

OOH Landscape | 2023

KEY OOH HIGHLIGHTS

- 78% of consumers engaged with an OOH ad in the past 60 days
- 44% of US adults who noticed an OOH ad searched information about the advertiser online
- 85% of adults look at OOH ads all, most, or some of the time
- 79% of respondents are more purposeful in spending money on things that bring them happiness

OOH EFFICACY

OOH + SOCIAL

75% of social media users who saw OOH ads reposted on social searched for more information on the brand.

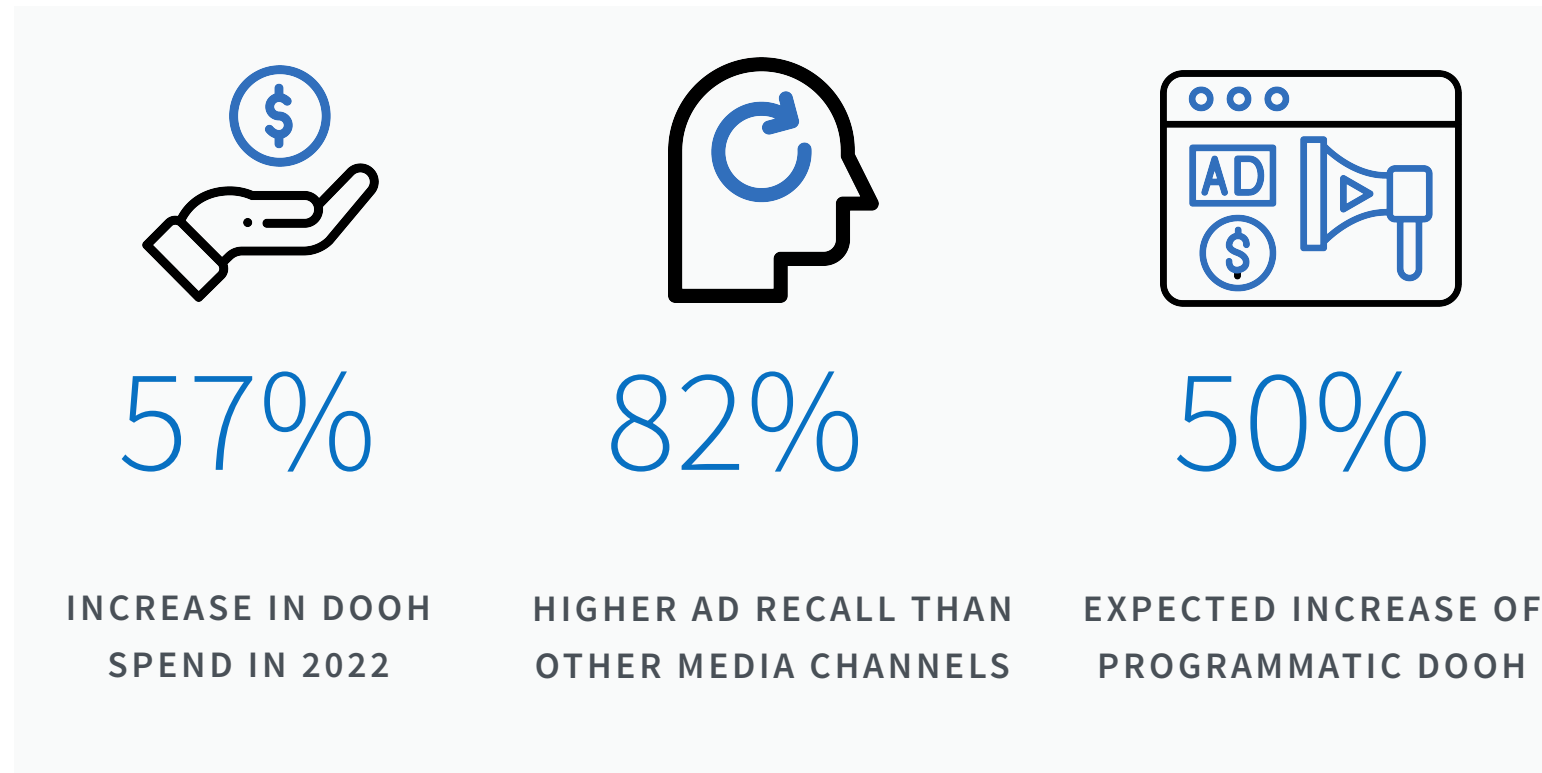
82% of Millennials reported they would reshare an OOH ad on social.

OOH + MOBILE

Consumers are 48% more likely to click on a mobile ad after being exposed to an OOH ad of the same brand.

76% of US adults took an action on their mobile device after seeing an OOH ad, including 43% who made an online purchase.

DIGITAL OUT OF HOME



OOH GROWTH

OOH REVENUE + AD SPEND

Ad revenue was up 11% in the third quarter of 2022 compared to the previous year. Global OOH spend is projected to increase steadily in the next few years.

KEY PRODUCT CATEGORIES

Strong product categories for OOH in Q1'23 include pharmaceuticals, video streaming services, luxury apparel brands, and alcohol.

“As digital burnout saturates society and consumers continue to experience the world IRL, brands will increasingly explore OOH opportunities as a means to reach and engage consumers”

- ANNA BAGER, PRESIDENT AND CEO OF OAAA



CONSUMER TRENDS

- 61% of respondents believing living and spending money in the moment is more important than 5 years ago
- Top leisure activities include:



TRAVEL + COMMUTE PATTERNS

- Many jobs are requiring a hybrid work schedule, with 84% reporting a part-time commute
- 2023 travel spending is forecast to surpass 2022 with nearly half of Americans planning travel for leisure
- Of those planning to travel for vacation this Summer, 75% intend to use their personal vehicle, and 59% intend to take an airplane