

DIGITAL OOH THE 4TH SPACE FOR VIDEO



INSIGHT

- The media landscape continues to evolve and change quicker than ever before
- The video market in particular has experienced significant growth and change
- Last year, the UK market video was worth £1.61bn a 47% YoY increase making it the fastest growing ad format in the industry
- Nearly ¾ of this spend was on mobile formats, a natural channel companion to OOH
- Video content is increasingly sound-off, placed within busy networks and designed to reach and attract users on-the-go
- This is exactly the type of content that works on OOH

RATIONALE

- OOH and online video have a clear symbiotic relationship...
- OOH builds mass reach, brand fame and trust
- Online video provides brand engagement, bespoke targeting and loyalty
- However there are over 12,000 screens in the UK which can host short, silent video with the brand-building power that mobile lacks
- Full Motion DOOH is twice as likely to be seen and is 2.5 times more impactful than static copy
- By planning video content across both channels together we can better deliver on brand objectives

THE OPPORTUNITIES

- Please speak to Talon for bespoke opportunities surrounding this initiative.