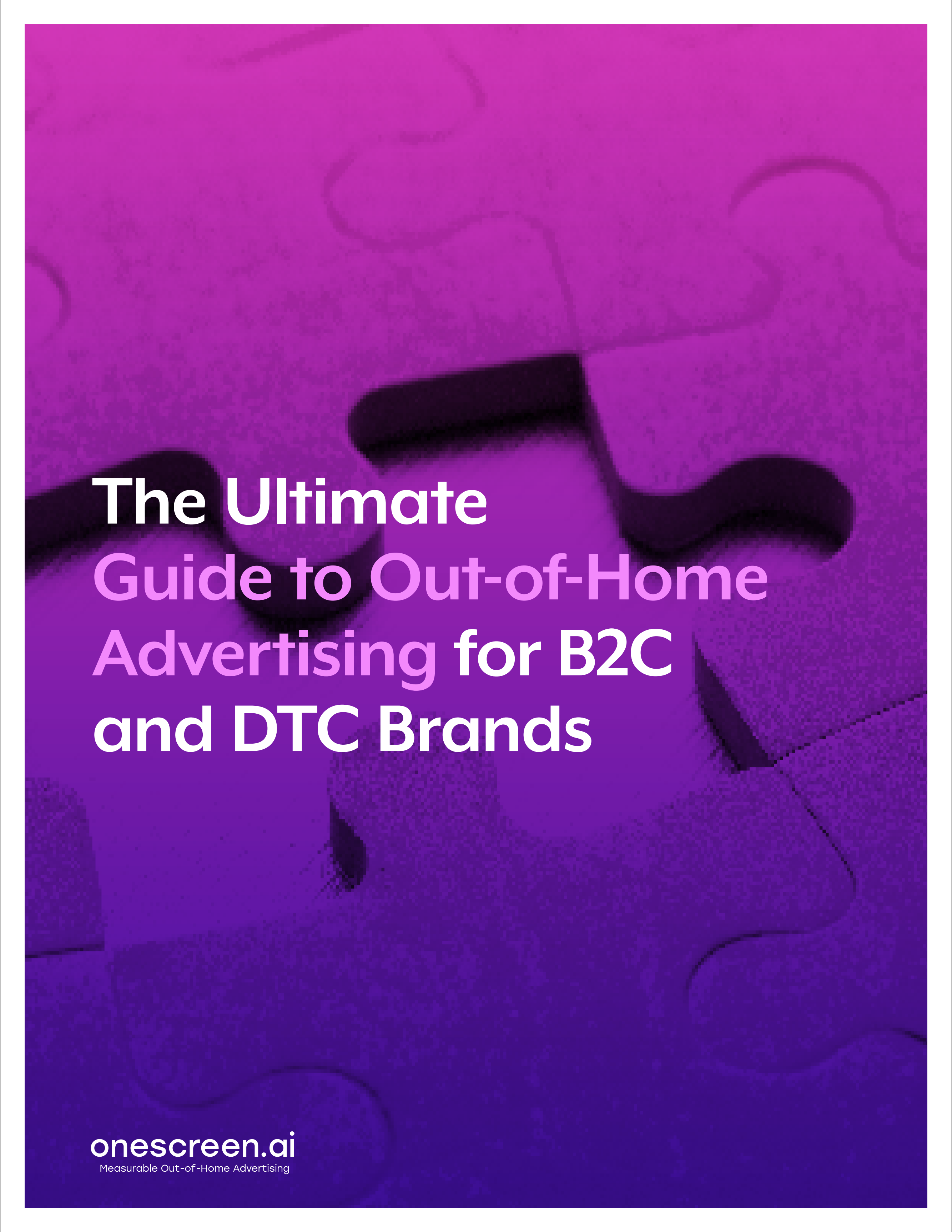




The Ultimate Guide to Out-of-Home Advertising for B2C and DTC Brands

Digital advertising might be the go-to for DTC and B2C brands. However, out-of-home advertising (OOH) can be just as efficient and effective. OOH includes all of the ad formats found outside a customer's home like billboards, ads on benches and bus shelters, and even street teams.

Out-of-home advertising, or OOH, dates back to the 1830s, when the first large-format poster was displayed in New York. This concept eventually led to billboards that capture audiences in the real world.

Today, OOH is one of the most popular ways to advertise products. Experts predict the OOH and digital out-of-home (DOOH) market will reach nearly \$53 billion in 2025.

If digital advertising makes up most of your marketing, you might think there's no place for OOH. However, OOH helps you build brand awareness, increase ad recall, and engage non-digital audiences.

This guide tells you everything you need to know about this medium, how to use it to your advantage, and the challenges you might face.

78% of Consumers Engaged with
An OOH Ad in Past 60 Days

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Understanding OOH Advertising for B2C and DTC Brands

According to MasterClass, out-of-home advertising is:

"Out-of-home advertising is any form of advertising audiences encounter outside their residences. This marketing strategy targets customers while driving, shopping, or commuting."

OOH is also called outdoor advertising, outdoor media, or out-of-home advertising (OOH advertising).

Although there are differences between B2C and DTC, OOH can play a valuable role in building brand awareness and driving engagement.

For example, a B2C shoe company can advertise on billboards that tell consumers which retailers carry their shoes. OOH can push purchases to a third-party retailer, but the effectiveness is difficult to track back to the viewer who was exposed to the OOH ad because the transaction happened at a third-party retailer.

Now, consider a DTC shoe company. The company can advertise its shoes on billboards to help drive customers to its website, and that transaction can be traced directly to the customer who saw the brand's OOH ad. We discuss the ability to measure OOH effectiveness below.



OOH Formats

With OOH, you can advertise across various physical formats, including:

Traditional OOH

These formats have been around for years. However, they are still highly effective for B2B and DTC brands:

- Billboards
- Public transportation (buses, trains)
- Street furniture (bus shelters, benches, phone booths)
- Point-of-sale displays
- Street teams

Digital OOH (or DOOH)

In recent years, new digital OOH, or DooH, formats have proved lucrative for B2B and DTC brands, including:

- Dynamic screens - pre-programmed electronic screens that update in real-time
- Interactive advertising displays - screens that allow consumers to interact with ads through touch, voice, and other inputs
- Programmatic screens in bars and restaurants

These digital formats enhance traditional OOH by providing enhanced targeting options, higher consumer engagement, and more location and creative flexibility.

Emerging OOH Technologies

- Mobile billboards (dynamic billboards that appear on the side of trucks or trailers)
- Virtual reality/augmented reality billboards (billboards that allow consumers to immerse themselves in an advertisement with a headset, smartphone, or other technology)

OOH Advertising Benefits

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Some of the advantages of adding OOH to your marketing mix include:

Reach and Frequency

OOH has an incredible reach. 78% of adults notice these types of ads, and 80% of those feel inspired to take action. That means OOH is one of the best marketing methods for brands wanting to capture new audiences.

Think of it this way: Print ads only target consumers who read newspapers and magazines, and digital ads only target consumers who browse the internet. However, OOH can reach anyone who leaves their home. Someone might notice your ad when driving to work, walking down the street, or paying for a product in the store.

OOH can also be effective when managing ad frequency. For example, a consumer might see your billboard several times a week when driving to work. This exposure can inspire them to visit your website or take another action, which enhances your organic search results.

Easy-to-Measure OOH Results

Today, OOH ads can be targeted and measured, similar in most ways to how marketers measure digital channels. Smartphone geolocation data can reveal whether someone was near one of your ads using MAIDs, or Mobile IDs.

Foot traffic data can also be useful for tracking OOH ads on street furniture and point-of-sale displays. All of these exposures tracked using geolocation data aligned with a pixelated landing page can tie that MAID back to purchase data. This level of granularity helps marketers know, anonymously, who was exposed to ads and converted online.

With the right metrics, you can also gauge the success of digital vs. traditional OOH.

Enhancing Brand Visibility and Recall

OOH ads are great for visibility, especially when placed in busy locations. Someone might see your ad while waiting for a bus, shopping at the grocery store, or walking down the street. The larger the ad, the better. With a giant canvas to highlight creative designs, consumers might notice your marketing message more if it's on a huge billboard rather than a small smartphone screen.

Also, consumers could be more likely to remember your OOH ad than any other marketing material. In a 2017 study, OOH ads had higher recall rate potential (up to 82%) than online and other media channels (up to 57% and 62%, respectively).

Tap into your Audience's Daily Life

Digital ads are only effective when consumers are connected to and browsing the internet. With OOH, you can target your audience throughout the day, such as when in the car or running errands.

Here's an example of how OOH integrates into the typical day of a consumer:

Someone drives to work and notices one of your ads on a large billboard on the highway. At lunch, they see the same ad on a screen at the gym. They see a variant of the ad at a point-of-sale display when buying groceries at the end of the day; they then see the initial ad on their commute home.

This repeated OOH exposure to your brand complements the digital ads you are running to help you capture more consumers.

OOH Alignment with Digital Advertising Campaigns

OOH can be highly effective on its own. However, you can combine it with your digital campaigns for even better outcomes. For instance, you can use OOH to "prime" consumers about your product and follow up this exposure with a mobile ad. Research shows that people are 48% more likely to click on a mobile ad after seeing the same ad on OOH.

48% of OOH ad viewers are more likely to click on a mobile ad

We've seen brands discover an organic search lift to SEO campaigns aligned with OOH buys.

Alternatively, you could create a digital campaign targeting consumers on social media, primarily through paid ads. After a few weeks, you could launch an OOH ad that reinforces your brand message and encourages consumers to take action. This one-two punch can be effective for generating leads, delivering an omnichannel experience and extending the campaign's longevity.

How to Strategize OOH for Performance and Demand Generation

OOH helps you improve ad performance and increase demand for your product. For example, a well-positioned ad in a public place can make people aware of your offering and make them want to learn more about it.

To increase performance and demand generation, it is important to understand your audience's demographics and location(s). Then, you can create OOH ads for different audience groups based on their location and demographics like age, gender, or city. For example, placing an OOH ad on street furniture outside a gym might help you target a more health-conscious audience for DTC supplements or athletic apparel.

Context and placement are critical in OOH advertising. In other words, you need to consider where you advertise and whether that ad is relevant to your audience. A good example of a well-placed and highly contextual OOH ad is one outside a high-traffic commuter train station that advertises coffee.

Measurement and ROI of OOH Advertising

There are various ways you can track brand marketing with billboards and other OOH formats:

- **MAIDs:** Mobile advertising IDs (MAIDs) track user interactions with OOH campaigns, allowing you to see whether someone took action after seeing an ad. MAIDs allow for retargeting digital ads to the Mobile IDs that were exposed to OOH ads to extend the reach of your campaign.
- **Viewsheds:** The space in front of a physical ad where viewers can actually see/read your ad.
- **QR codes:** Interactive advertising displays that require consumers to scan a QR code reveal insights about how they engage with ads.
- **Pixeled Landing Pages:** Tracking key website pages like checkout pages with cookies can directly attribute sales to those who were exposed to ads.
- **Footfall Data:** This tells you how many people walk by your OOH ad. You can then attribute the success of an OOH campaign to the amount of foot traffic.
- **Surveys:** Although an older measurement technique, surveys can be effective for learning what consumers think of your ads, conducting brand recall studies, and discovering the benefits of billboard advertising and other OOH methods. Surveys can also help when measuring ROI in OOH.

Whatever methods you choose, don't forget to focus on a few KPIs to gauge the success of your OOH campaigns. These might include:

- **Return on Ad Spend (ROAS)** - the amount of revenue generated from an OOH campaign
- **Weblift** - the percentage of improvement for those exposed to OOH ads who took action on your website versus a control group of a look-alike audience who were not exposed to ads
- **Conversions** - the number of people who visit your website or take another action after viewing your ad
- **Frequency** - how often someone sees your ad
- **Engagement** - how someone interacts with your ad, such as scanning a QR code with their smartphone

Consider taking inspiration from effective out-of-home campaigns in recent years. In 2018, Spotify presented data from some of its users on digital billboards, including their top artists and songs.

This campaign allowed the company to promote new product features like podcasts and increase brand awareness. Twitch advertised its Streamer Bowl event on digital billboards in different NFL markets. After the campaign, the company experienced a 90% incremental lift in monthly active users.

These examples are just the tip of the iceberg. Many companies have found great success with OOH and continue to rely on this medium when targeting audiences. Research reveals that OOH delivers an incredible return on investment, with every dollar spent on this method generating around \$5.97 in sales. That means OOH outperforms digital display, print, and radio.

Every dollar spent on OOH results in **\$5.97** in sales

Challenges and Misconceptions in OOH Advertising

Unfortunately, many myths still surround OOH's effectiveness. One is that it's too expensive and only for big companies. However, the truth is you can tailor OOH advertising to your budget and marketing goals. For example, you can choose factors like ad frequency and location based on how much you want to spend.

Another myth is that OOH isn't as effective as digital ads. However, recent research suggests this isn't the case, especially for DOOH. According to one study, DOOH drives consumers to take action more than any other medium.

Future of OOH Advertising

Whether you're a B2C or DTC brand, OOH advertising can increase your reach, boost brand visibility, and offer other benefits. OneScreen makes it easy to measure your OOH campaigns and optimize them further for performance and demand generation as you are used to doing with digital channels.

Thanks to innovations in out-of-home advertising, this method will become even more profitable in the future.

For example, predictive analytics will help you determine how consumers might respond to your ads easier, helping you fine-tune your campaigns. OOH and digital integrations will also be more straightforward, meaning you can target audiences across multiple channels simultaneously.

To learn how OOH can help your brand, contact the **OneScreen team** for a free assessment of how OOH can be an effective channel for your marketing mix.

OOH is
the missing
piece to your
marketing mix

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