

# Out-of-Home reaches people on their way to make purchases.

[Print Article »](#)

2 out of 5 consumers are last minute shoppers. These last minute shoppers are an audience heavily influenced by ads encountered on their way to groceries stores, drug stores and restaurants. OOH can put you in the middle of their last minute decisions.

**69% OF PURCHASING DECISIONS**  
ARE MADE OUTSIDE OF THE HOME

---

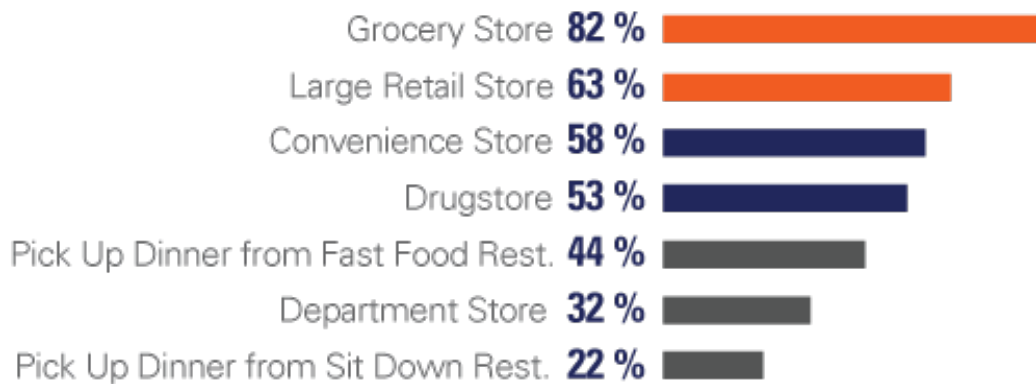
**70% OF WORKERS SHOP AFTER WORK**

Reach them while they are making these decisions

Last minute or not, the majority of people shop on their way home. Reach them on the drive.

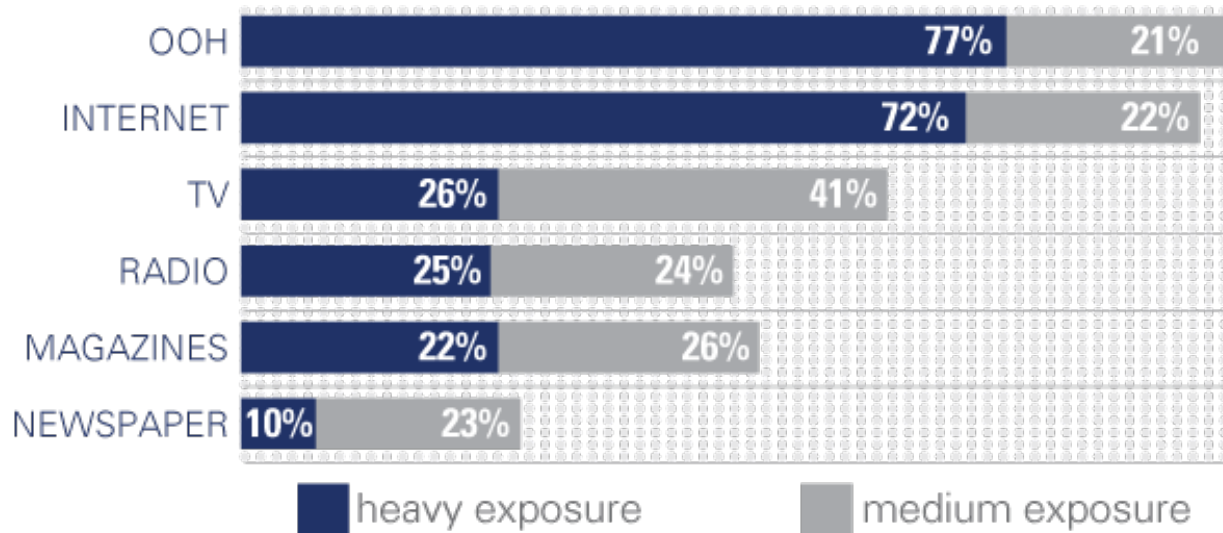
# WORKERS STOP TO SHOP ON THE WAY HOME

“In the last month, have you stopped on your way home from work to go to...?”



Primary shoppers are more heavily exposed to OOH than any other media. Incorporate Out-of-Home media into your advertising plans to reach more shoppers on the way to make a purchase.

## PRIMARY SHOPPERS MEDIA CONSUMPTION



Source: Posterscope OCS Survey, Arbitron Out-of-Home Advertising Study, Arbitron In-Car Study

## Out-of-home reaches 96% of Americans each week.

Out-of-Home advertising is on 24/7/365, with no programming between ads. Because it is on all of the time, Out-of-Home is able to reach 96% of Americans each week.

Here are a few facts to consider about consumers when planning your ad campaign:

- Half are high mileage drivers
- 72% traveled somewhere by foot this week
- 56% commute by driving to work each day

**THE AMOUNT OF TIME SPENT  
IN CARS HAS INCREASED BY  
MORE THAN 30%  
IN THE LAST SIX YEARS**

THE US DEPARTMENT OF TRANSPORTATION PREDICTS  
THAT HIGHWAY MILES TRAVELED WILL KEEP CLIMBING.

68% of Americans say they make shopping decisions in their car. 82% of consumers shop on the way home. Outdoor can put you in the middle of that decision.

**82% OF CONSUMERS  
SHOP ON THE  
WAY HOME.**

Source: Scarborough, Arbitron Out-of-Home Advertising Study

## Retail

89% of fashion savvy people say they noticed roadside billboards.

Whether you're trying to build momentum from a new product launch or reposition a well-known brand, Outdoor Advertising is the perfect fit for retail and apparel.



70% OF WORKERS SHOP ON THEIR WAY HOME FROM WORK

**69% OF SHOPPING DECISIONS ARE MADE OUTSIDE OF THE HOME**

### **Outdoor Advertising:**

Is one of the last messages a consumer receives before making a buy decision

Drives store traffic

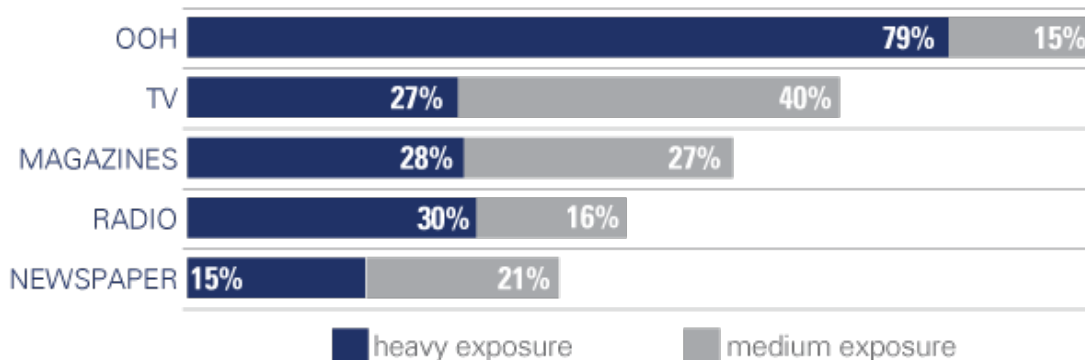
Targets consumers in close proximity to retailers

Drives web traffic

Can be used with an SMS or QR Code campaign to offer product information or coupons

### **FASHION SAVVY PEOPLE SEE OOH**

Here is the media intake of fashion savvy people. They are significantly more heavily exposed to OOH than any other traditional media.



Source: Posterscope OCS Study, Arbitron, Scarborough

## Health Care and Outdoor Advertising

28% of patients spend at least 40 minutes commuting daily.

Out-of-Home advertising is a healthy media choice that reaches potential patients.

**ALMOST TWO THIRDS OF PATIENTS SAID THAT AN OUTDOOR AD HAS INFLUENCED THEIR MEDICAL VISITS**

---

**64% OF HEALTHCARE PATIENTS DID NOT PICK UP A NEWSPAPER YESTERDAY**

Outdoor advertising:

Is noticed and favorably viewed by patients

Is effective across the sequence of steps leading to patient patronage

Reach potential patients with exceptional OOH designs:

## Outdoor Advertising Gets Results

# 71% of road travelers report noticing Out-of-Home ads.

71% of travelers are billboard viewers, meaning they reported that they notice roadside ads. OOH (Out-of-Home Advertising)

## OOH ADVERTISING GETS RESULTS

Have you ever seen a billboard that caused you to...?



When polled about how people respond and react to Outdoor ads, it was found that 61% admit to taking actions after seeing an Outdoor Advertising ad. Some of the responses included: taking a photo of an ad, making a phone call, searching online, visiting a store, talking to friends and family and/or reading and remembering the ad.

# 61% OF PEOPLE SAY THEY HAVE TAKEN ACTION AFTER SEEING AN OOH AD.

Source: Posterscope OCS Survey, Arbitron Out-of-Home Advertising Study

# Out-of-Home reaches potential car buyers while they are driving.

There is no better time to reach potential car buyers than while they are driving.

A study from [Posterscope](#) found that 87.5% of people who consider themselves car aficionados notice ads on roadside billboards. It also revealed that 83% are heavily exposed to OOH advertising, while only 41% were heavily exposed to TV ads.

According to [Scarborough](#), 58% of people who plan to buy a new car next year are heavy drivers, and 65% of them commute to work every day. Only 39% are getting a daily newspaper, and those subscribers might not be seeing your ads.

The top types of vehicles that car shoppers plan to purchase next year include:

- SUV 26.8%
- Midsized Car 22.3%
- Truck 16.8%
- Compact Car 15.3%

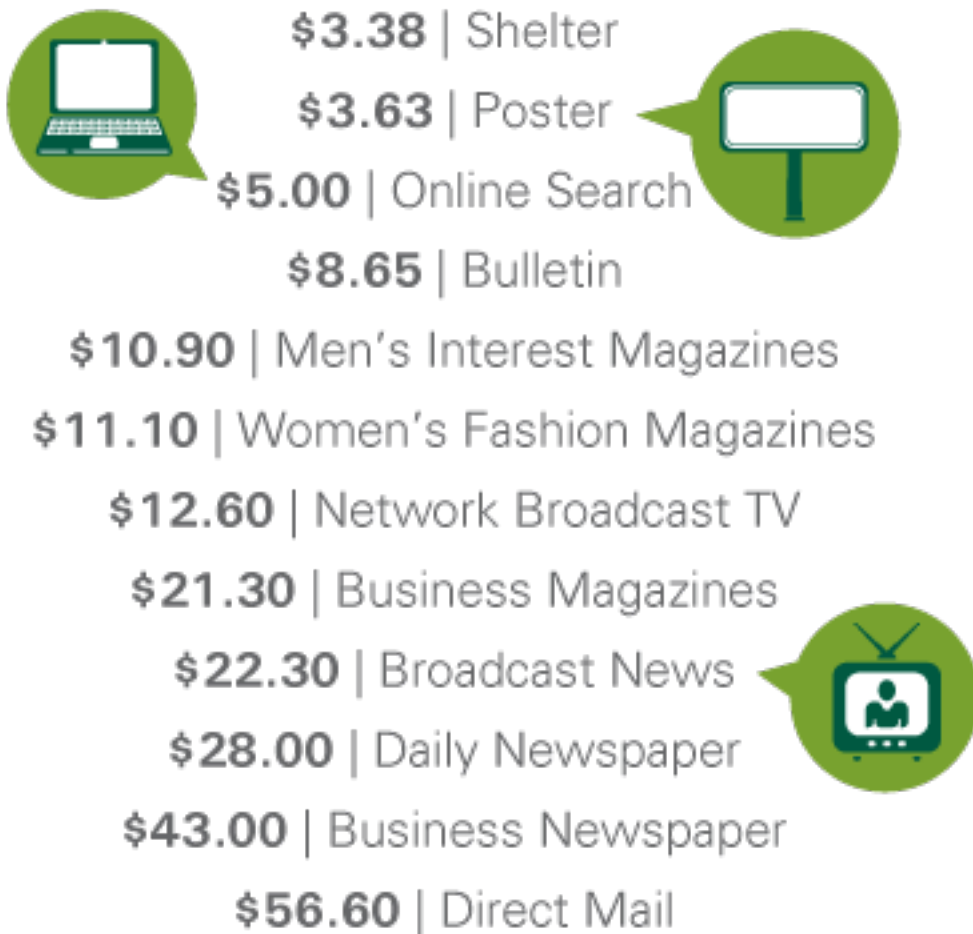
Out-of-Home reaches car buyers. Show them your makes and models on eye-catching Outdoor displays.



# Understand the cost of advertising and how media compare.

Research studies have repeatedly shown that OOH significantly lowers the cost of advertising. To reach 1,000 people, Out-of-Home delivers the same audience at significantly lower cost.

## CPM COMPARISONS

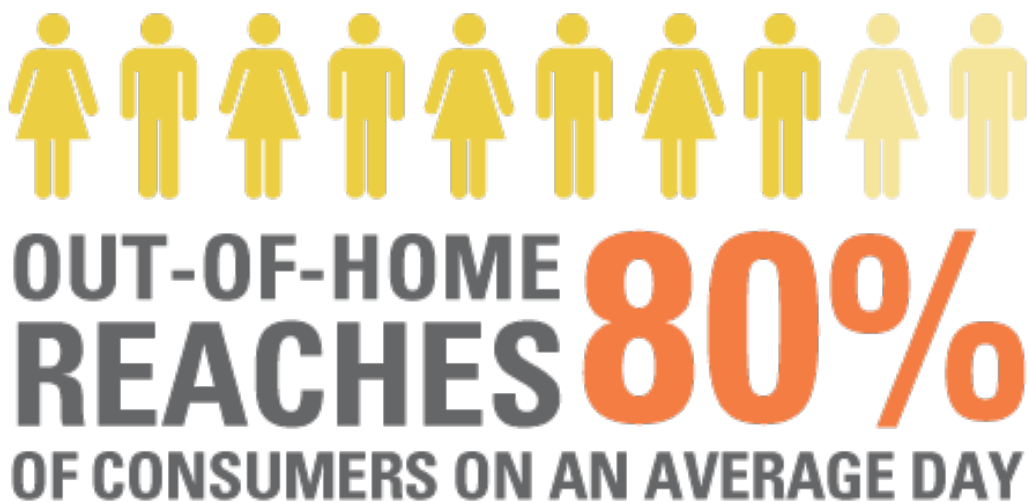


Source: Nielsen



# OOH reaches consumers while they are away from home, and in a good mood.

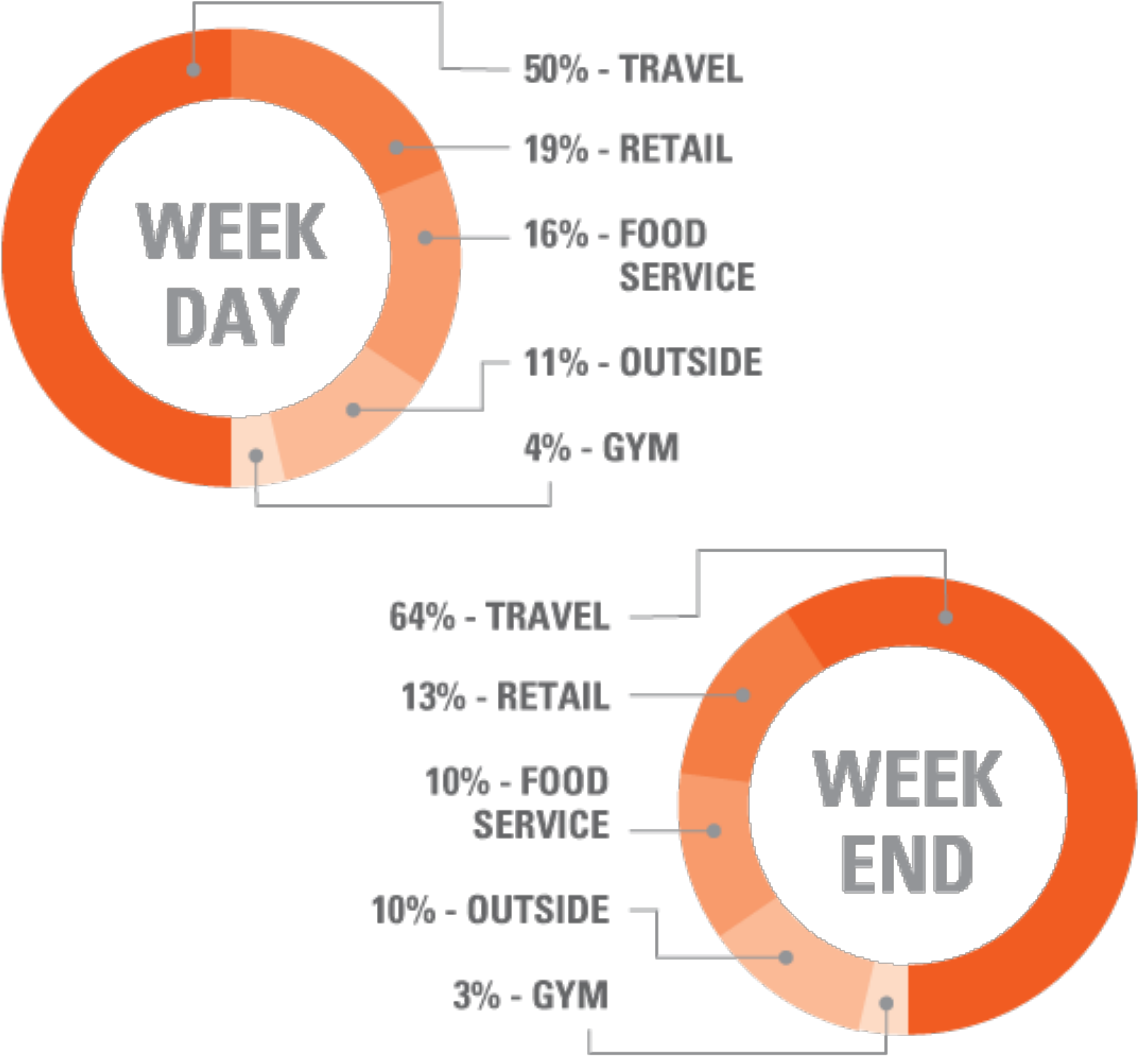
The [OAAA](#) recently released a study about whether a person's mood affects their reception of an ad. They found that the context in which a consumer sees an ad has a big impact on their response.



Compared to TV and Radio, people on the road are less likely to be frustrated, angry, bored, or sad when they see an OOH ad.

Here's what you need to know: People spend a great deal of time away from home. Out-of-Home Advertising finds them there at the right place and time, while they are in a good mood.

Over half of all time away from home/work is used for traveling. More importantly, consumers report being in a good mood more often during these travel times of their daily routines.



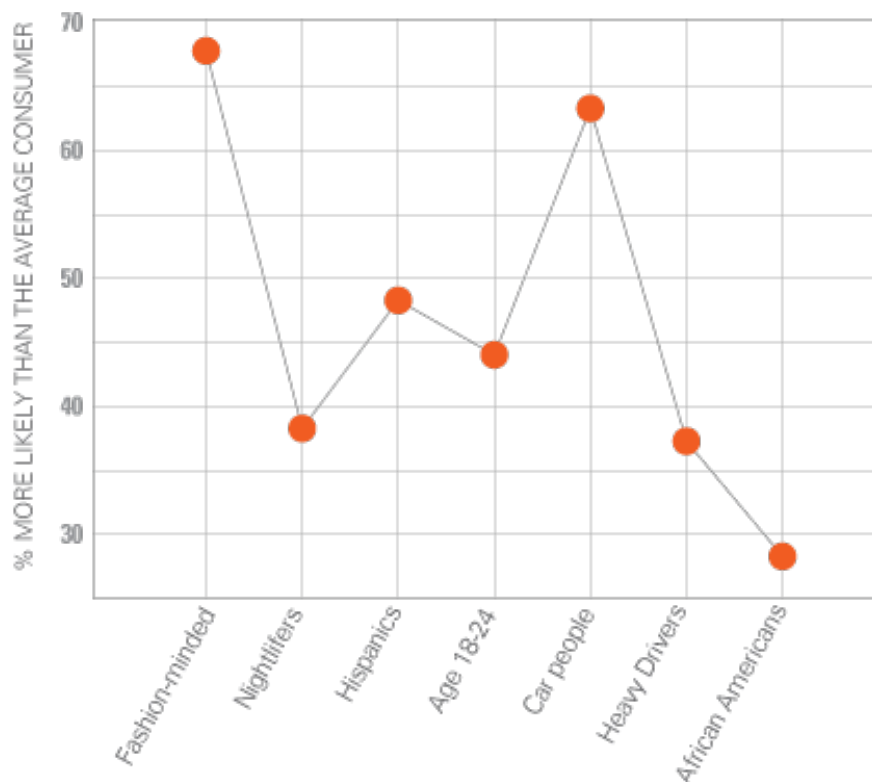
The times of the day that people typically see OOH ads are the same times that people reported having good emotions. Those positive moods made them more receptive to the ads. Out-of-Home reaches a happy consumer. People on the road report that they are excited, confident and happy!

Source: OAAA, Media Behavior Institute

# Almost one-third of all social media usage is now mobile

Americans spend more time on social networks than on any other type of website. Almost one-third of all social media usage is now mobile. Since smartphones are consumers' go-to tool for social media and internet searching, OOH advertising is a perfect way to reach these on-the-go consumers that spend so much time away from home.

## GROUPS MOST LIKELY TO ENGAGE WITH BRANDS ON SOCIAL MEDIA

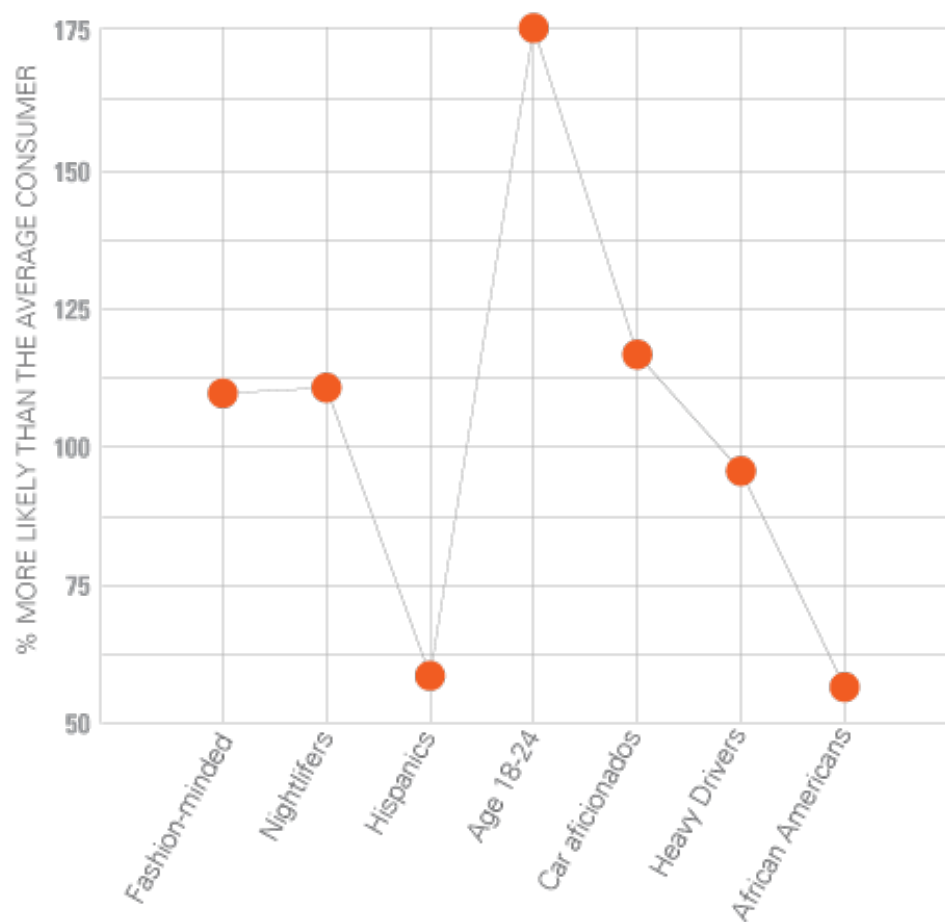


Digital billboards across the county supplement advertising campaigns by putting your own posts, or your customer's posts on a billboard in

**real time.** OOH advertising accelerates and amplifies digital, social, and mobile marketing campaigns, because it drives:

- Website traffic
- Online and mobile search
- Social media engagement
- Downloads
- Shopping and transactions

## GROUPS MOST LIKELY TO TWEET A BRAND AFTER SEEING AN OOH AD



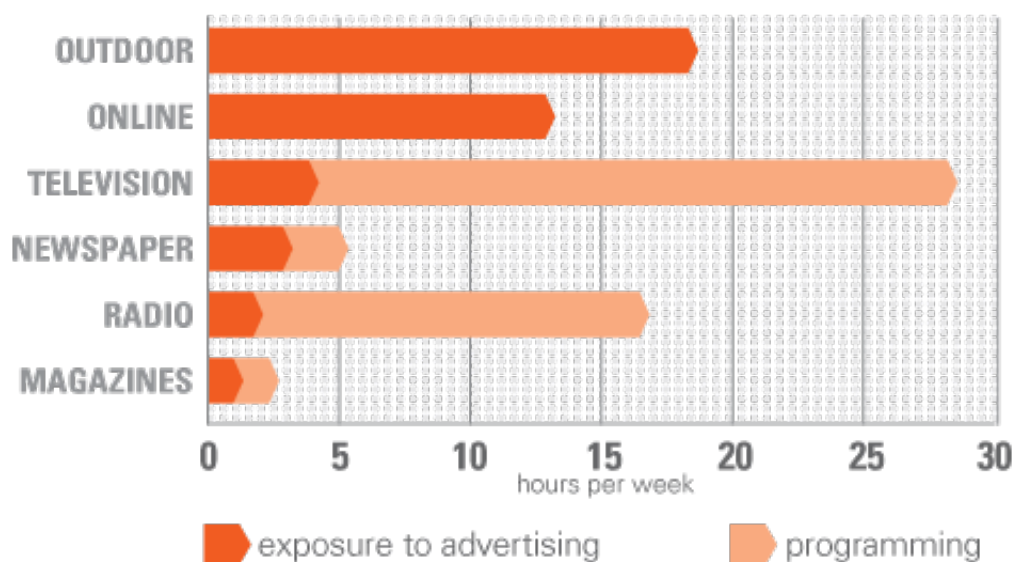
Source: Posterscope OCS Survey

# A comparison of how much consumers are exposed to different types of media.

Consumers are spending increased amounts of time away from home and commuting. This time is spent in their cars, riding on public transportation and walking America's streets.

Whenever consumers are outside the home, they are part of the growing outdoor audience. In fact, the amount of time spent in cars increased by more than 30 percent in the last six years. The number of miles driven has increased almost 7 percent in the last ten years. According the US Department of Transportation, highway miles traveled will continue to climb at a consistent rate through 2030.

## TIME SPENT WITH MEDIA



This growing audience is second only to television in media usage. However, if you account for programming, outdoor leads the pack, followed by internet advertising. Outdoor is a pure advertising medium, without editorial or programming content.

Source: Arbitron, Federal Highway Administration, Magazine Publishers of America, MRI MediaDay, Newspaper Association of America, Texas Transportation Institute

# How long can you effectively run the same campaign message?

According to a SocialVibe survey, people's responses to OOH ad gave us valuable insight into how ad wearout affects consumers.

**CONSUMERS ARE  
14% MORE LIKELY  
TO REMEMBER A CAMPAIGN  
WITH MULTIPLE EXECUTIONS**

When asked how many out of home advertisements the survey participants see in a typical day, 83 percent said they see more than five Out-of-Home ads each day with the following breakdown:

- **846 said up to five ads (17 percent)**
- **2,215 said 6 to 15 ads (45 percent)**
- **1,877 said more than 16 ads (38 percent)**

Over half reported that they see an out of home ad one to three times and then start to remember it, which is effective reach of the out-of-home campaign. About half of the respondents also said they still continue to notice out of home ads after a month, and 54 percent of that group said they would still notice the ads after three months.

Multiple executions within a campaign will keep people engaged in your ads and extend the life of a campaign with a quick change in creative.

Source: OAAA