

5 THINGS ADVERTISERS NEED TO KNOW ABOUT OOH ADVERTISING IN Q1 2022

1 Day-to-Day Consumer Mobility Remains Consistent

Even with the current Omicron COVID-19 surge, consumer mobility has remained stable, exceeding pre-pandemic levels.

87%

of US consumers left their homes on an average day in December, 2% above pre-pandemic totals in December 2019

Source: Geopath, January 2022



23

average daily miles traveled by consumers in December 2021 were above average miles traveled in December 2019

2 Domestic Travel & Major Events Will Continue

Domestic air travel and major events in the US have continued with limited disruption.



US holiday travel grew 78% year-over-year with a total of 18.7M travelers screened by TSA over the 10-day period



15,000 revelers congregated in Times Square to ring in the New Year just one year after NYC halted crowds from gathering



Major sporting events like the 2022 Rose Bowl in Pasadena, CA drew over 87,000 college football fans to see Ohio State vs. Utah



Super Bowl LVI is forecasted to attract 100,000+ visitors to Los Angeles in the week leading up to The Big Game on February 13

3 OOH in High Demand

The OOH market is experiencing high levels of demand as advertisers continue to invest in the medium with confidence.



OUTFRONT

"OOH continues to experience strong demand across a multitude of sectors, with activity from both established national brands and challengers, as well as local businesses."
- Marc Miller, SVP, National Sales Trading - OUTFRONT



Clear Channel
Outdoor

"The audiences for OOH are there, and with a range of solutions for audience targeting, attribution measurement and programmatic trading of DOOH audiences, evidence suggests that in 2022, OOH is more relevant and more valuable than ever before."
- Dan Levi, EVP, CMO - Clear Channel Outdoor



NEWTRADITION

"We are seeing unprecedented demand from legacy categories as well as industries that didn't exist only a few short years ago. The level of growth and utilization (both rate and occupancy), is on pace to exceed 2019."
- Lu Cerda, Founder - New Tradition



4 OOH is a Powerful Brand Building Channel

Major advertisers who utilize OOH benefit from scaled audience reach, frequency, and creative impact, helping them achieve brand-building success.

77%

of consumers in cities of 1M+ have recently engaged with an OOH ad

42%

of consumers notice OOH ads more/much more than pre-COVID

Source: OAAA, The Harris Poll 2022 Consumer Insights & Intent

5 Flexibility to Adapt to Market Conditions

Digital OOH and programmatic capabilities give marketers the agility they need to operate in a rapidly changing environment.

Utilize data-driven tools and technology to:



Adjust campaign creative on the fly



Shift and optimize inventory buys in real-time based on changing market conditions



Access location data to analyze real and recent audience behaviors



Flexibly accommodate unexpected changes in campaign delivery