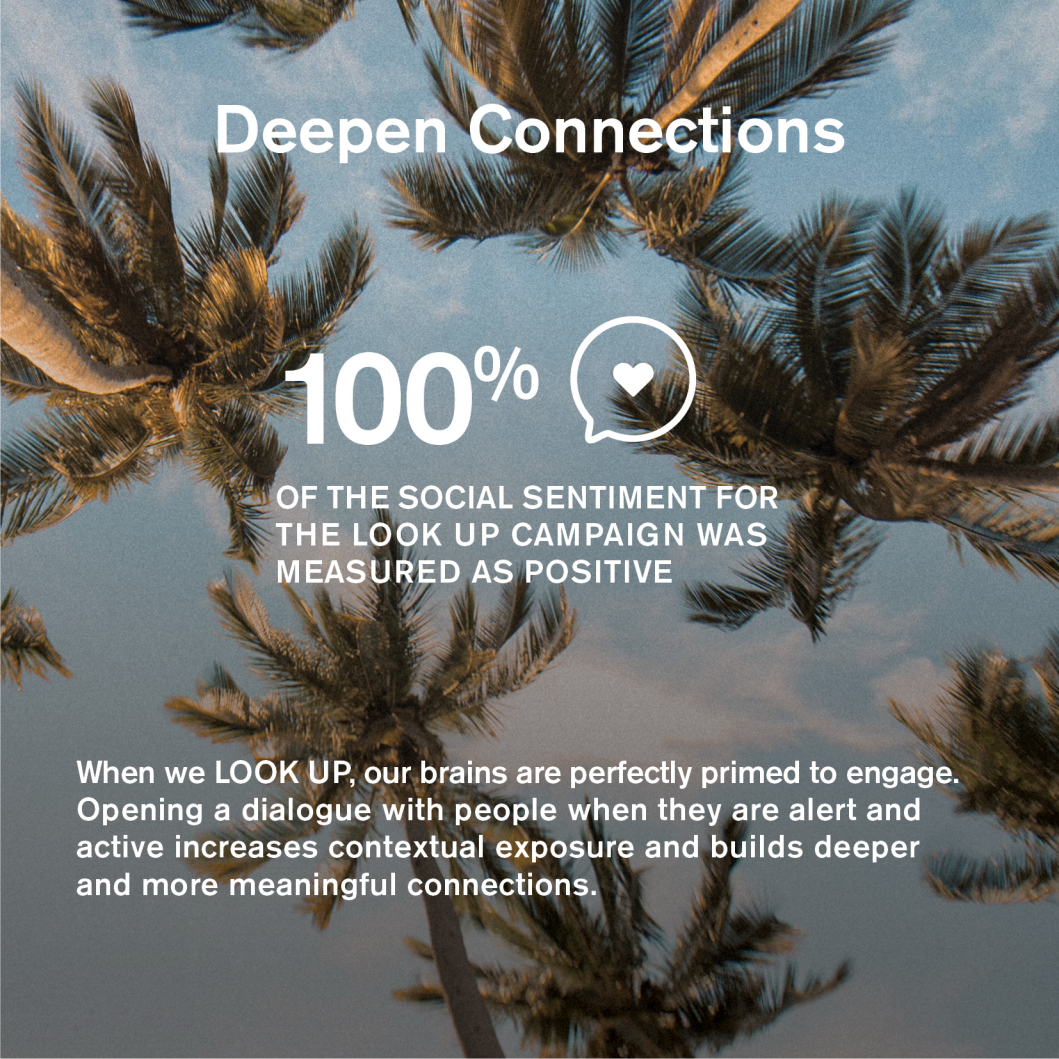
Reach People

93%

OOH REACHES 93% OF THE POPULATION LIVING IN AND AROUND AUSTRALIA'S CAPITAL CITIES. MORE THAN ANY OTHER CHANNEL

Every day thousands of people move through public space and LOOK UP & OUT. Only OOH gives the opportunity for brands to physically present messages to the public, uninterrupted, where they work, live and play. OOH is measured by the internationally-respected audience measurement system, MOVE.

Deepen Connections



100%

OF THE SOCIAL SENTIMENT FOR THE LOOK UP CAMPAIGN WAS MEASURED AS POSITIVE

When we LOOK UP, our brains are perfectly primed to engage. Opening a dialogue with people when they are alert and active increases contextual exposure and builds deeper and more meaningful connections.

Build Trust & Empathy

77%

OF CONSUMERS BELIEVE THAT ADS ON OOH MAKE A BRAND MORE DESIRABLE

When you LOOK UP & OUT it can build empathy, trust, and a sense of hope and belonging. Inserted into the heart of public life, OOH is the perfect canvas for showing understanding and insight by engaging with real world issues and reflecting life back to audiences.

Shift Behaviour

50%

OF PEOPLE WHO RECALL THE LOOK UP CAMPAIGN SAY THAT THEY ARE NOW MAKING A CONSCIOUS EFFORT TO LOOK UP MORE

As a group of connected people that LOOK UP & OUT, we can change how we see an issue and alter our priorities. Building on the principles of psychology and consumer behaviour, OOH can help build an emotional connection to a brand, starting conversations or prompting direct action.

There's no place like Out of Home

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OUT OF

PEOPLE SURVEYED REMEMBERED THE SIMPLE CLEVER MESSAGE OF LOOK UP

50%

OF THOSE WHO RECALLED THE CAMPAIGN SAID THEY WERE NOW MAKING A CONSCIOUS EFFORT TO LOOK UP

33%

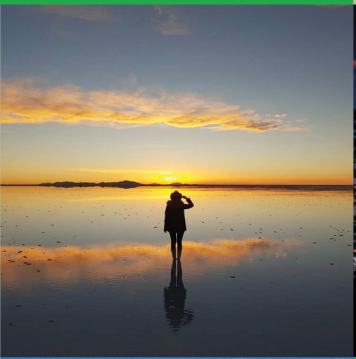
OF THOSE WHO RECALLED THE CAMPAIGN SAID THEY TALKED ABOUT IT TO FRIENDS OR FAMILY

"I keep seeing LOOK UP everywhere!"

"Such a good idea to LOOK UP!"

"Such a great project! Seeing the billboards all around!"

"I've seen the posters on bus shelters, they are beautiful!"



In 2019 the Out of Home (OOH) Industry launched a nationwide campaign that encouraged Australians to do one simple thing – LOOK UP. Building on Dr Fiona Kerr's research the project explored the many benefits that looking up can bring. Now we reveal the science behind the signs.

Contact info@oma.org.au for more information.

Sources: Post-campaign survey, February 2019, Dynata; Biometric research in 2016 using GSR (Galvanic Skin Responses) with Hoop Group and Dr Phil Harris; Nielsen OOH Online Activation Survey Conducted March 20–30, 2017 on US adults; MOVE report on the LOOK UP campaign Jan–Feb 2019; PML Group's iQ program, studying OOH effectiveness in Ireland, June 2019; and The Art & Science of Looking up © Dr Fiona Kerr January 2019.

OUTDOOR MEDIA ASSOCIATION