



ANATOMY  
OF OOH

# Shoppers are poised for pre-Christmas spend

October 2021

OMA **MOVE**  
Measurement of Outdoor Visibility and Exposure

for Christmas  
there's no place like priceline

only \$37.99  
only \$44.99  
only \$24.99

On sale Saturday 24th November until Monday 3rd December 2018.  
Gift sets may vary from store to store. While Stocks last.

priceline pharmacy



# Retail sales predicted to increase pre-Christmas

As pandemic restrictions on the east coast ease, retailers forecast massive pre-Christmas spending for the second year in a row.

**\$58<sub>B</sub>**

In predicted pre-Christmas retail sales this year.

**11.3%**

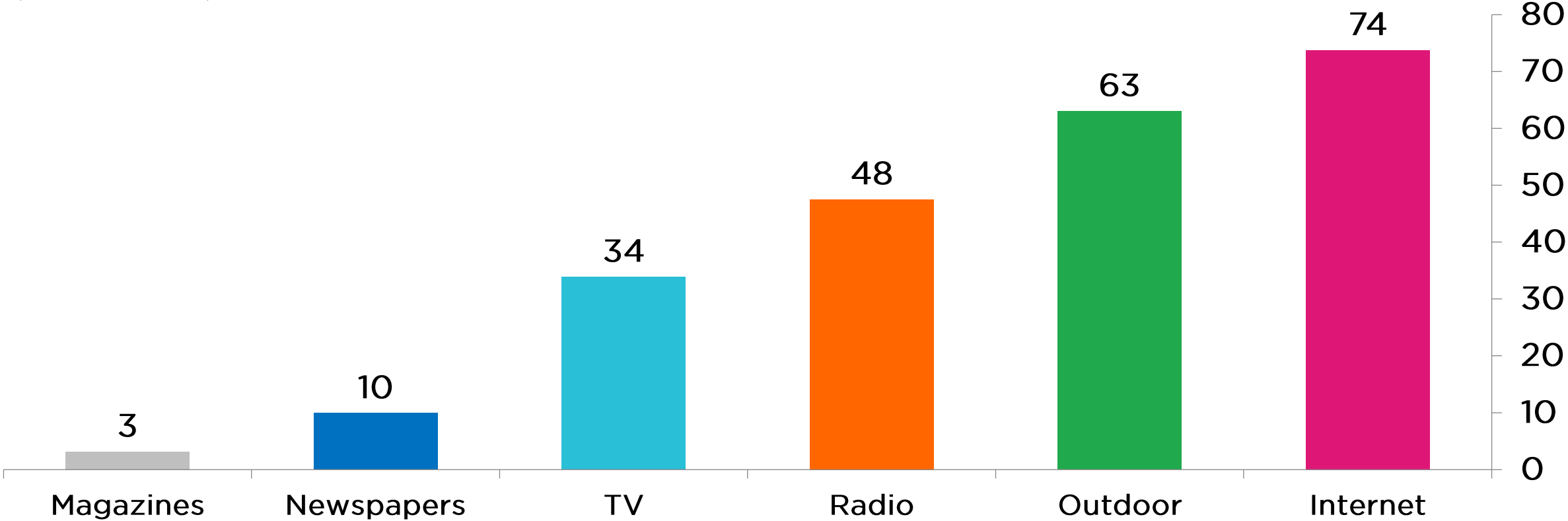
Anticipated increase in spending from pre-pandemic levels.



# Outdoor influences shoppers at the right time



Average time spent with media prior to a shopping occasion on the same day (in minutes).



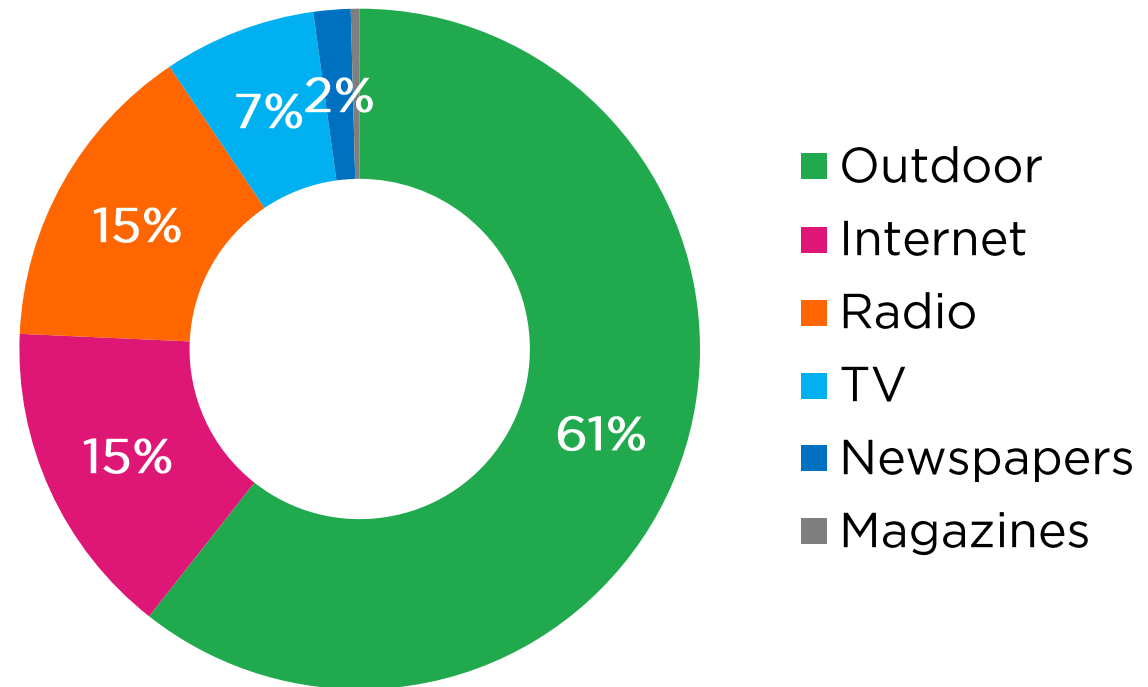
Source: Source: *Day in the Life* study, Research Now, Total 14+ n=3,465. Shoppers defined as people leaving home to shop.

# Outdoor influences three out of five shoppers prior to purchase

Percentage of customers exposed to media in the 60 minutes prior to shopping.

**61%**

Of shoppers will be exposed to Out of Home in the hour prior to visiting a retail store.



# Outdoor also influences Online and Mobile retail actions

Beyond bricks and mortar stores, Outdoor also drives people to make more Online searches and Mobile brand actions.

**2.5x**

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More Online activity per ad dollar spent is delivered by Outdoor compared to other offline media.\*

**17%**

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Uplift in smartphone brand actions when exposed to Outdoor.\*\*

# Outdoor is primed to reach shoppers this Christmas period





Measurement of Outdoor Visibility and Exposure

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