OUT OF HOME

- Creates experiences
- Reaches beyond the customer base
- Increases campaign effectiveness by 15%

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OUT OF HOME CAN CREATE EXPERIENCES AND DISRUPT THE EVERYDAY WITH BRAND EXPERIENCES

Image: Made Possible by Melbourne campaign by University of Melbourne

OUT OF HOME ENGAGES OUTSIDE THE CUSTOMER BASE

Out of Home can help brands to engage with people outside their usual audience

57%

of people who engaged with a campaign on their smartphone after an OOH exposure were either new or lapsed customers.

Sources: Outsmart Research Nov 2015. Click here to read more details

MOVE
Measurement of Outdoor Visibility and Exposure

OUT OF HOME INCREASES CAMPAIGN EFFECTIVENESS

Out of Home increase the effectiveness of campaigns by at least 15%

15%

Increase only traditional Out of Home is added to the mix

37%

Increase when traditional + digital Out of Home are added to the mix

Source: Analysis of the IPA effectiveness databank published in "Marketing in the Digital Age" by Binet and Field

OMA MOVE
Measurement of Outdoor Visibility and Exposure