



Out of Home Advertising Association of America

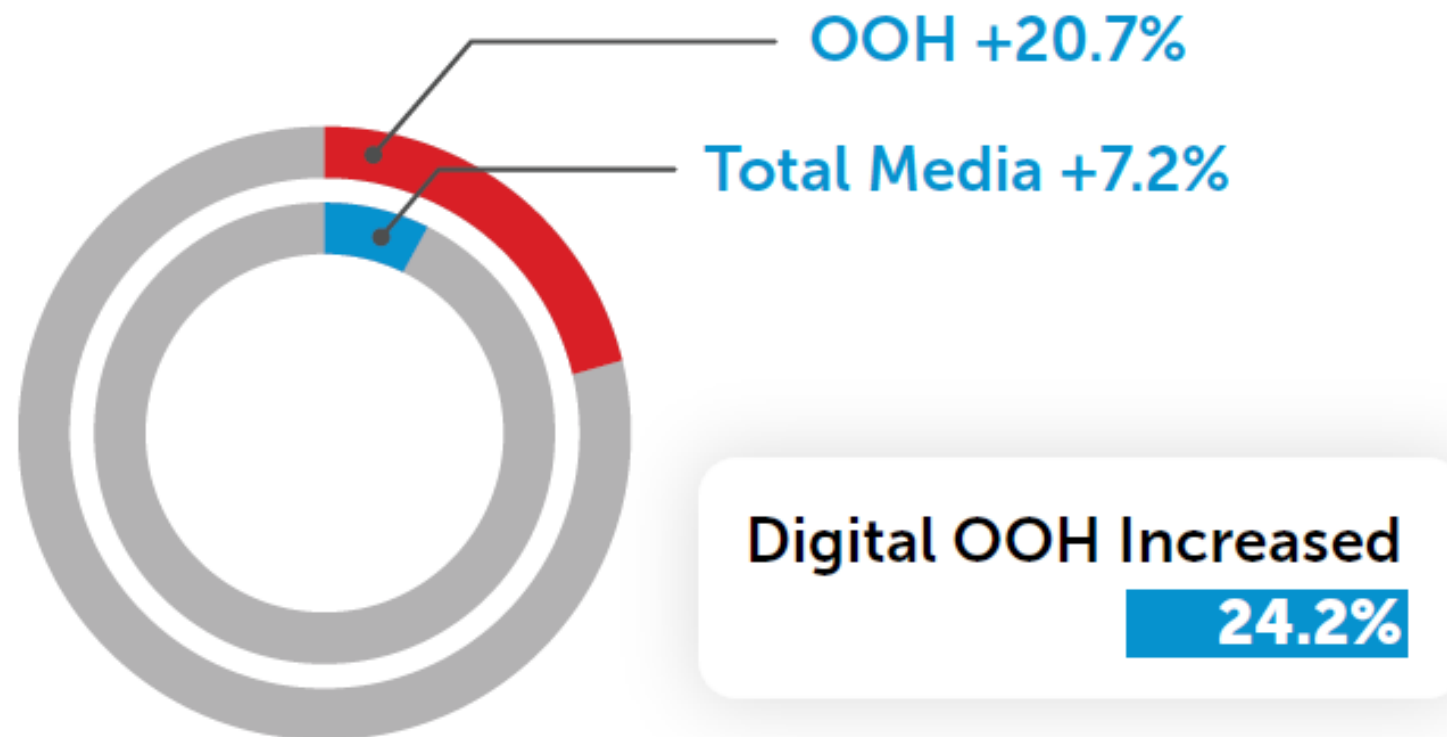
Maximizing OOH in Today's Marketplace

Key 2023 Trends & Consumer Insights

OOH Industry Growth



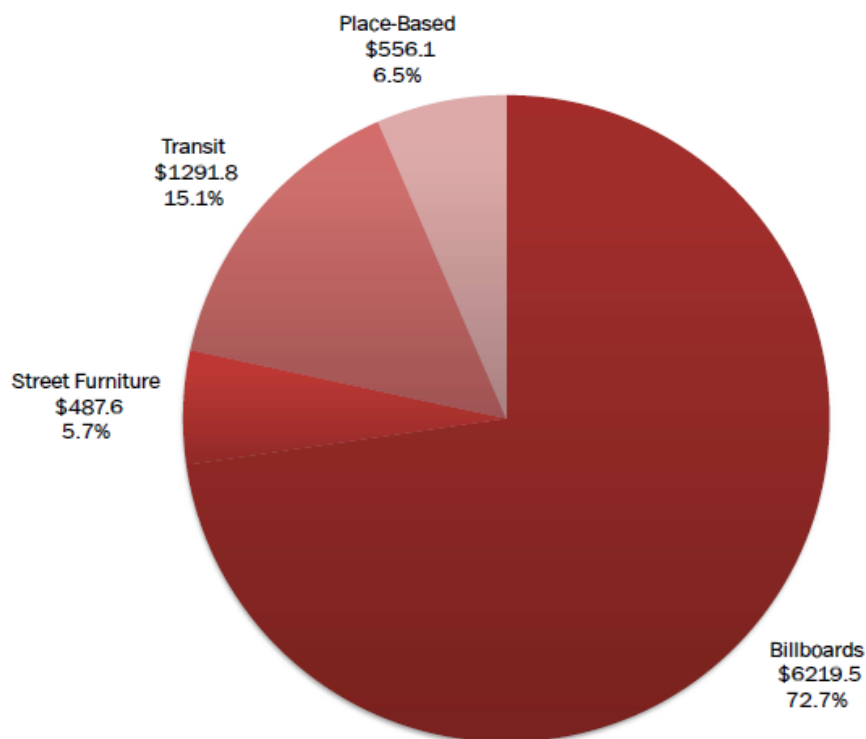
2022: OOH Fastest Growing Ad Channel, Surpassed 2019



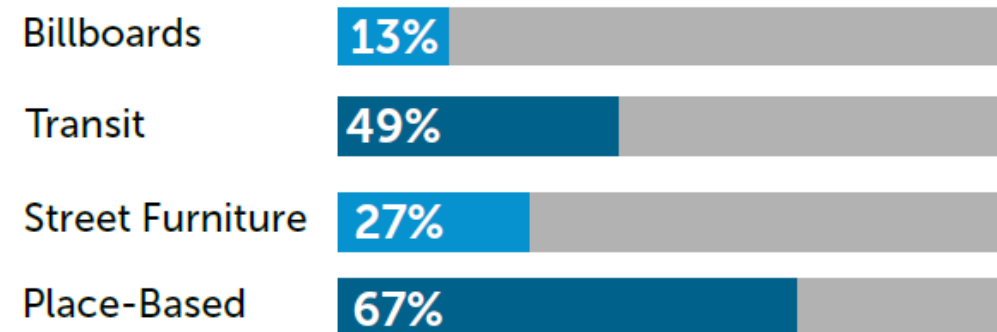
Source: MAGNA

OOH Ad Spend Grew 20.7% to \$8.6 Billion

2022 YE
Total OOH Revenue \$8.55 Billion



OOH Grew Across All Category Formats



Digital OOH represents 29% of total OOH, format figures in millions.
Source: OAAA

OOH Ad Spend: Top 10 Product Categories

Top 10 Product Categories:

- 1 Hospitals, Clinics, Medical Centers
- 2 Legal Services
- 3 Quick Serve Restaurants
- 4 Consumer Banking
- 5 Domestic Hotels and Resorts
- 6 Colleges and Universities
- 7 Local Government
- 8 Television and Cable TV
- 9 Food Stores and Supermarkets
- 10 Real Estate Agents, Agencies Brokers

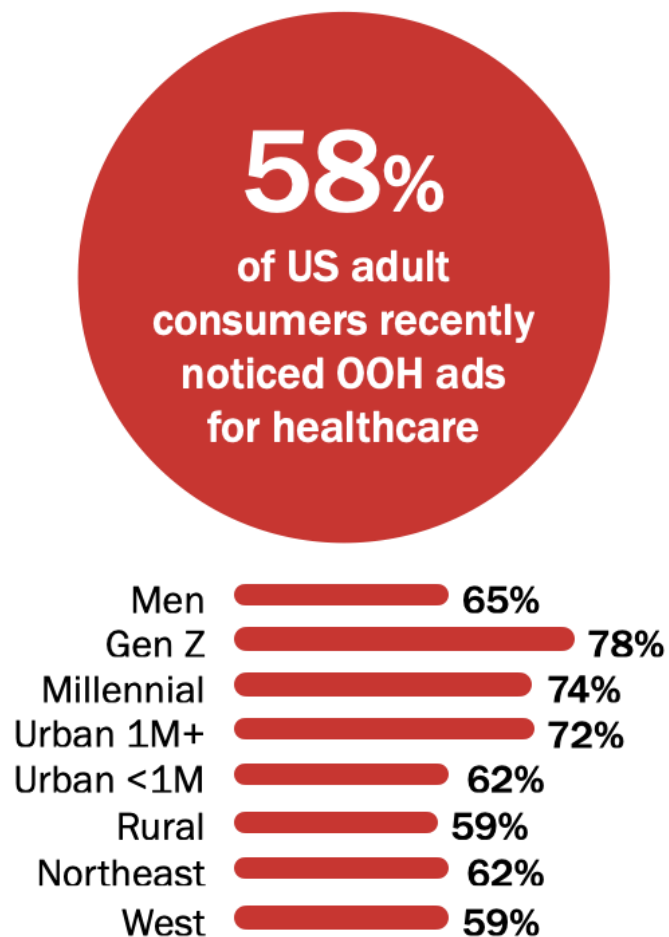
**Top 10
Represents
1/3 of Total
OOH Spend**

Source: Vivvix



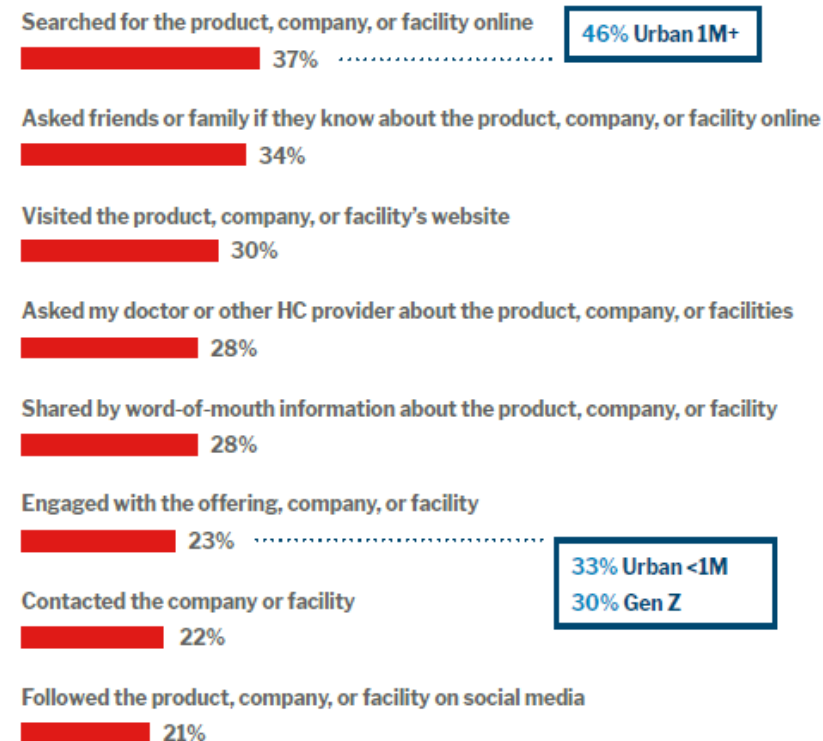
Source: Vivvix

#1 OOH Product Category: Healthcare



76% of those who saw a healthcare OOH ad engaged

Actions taken among those who engaged:



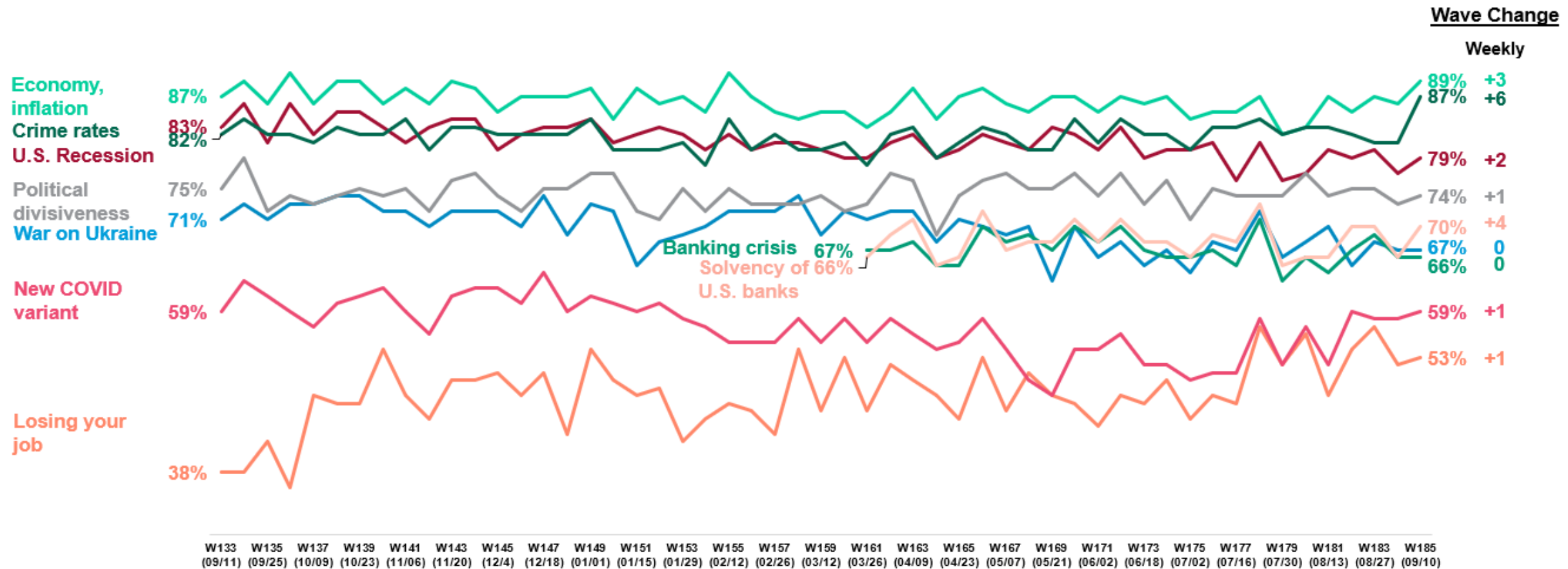
Source: The Harris Poll

Top 10 OOH Advertisers 2022



Source: Vivvix

As COVID Fears Level, Economic and Inflation Concerns Remain High



Source: Harris Poll America This Week Tracker (2023)

Impact of Maintaining or Increasing Ad Spend in Last Recession

Brands who maintained or increased spend in the last recession

54%
saw ROI improve

60%
that raised outlay
realised a better ROI

52%
recorded an ROI uptick
over a two-year period

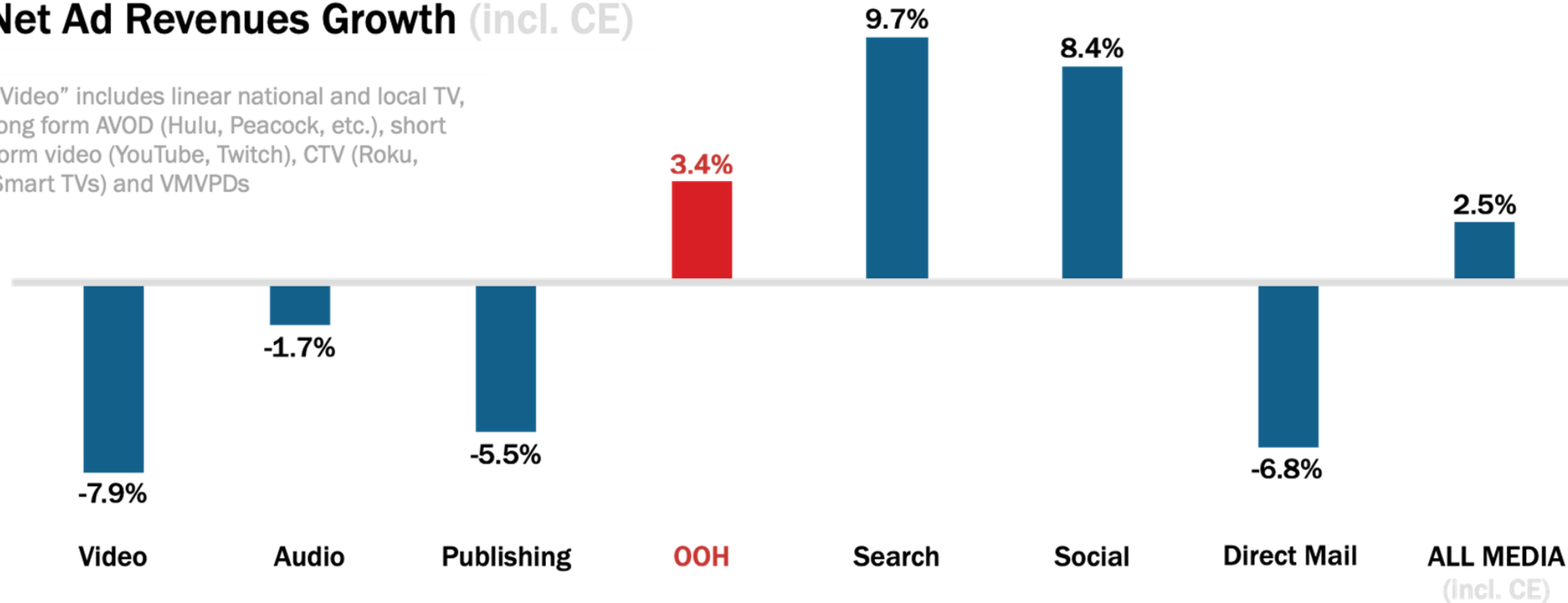
17%
incremental sales growth
achieved by brands that
increased investment

Source: [Why advertisers need to keep spending in a recession – and other effectiveness insights from Analytic Partners](#), Stephen Whiteside, WARC, June 2022

2023 Ad Spend Growth Projections

Net Ad Revenues Growth (incl. CE)

“Video” includes linear national and local TV, long form AVOD (Hulu, Peacock, etc.), short form video (YouTube, Twitch), CTV (Roku, Smart TVs) and VMVPDs



Source: MAGNA (June 2023)
CE= Cyclical events (Political + Olympics)

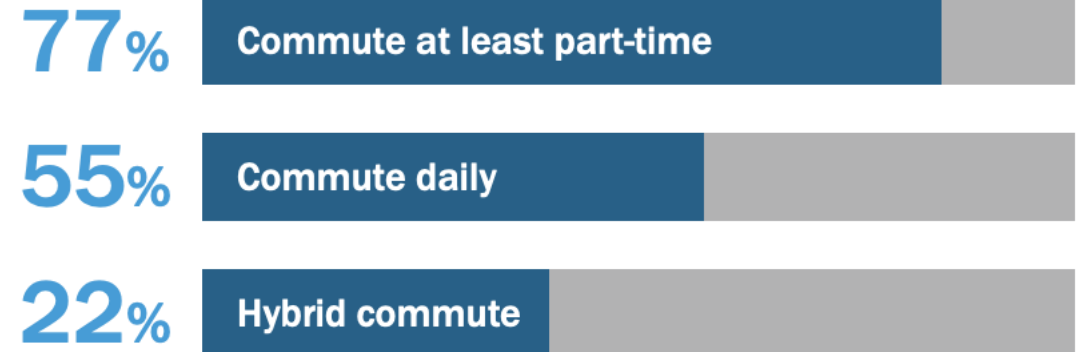
Consumer Journey & Experience



Almost 80% of Workers are Commuting



Commuting to Work - US Adults



Source: Morning Consult

Transit and Airport Volume Continue to Grow



US Air Travel

- Up 17% January–May 2023 vs. same period LY



Transit Ridership

- US: Up 23.7% in Q1 2023 vs. Q1 2022
 - Bus Up 21% in Q1 2023 vs. Q1 2022



Source: APTA, US DOT

Consumer Mobility + OOH Reach Drives Ad Notice



Consumer Mobility Heightens OOH Ad Exposure

86% of adults have driven or ridden in a vehicle in the past 30 days

56% of adults have walked in a town, city, or downtown in the past 30 days

OOH's Massive Reach Generates High Consumer Notice

88% of adults have seen OOH ads in the past 30 days

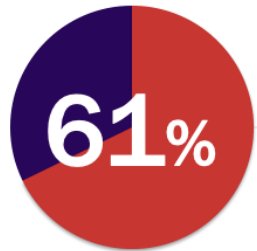
85% of adults look at OOH ads all, most or some of the time

Source: Morning Consult

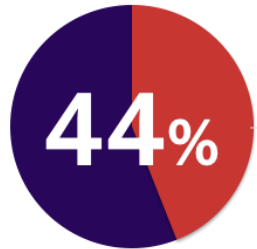
OOH Complements Consumer Experiences, Engages When Most Likely to Act

Engages When Most Likely to Act

OOH Ads Evoke High Favorability with Consumers



of adults view billboard ads favorably, high than any competitive media



net favorability rating for OOH ads beats digital media, radio, podcasts, streaming audio



Source: Morning Consult

Consumers Are Highly Engaged With OOH



85% of Viewers Find OOH Ads Useful

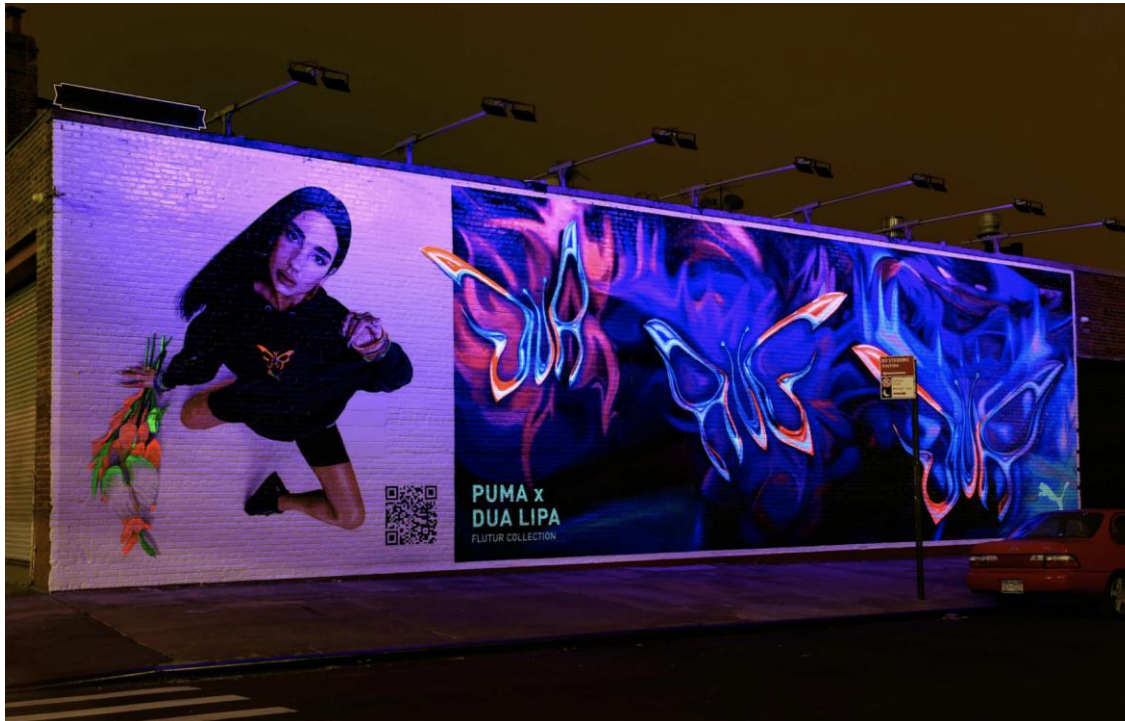
Types of OOH ad messages consumers find most useful:

- 42%** special offers and promotions
- 38%** COVID safety and hygiene
- 29%** awareness of new business/service
- 25%** advertiser services and business hours
- 21%** advertiser website or social media information



Source: The Harris Poll

OOH Engagement Drivers: Brand Loyalty, Locality, Influencers, Special Offers



OOH Ads that Best Capture Attention & Engagement:

- 62%** feature **favorite brand or product**
- 52%** highlight **local businesses, artists or events**
- 51%** feature **favorite artist, celebrity or influencer**
- 48%** provide access to **new product from favorite brand (NFC, QR code, SMS)**

Source: The Harris Poll

OOH Ads Most Likely to Engage Consumers: Colorful, Clever and Clear

OOH Ads Most Likely to Engage Consumers:



- 45%** Colorful and vibrant
- 38%** Portrays something clever or funny
- 36%** Simple design, few words, easy to read
- 32%** Big and bold (e.g., a larger than life mural on a tall building, bus or mobile billboard)
- 19%** Evokes an emotional feeling/has a serious tone
- 17%** Abstract and creative illustration with no words

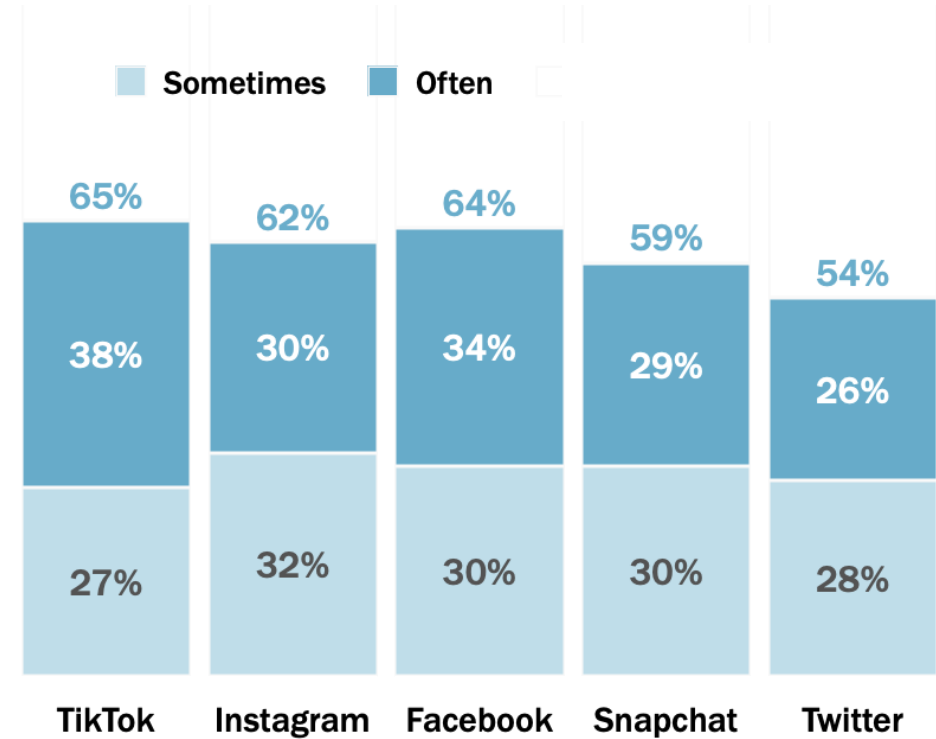


Source: The Harris Poll

Social Media Users Notice OOH Ads Posted on Platforms

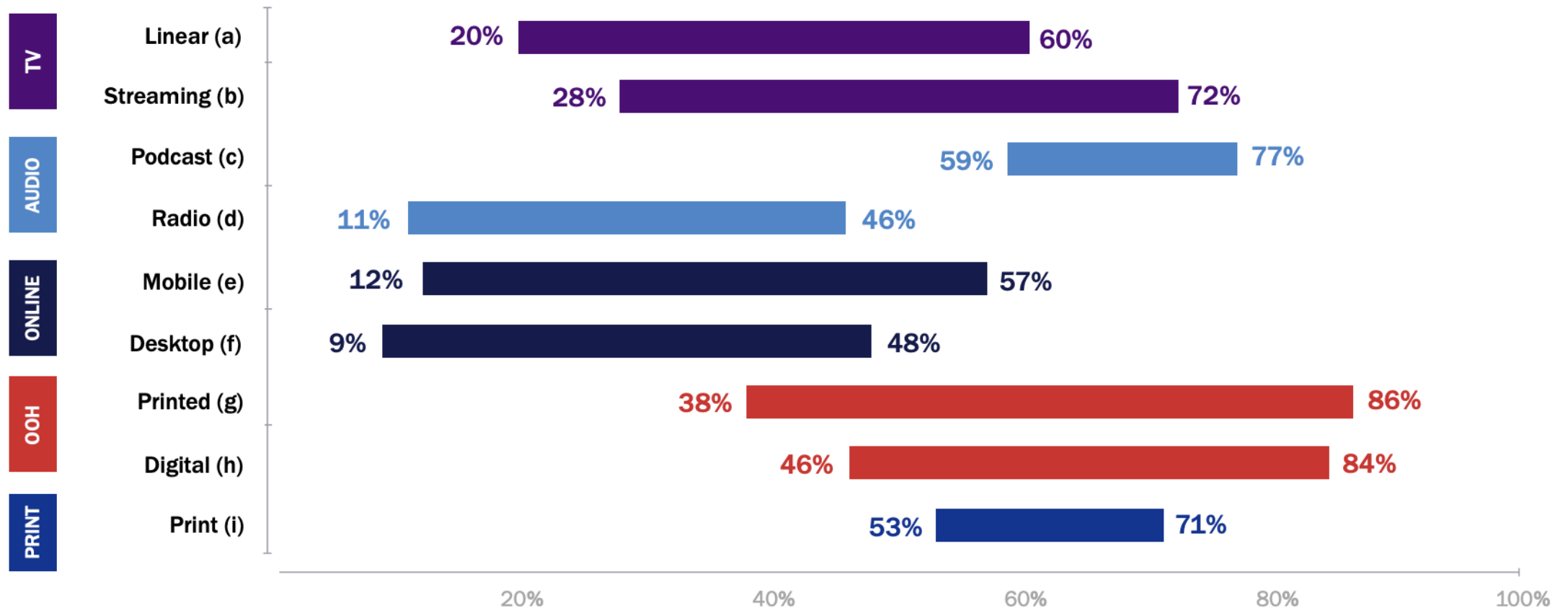
How often do you see out of home advertisements reposted on the following social media platforms?

Among users of each social media platform



Source: The Harris Poll

OOH Generates Highest Ad Recall of All Core Media



Source: Solomon Partners

OOH's Valuable Audience



Importance of OOH Ad Messages Reflecting Target Audience Identity.

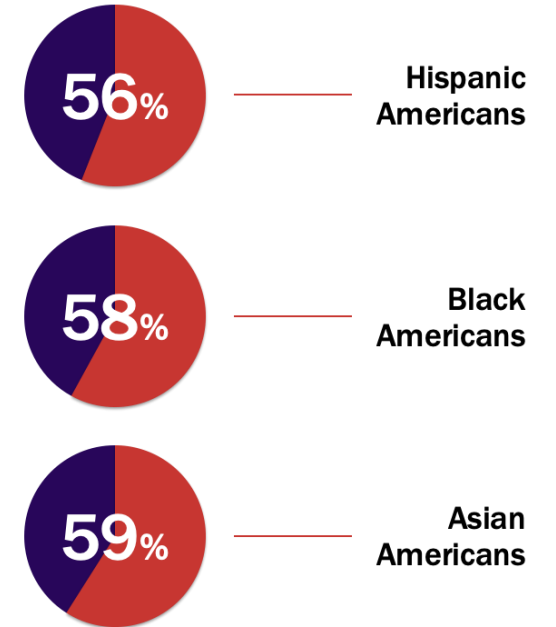
% more likely to notice OOH ads reflecting their cultural identity

OOH viewers are younger and have higher income than the general population

OOH's highest indexing viewers: ages 18 - 44

OOH over-indexes with Asian and Hispanic Americans, and with Black Americans in many OOH formats

Asian, Black, and Hispanic Americans are more likely more likely to notice OOH ads that reflects their cultural identity



Source: The Harris Poll, Morning Consult

OOH Resonates with Multicultural Consumers

Favorability Toward OOH Advertising Over Indexes with Multicultural Consumers vs. US Adults

Asian Americans	+8%
Hispanic Americans	+14%
Black Americans	+20%

More Likely to Notice OOH Ads with Directions to Stores/Restaurants vs. US Adults

Black Americans	+7%
Hispanic Americans	+17%
Asian Americans	+27%

More Likely to Visit Stores/Restaurants within 30 Minutes of Seeing Directional OOH Ads vs. US Adults

Black Americans	+28%
Hispanic Americans	+28%
Asian Americans	+40%



Source: Morning Consult

2023 Holidays: Consumer Travel Intent



Among the 60% of US adults who plan to travel for the EOY holidays

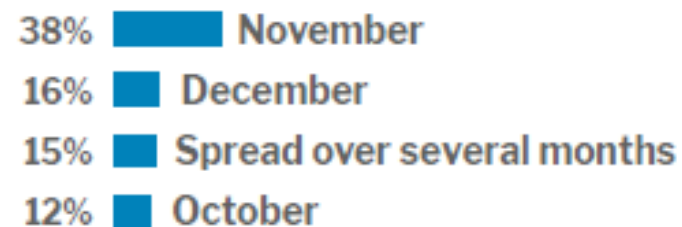
- 62% will travel by car
- 59% will travel by plane (87% Urban pop 1M+)
- 25% will travel by bus, train, light rail or subway (33% Millennials, 32% Gen Z)

Holiday travelers plan more vacation days and longer distances vs. 2022

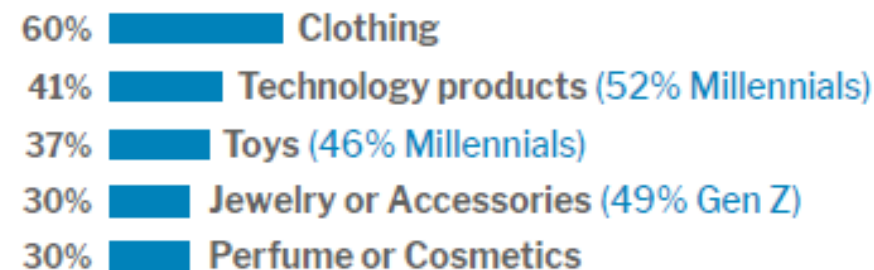
- 47% will travel over 500 miles round trip
- 44% will travel for more holiday vacation days than last year (59% Gen Z, 57% Urban pop 1M+)
- 36% will travel longer distances than last year (50% Urban, 43% Gen Z)

2023 Holidays: Consumer Gift Shopping Intent

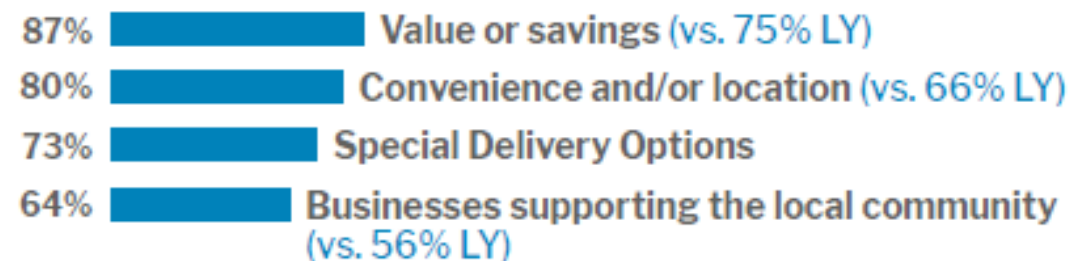
Months shoppers plan to do the majority of their purchasing:



Shoppers plan to spend the most in these product categories:



Ad messages most relevant to shoppers:



Digital Transformation



Consumer Concerns with Digital Media



Consumers are annoyed by ad sponsored digital media content and feeling device fatigue

78% are annoyed with **ads that interrupt** viewing, listening, and reading experiences

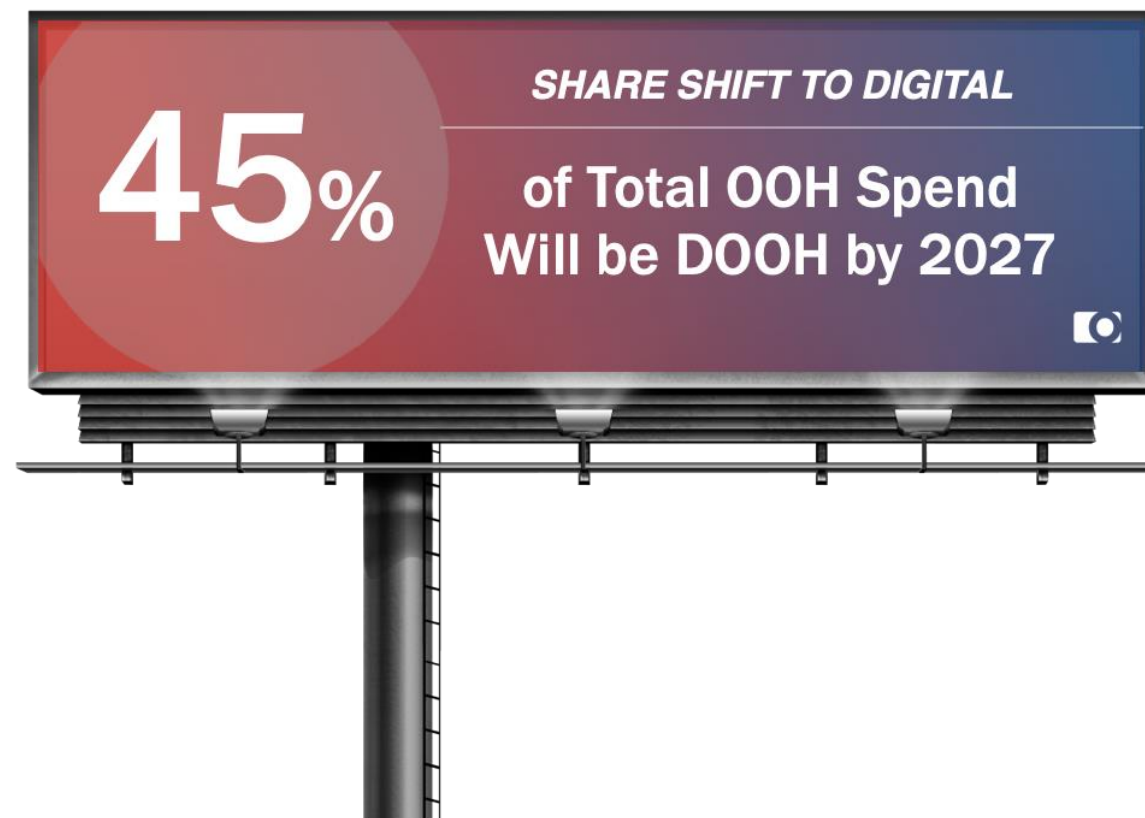
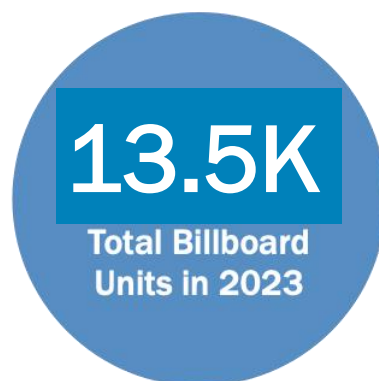
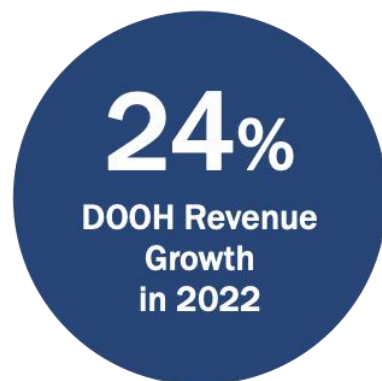
73% are **concerned about personal security** and data when using online devices

68% frequently skip online ads due to **digital device burnout**

43% are actively trying to **spend less time** on their phone, computer, or reduce TV viewing

Source: The Harris Poll

Digital: Key Growth Driver for OOH



Source: MAGNA, OAAA, Yahoo

Digital OOH Generates Consumer Engagement



70%

of consumers have recently noticed digital billboard ads

65%

of viewers took action after seeing digital billboard ads (search, store visit, social media post)

52%

of viewers engaged in a mobile device action (website visit, purchase, access discount)

Source: Morning Consult, Nielsen

Nearly Half Say Contextual OOH Ads Are More Interesting

Dynamic OOH Ad Content Increases Consumer Interest

Percent who find OOH ads with timely information more interesting than typical ads

US Adults	40%
Millennials	45%
Bachelor's Degree	45%
Urban Residents	45%
Hispanic Americans	46%
Household Income \$100K+	51%
Adults 30 - 44	51%
Post-Graduate Degree	56%



Source: The Harris Poll

Programmatic: Significantly Expanding DOOH Opportunities



Omnichannel Demand-Side-Platform integrations into DOOH Supply-Side Platforms continue to grow

Programmatic DOOH in 2023:

- Projected growth of 48% over 2022
- Projected to be 23% of DOOH

Key Drivers:

- Shorter lead times
- Greater flexibility
- Aggregated Scale
- Consistent targeting/data

Source: WARC, Alfi

VOOH Attributes & Competitive Advantages

Scale: 750K+ digital screens across malls, gas stations, transit systems, offices and more.

Reach: Top 10 VOOH Networks reach 30% more Adults 18-34 than cable and 31% more than broadcast.

Premium Inventory: Delivered on high-quality large screens with 100% viewable ads — no “above or below” the fold and no bots.

Reliable: Ever-present. No need to turn on, tune in or click. Cannot be delayed, skipped, or blocked.

Greater Recall: DOOH generates up to 82% ad recall – higher than all other media channels. More trusted than other digital channels including online, mobile, and social.



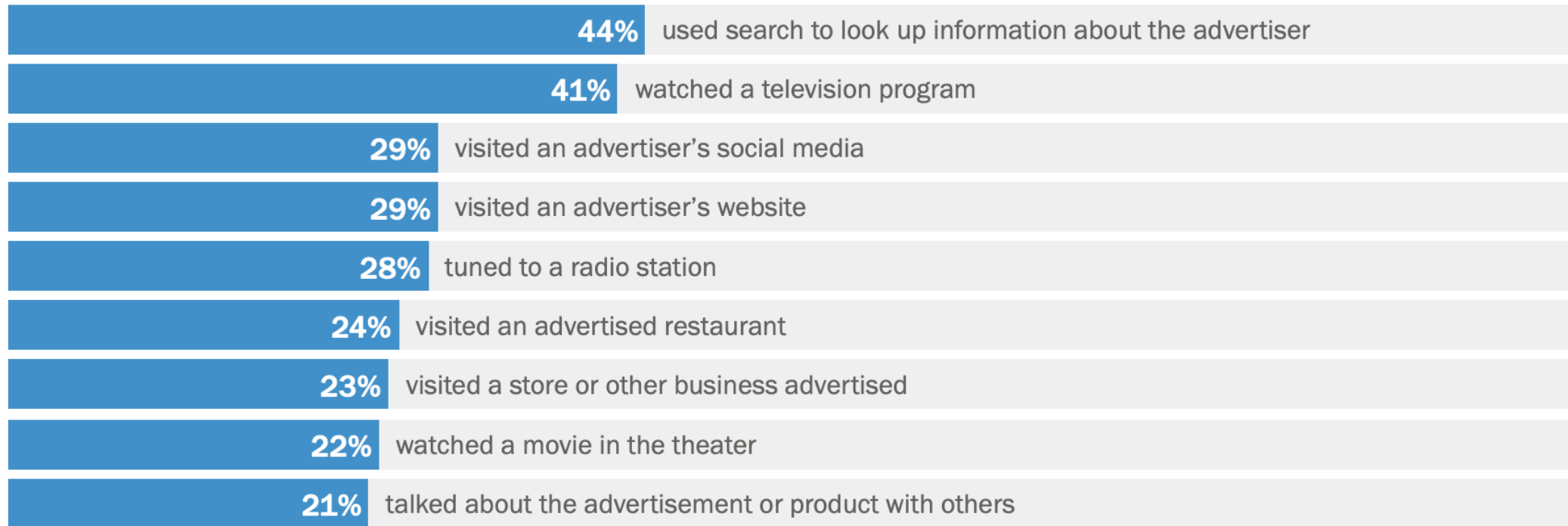
Source: Nielsen, Solomon Partners, Marketing Sherpa

OOH Effectiveness



Almost Four in Five Act Following Recent OOH Ad Exposure

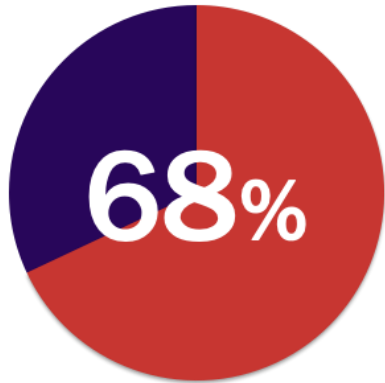
78% of US adults took an action after recently seeing an OOH ad including:



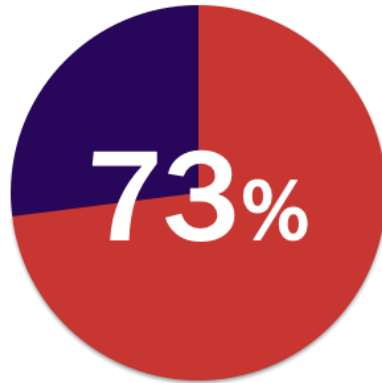
Source: Morning Consult

OOH Engages Consumers On Journeys to Retail Stores

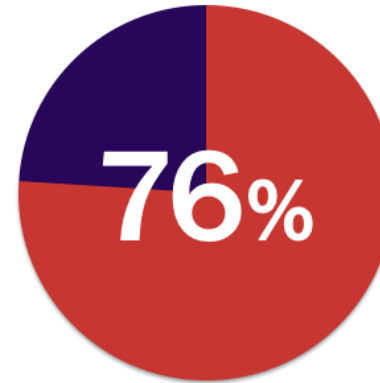
Almost ~70%+ Notice OOH Ads on Their Way to In-Store Shopping



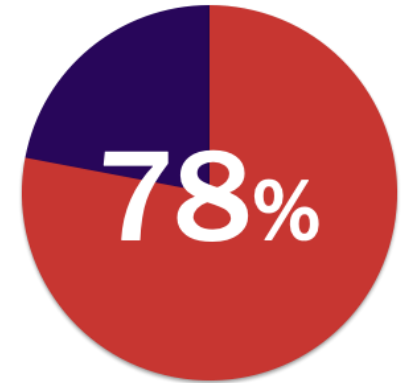
US Adults



Asian Americans



Hispanic Americans



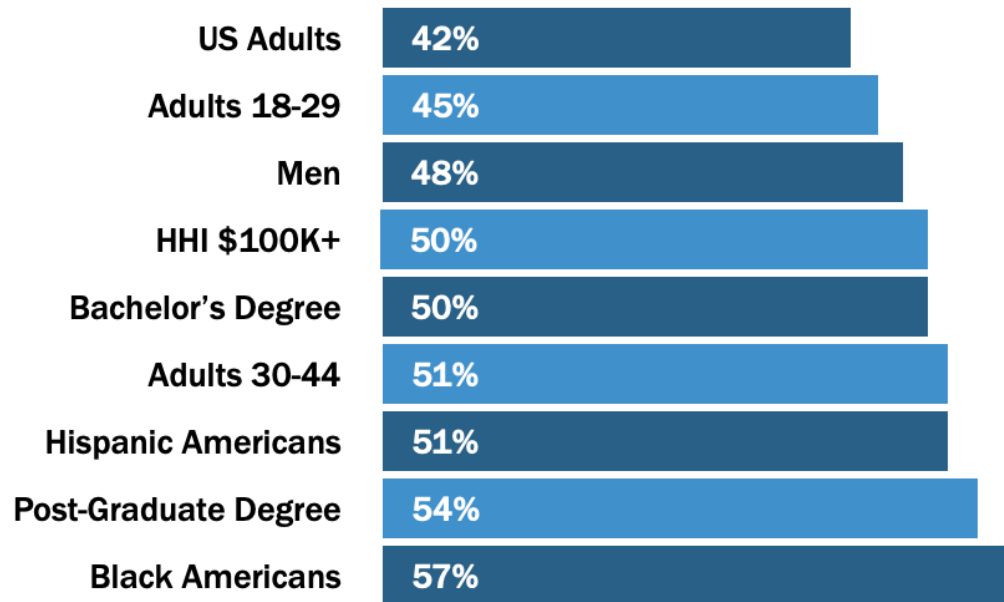
Black Americans

Source: Morning Consult

OOH Influences Consumer Purchase Decisions



Almost Half Say OOH Ads Impact In-Store Purchase Decisions



Source: Morning Consult

OOH Primes Mobile Activation



76% of US adults took an action on their mobile device after recently seeing an OOH ad including:



Source: Morning Consult

OOH Most Efficient at Driving Online Activation

Top Efficiencies - OOH Ads Prompted Consumers to Take Action:

41% used a search engine

33% visited a website

21% posted in social media

19% downloaded an app

33% searched social media

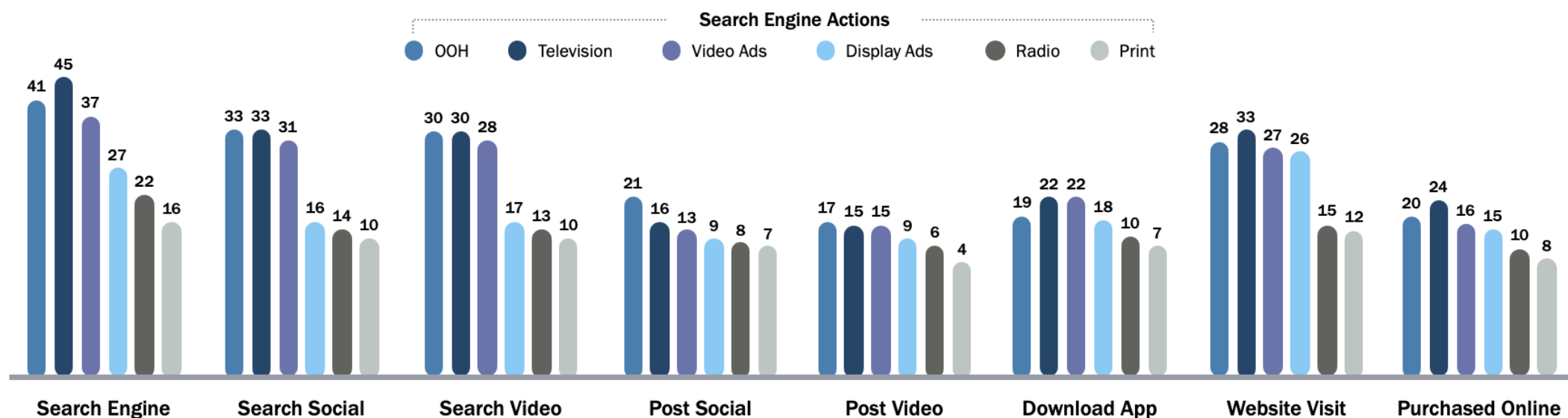
30% searched for video

20% made an online purchase

18% posted a video

Interpreting Survey Chart Results | Within the past six months, 41% of US adults used a search engine to look up information after seeing an out of home ad.

Methodology: Conducted online between March 3 and 31, 2022, among a representative sample of 1,580 US residents aged 16-64. Ad spend data supplied by MAGNA | Source: OAAA, Comscore



Source: Comscore

OOH Ads Amplify All Media Plans – Delivers Huge Boost to Search ROI

+40%

OOH boosts ROI
of Search



Source: Benchmarking

OOH Engages Gen Z + Millennials – Reaches Them Again on Social Media



OOH Ads Deliver Important Earned Impressions Through Social Media

67% of both Gen Z and Millennials have seen an OOH ad reposted on social media

91% of Gen Z and **82%** of Millennials would reshare an OOH ad on social media



Source: The Harris Poll

OOH Key Product Category Ads Most Relevant to Consumers

Consumers Rate a Wide Variety of OOH Product Ads as Most Relevant



63%
Retail



54%
Consumer Tech



62%
Fast Food



52%
Automotive



60%
Food & Beverages



43%
Insurance



55%
Health Services



43%
Financial Services



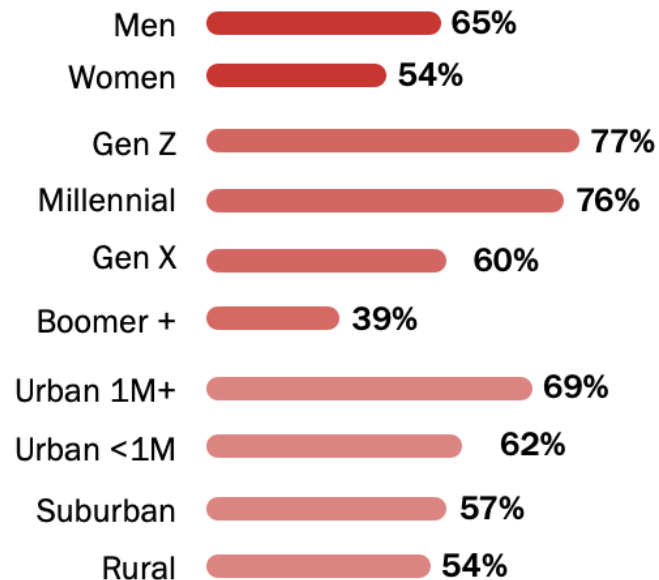
Source: The Harris Poll



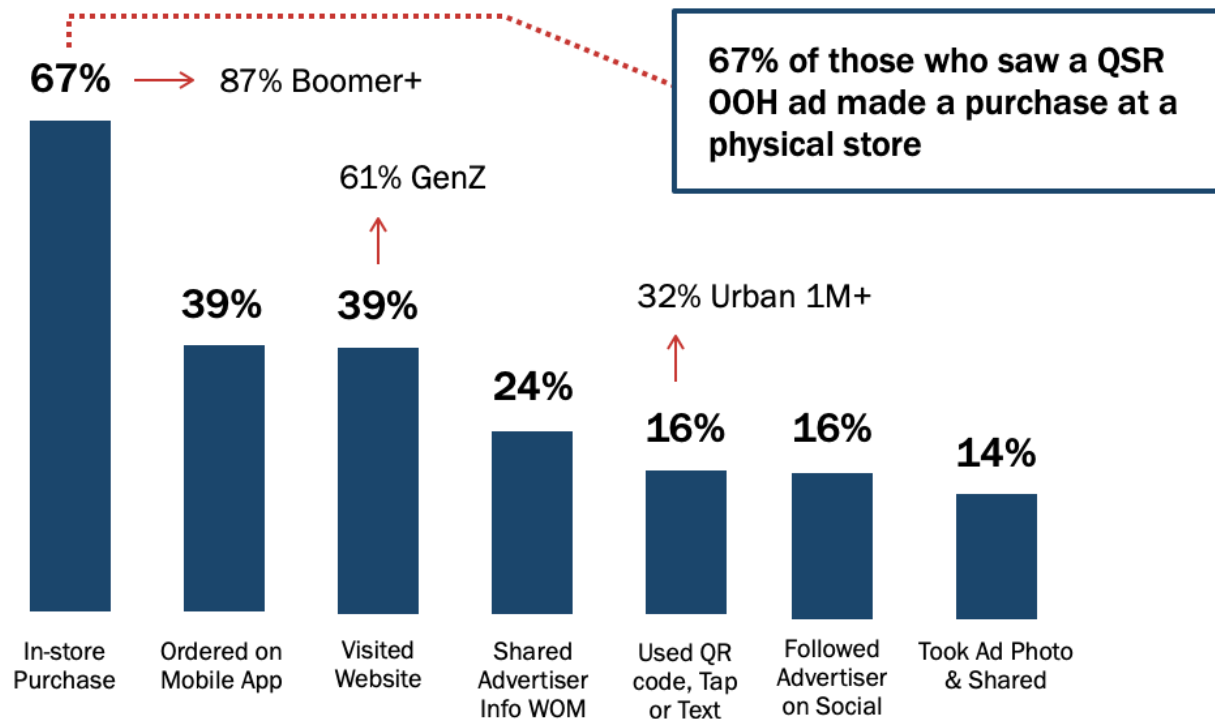
OOH Reaches QSR Consumers → Drives Sales

6 in 10 Recall Seeing OOH QSR Ads Recently

(Especially Younger & Urban Americans)



OOH QSR Ads Engaged Almost 9 in 10 Recent Viewers



Source: The Harris Poll



OOH Automotive Ads Generate Consumer Notice & Action



OOH Automotive Ads Generate Attention

Consumers who recently noticed an OOH automotive ad:

52% of consumers in cities of 1M+ in size

50% of Gen Z

49% of men and Millennials

38% of adult consumers

OOH Automotive Ads Drive Activation

Among those consumers who recently noticed an OOH automotive ad:

43% took an action after seeing the ad

38% visited the dealer or brand website

38% did online research about the dealer or brand

30% shared information by word of mouth

23% visited the dealer/brand showroom

21% followed the dealer or brand on social media

20% called the dealership

19% purchased a vehicle

17% leased a vehicle

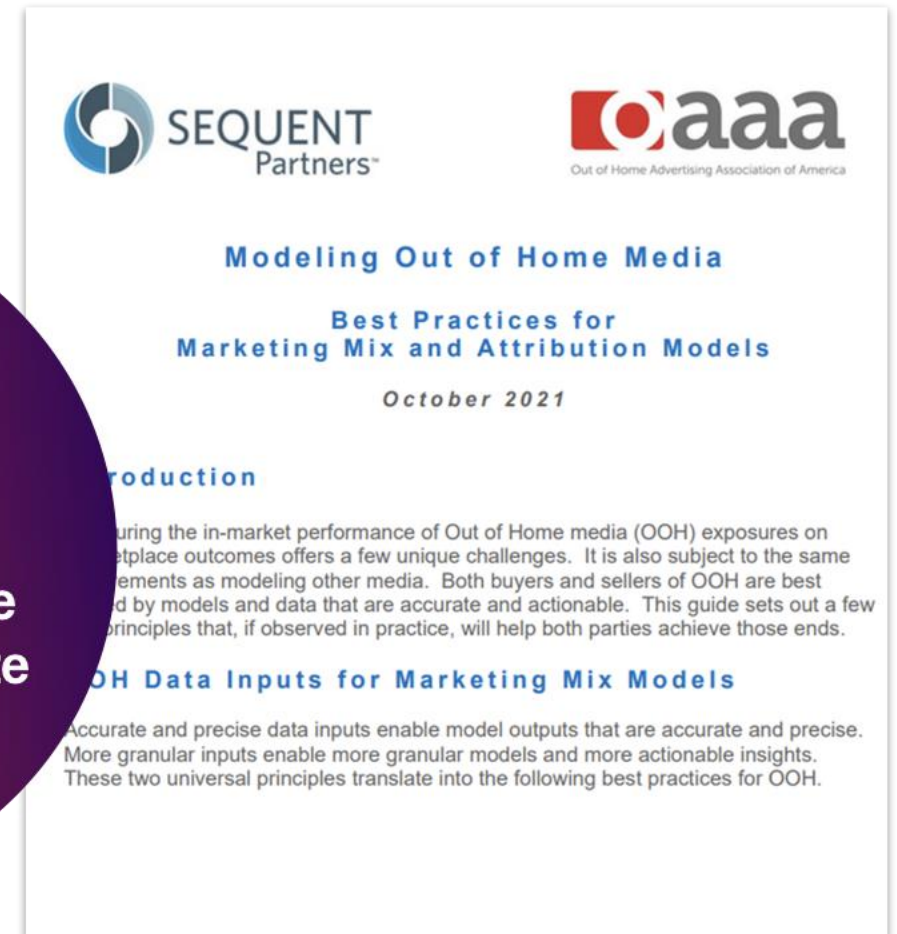
Source: The Harris Poll

OOH Impact with Key Product Categories

OOH impact in driving notice and engagement, along with ad message content most likely to resonate with consumers

- Alcoholic Beverages
- Automotive
- Cannabis
- Financial Services
- Healthcare Services
- Home Improvement/Hardware Stores
- Hotels
- Insurance Services
- Legal Services
- Luxury Apparel
- Pharmaceuticals
- Political
- Quick Service Restaurants
- Sports Betting
- TV/Video Streaming Services

Measurement of OOH Performance and Audience



Borrell Local Ad Spend Research: OOH Important to Master Marketers

Determining ROI:

- Most important issue for local advertisers to solve

Large local businesses \$1 million+ in sales:

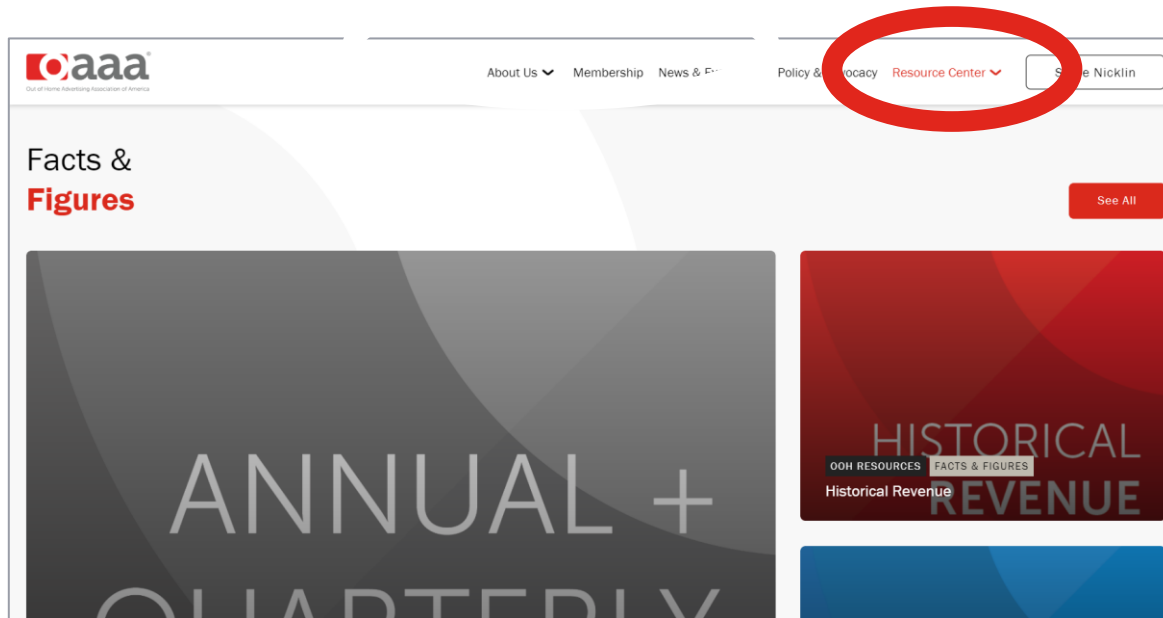
- 42% of novice marketers are the business owner vs. 29% for Master Marketers
- 44% of Master Marketers use OOH vs. 21% of Novice Marketers
- Master Marketers spend 4X more on total advertising and 5X more on OOH



Source: Borrell

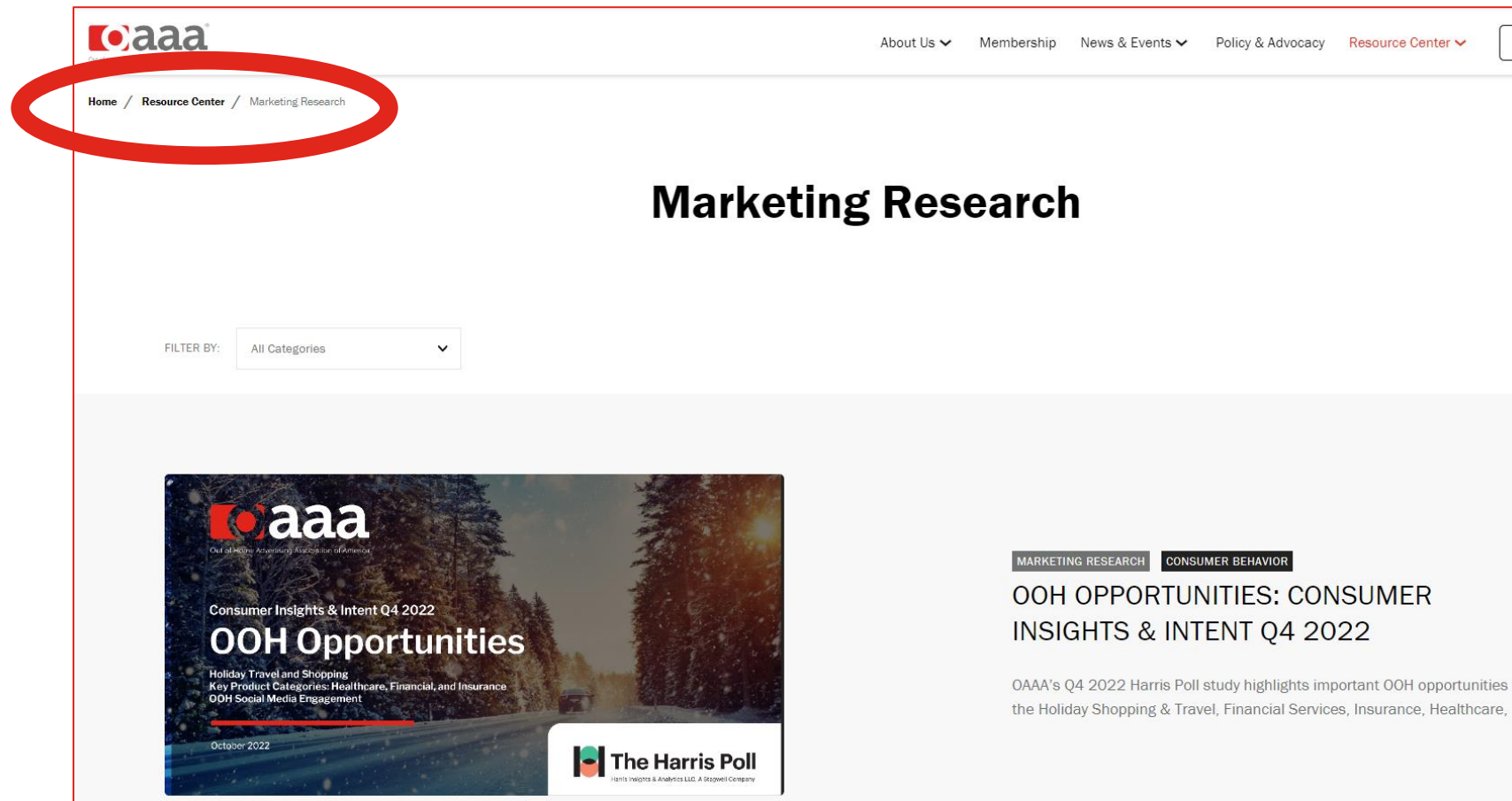
OAAA Member Benefits – Marketing Resources

OOH Facts & Figures

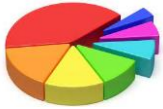


- MegaBrands – top 100 OOH advertisers
- OOH Revenue – quarterly analysis of OOH performance
- Market Share – tracking OOH share of total ad spend
- Revenue by Format – ad spend by OOH's four categories
- Historical Revenue – OOH ad spend trends by year
- OOH Measurement – links to US market lists by DMA and CBSA

OAAA Website – Marketing Research Studies



Remaining 2023 Marketing Research Initiatives



- OOH ROI/MMM Media Allocation Analysis and Recommendations
(Benchmarking)


Prove the value of OOH in comparison to core competitive media channels, and provide benchmarks for OOH allocation of media spend based on budget size, KPI and product category.



- Marketing Mix Modeling (MMM) Case Study with Major Brand
(Sequent Partners)

In 2021, OAAA produced best practices for performance measurement of OOH in marketing mix modeling (MMM) and attribution models. This before and after ROI case study with a major brand will show current modeling practices have undervalued OOH and, therefore, should increase both consideration of and media share allocation to OOH by brands, agencies and the modelers.

OAAA Website – Customized Marketing Resources



Out of Home Advertising Association of America

About Us ▾MembershipNews & Events ▾Policy & PrivacyResource Center ▾Steve Nicklin

Requested Delivery Date*

Member Name*

Steve Nicklin

Member Company*

OAAA

Email*

Phone*

2028335566

Please check all that apply for your research needs and supply the details requested:

ADVERTISING MEDIA SPEND

☐ Kantar Ad Spend Report

☐ Check Here for Ad Spend Segmented by Specific DMAs

Specify the DMAs You Want Included in Your Report Here

[Check DMA Names Here](#)

☐ Check here for Total U.S. ad spend

☐ Check here for OOH ad spend Only

☐ Check here for all local media ad spend by DMA

Specify the product category(s) or advertiser(s) do you want included in your ad spend report. If you want all advertisers in a product category, input the category name and state "all advertisers".

(For available product categories in Kantar, [click here](#) and submit category name and code on request form - please note there is an alpha-index at the back section of the category list)

Select timeframe for your report (ad spend is available by month, quarter and year):

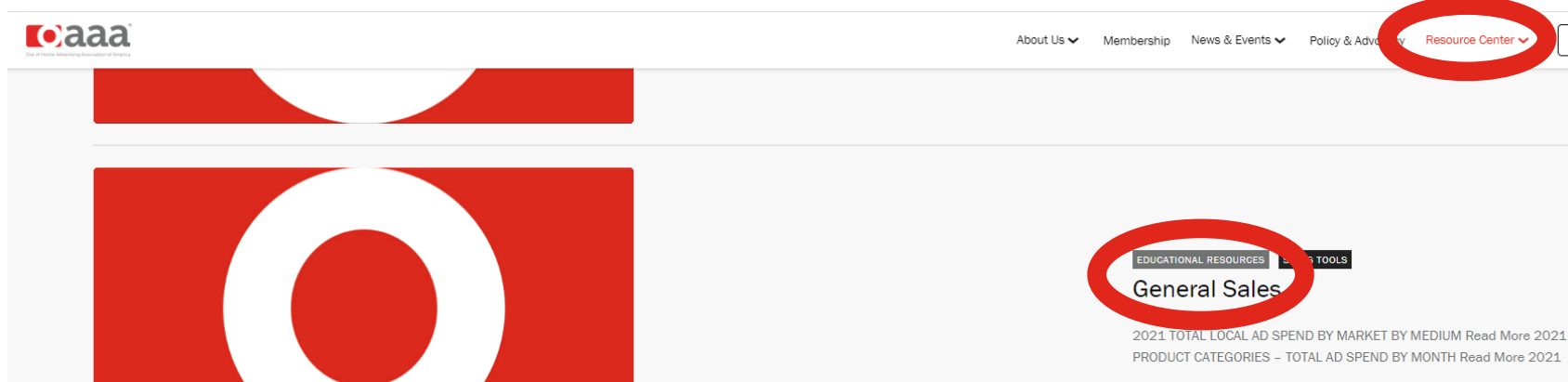
Customized Marketing Research Request

Please detail your research needs by completing the customized request form. Please allow a minimum of one business day for a response from an OAAA team member.

- **ADVERTISING MEDIA SPEND – Kantar**
- **DEMOGRAPHIC ANALYSIS (by select geography) - EASI Demographics**
- **DMA DEMOGRAPHIC PROFILES & STATE DMA MAPS - SRDS**

Local Sales Product Category Analysis and Planning

- Develop a sales strategy by product category and month
- Can be done on more focused segmentation levels such as category, sub-category and micro-category
- Data for approximately 180 DMA markets across the US



2021 Industry Product Categories Total Ad Spend by Month

INDUSTRY CATEGORY	Total Ad Spend	January 2021 Ad Spend	Monthly % of Annual Category Total	February 2021 Ad Spend	Monthly % of Annual Category Total	March 2021 Ad Spend	Monthly % of Annual Category Total	April 2021 Ad Spend	Monthly % of Annual Category Total	May 2021 Ad Spend	Monthly % of Annual Category Total	June 2021 Ad Spend	Monthly % of Annual Category Total	July 2021 Ad Spend	Monthly % of Annual Category Total
Grand Total	189,232,136,159	16,185,657,987	8.6%	14,099,315,423	7.5%	15,608,465,567	8.2%	14,520,684,808	7.7%	16,068,296,417	8.5%	15,805,804,992	8.4%	15,782,195,095	8.3%
Retail	26,614,850,293	2,524,632,502	9.5%	2,107,607,651	7.9%	2,127,143,696	8.0%	1,854,551,415	7.0%	2,083,458,706	7.8%	2,249,629,896	8.5%	2,251,286,955	8.5%
Media & Advertising	17,445,220,987	1,476,025,786	8.5%	1,312,153,113	7.5%	1,368,410,663	7.8%	1,370,341,730	7.9%	1,500,548,902	8.6%	1,428,923,848	8.2%	1,490,801,549	8.5%
Insurance & Real Estate	15,818,328,517	1,448,529,670	9.2%	1,277,913,028	8.1%	1,364,646,886	8.6%	1,277,724,201	8.1%	1,454,280,497	9.2%	1,378,657,397	8.7%	1,312,412,276	8.3%
Misc Services & Amusements	15,491,086,738	1,243,189,798	8.0%	1,122,901,675	7.2%	1,181,087,894	7.6%	1,140,762,248	7.4%	1,302,398,824	8.4%	1,296,436,926	8.4%	1,310,451,038	8.5%
Financial	11,492,739,249	887,046,228	7.7%	792,350,763	6.9%	953,061,236	8.3%	940,972,067	8.2%	964,193,513	8.4%	978,671,249	8.5%	1,074,403,540	9.3%
Medicines & Proprietary Remedies	9,252,513,598	856,623,500	9.3%	761,780,946	8.2%	797,415,342	8.6%	804,610,977	8.7%	848,986,345	9.2%	820,316,294	8.9%	750,630,914	8.1%
Automotive, Automotive Access & Equip	8,095,763,179	841,148,100	10.4%	51,319,879	8.0%	718,075,300	8.9%	623,511,222	7.7%	596,847,905	7.4%	585,243,304	7.2%	648,747,275	8.0%
Communications	6,818,668,565	619,453,155	9.1%	500,543,776	7.3%	578,091,477	8.5%	446,710,065	6.6%	552,093,640	8.1%	535,145,385	7.8%	481,713,350	7.1%
Restaurants	6,434,484,072	590,972,832	9.2%	449,997,930	7.0%	547,526,708	8.5%	472,142,997	7.3%	517,212,021	8.0%	530,284,095	8.2%	529,859,998	8.2%

Source: Kantar

OOH Effectiveness – Case Studies Library



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aaa OOH Case Study

Case Studies

McDonald's

Background

McDonald's was looking for a way to reach their 18-49 target demographic across the nation to promote their 2 for \$4 mix and match for breakfast. Typically, when executing a campaign there is a threshold goal that is needed to cover 80% of stores in the US. Media coverage in markets must be fair and equitable throughout.

Objective

To showcase the 2 for \$4 breakfast, McDonald's launched a campaign in the breakfast hours to highlight the deal. The creative directly took on one of McDonald's biggest competitors featuring a video of a consumer eating gas station breakfast and the reaction to eating the featured McDonald's product.

Strategy

The time frame of 5:00 am to 10:00 am was chosen to support the \$2 for 4 deal to reach consumers on the go around the breakfast hour. The campaign was introduced in all markets nationwide and within 10 miles of 88% of restaurant locations.

Plan Details

Market: National (200 DMAs)
Flight Dates: 2/24/20-3/19/20
OOH Formats: Digital gas stations
Target Audience: Adults 18-49
Audience TRP: 12.1
Audience Reach: 3.9%
Audience Frequency: 3.1x
Total Impressions: 24.1 Million

Results

Post Exposure: 23.3% impressions were followed by McDonald's visits yielding 5.6 million store visits within 14 days.
Attribution: Incremental 7.3% behavioral lift for March or 379,000+ incremental visits. The campaign generated \$2.7 million in sales with a \$1.27 CPIV and ROAS of \$6.



CASE STUDIES

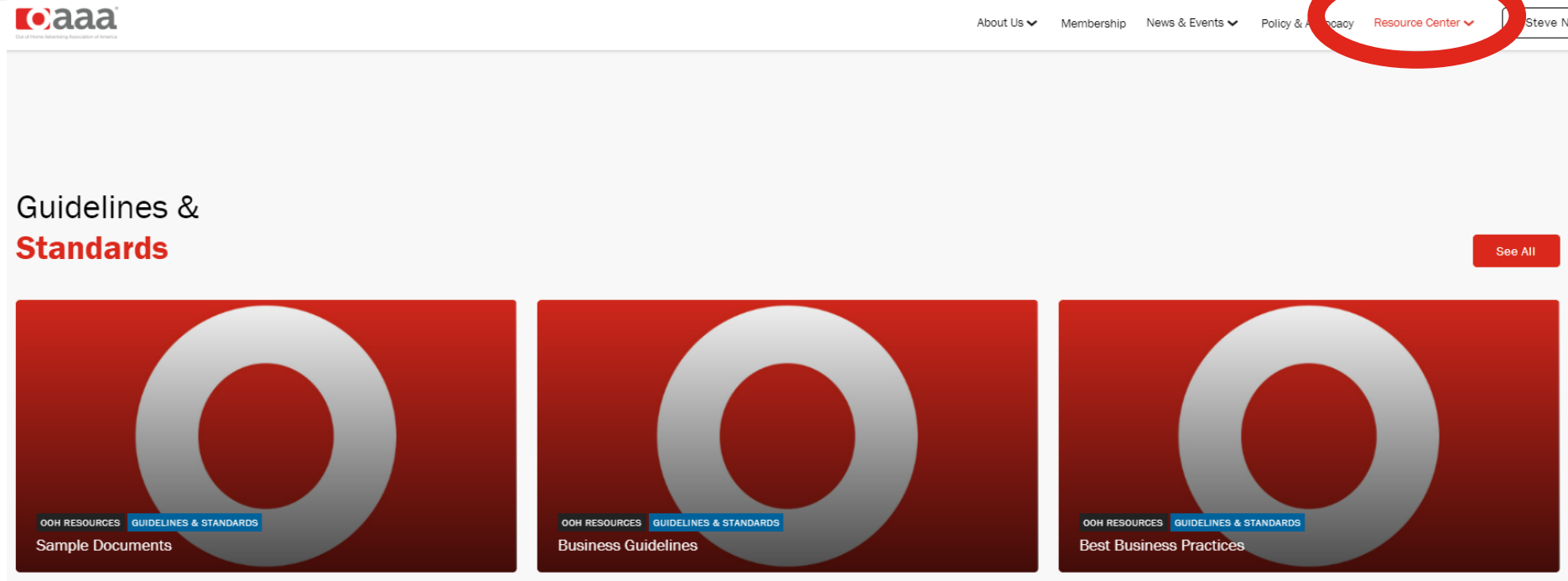
OOH MEDIA PLAN AWARDS

RESTAURANTS

McDonald's


McDonald's was looking for a way to reach their 18-49 target demographic across the nation to promote their 2 for \$4 mix and match for breakfast.

Guidelines & Standards



- Sample Business Documents: Format Contracts, Proof of Performance Report, Request for Information, Request for Proposal
- Guides: Planning for OOH Media, Video OOH, OOH Measurement & Analytics
- Best Practices: OOH Advertising, Audience Exposure, OOH Marketing Mix Modeling and Attribution, Photography, Creative, Principles for Privacy & Data, Code of Conduct, DOOH
- Standards and Specifications: Standard OOH Business Practices, Print Specifications, Place-Based DOOH Practices, Open Direct, Digital Aspect Ratios
- Guidelines: Mobile and Social Applications for OOH, OOH Data Exchange API, OOH Data Usage, Digital Display API Monitoring, Digital Lighting, Digital Billboard Security

OOH – Sales Training



Out of Home Advertising Association of America

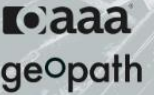
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Educational Resources

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OOH
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SELLERS' TRAINING

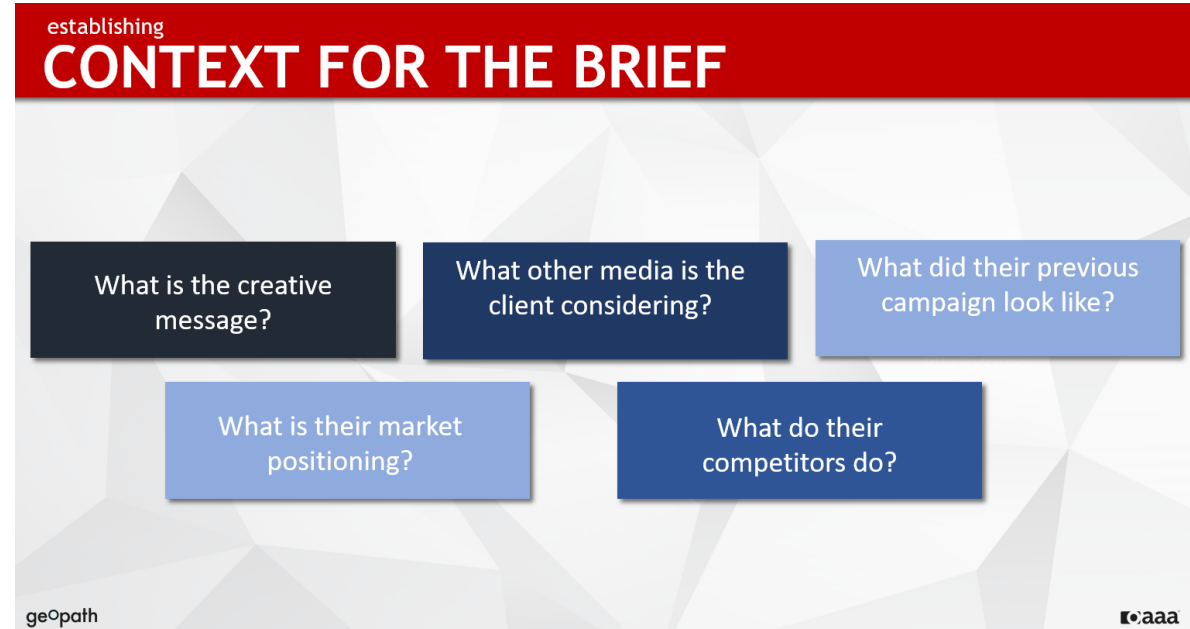
Module 9 – Exploring Geopath OOH Transit Ratings

[Slides](#) [Facilitator Guide](#) [Participant Guide](#)

INTRODUCTION to MODULES

MODULE 1 - VALUE OF OOH ADVERTISING
MODULE 2 - MEASURING OOH AUDIENCES
MODULE 3 - UNDERSTANDING CLIENT OBJECTIVES
MODULE 4 - CRAFTING CLIENT PROPOSALS
MODULE 5 - SALES STRATEGIES USING OOH RATINGS
MODULE 6 - TURN YOUR PRESENTATION INTO COMPELLING CONVERSATIONS
MODULE 7 - A REVIEW OF BASIC SELLING SKILLS
MODULE 8 - EXPRESSING THE TRUE VALUE OF OOH
MODULE 9 - TRANSIT

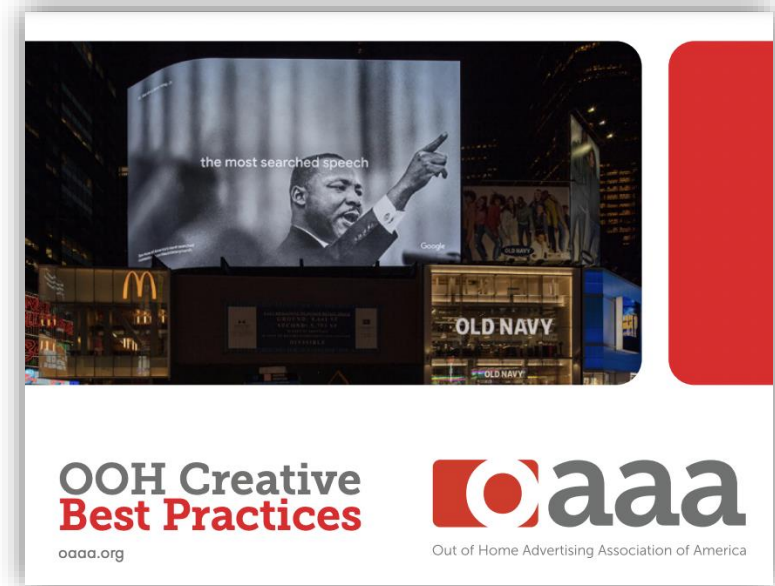
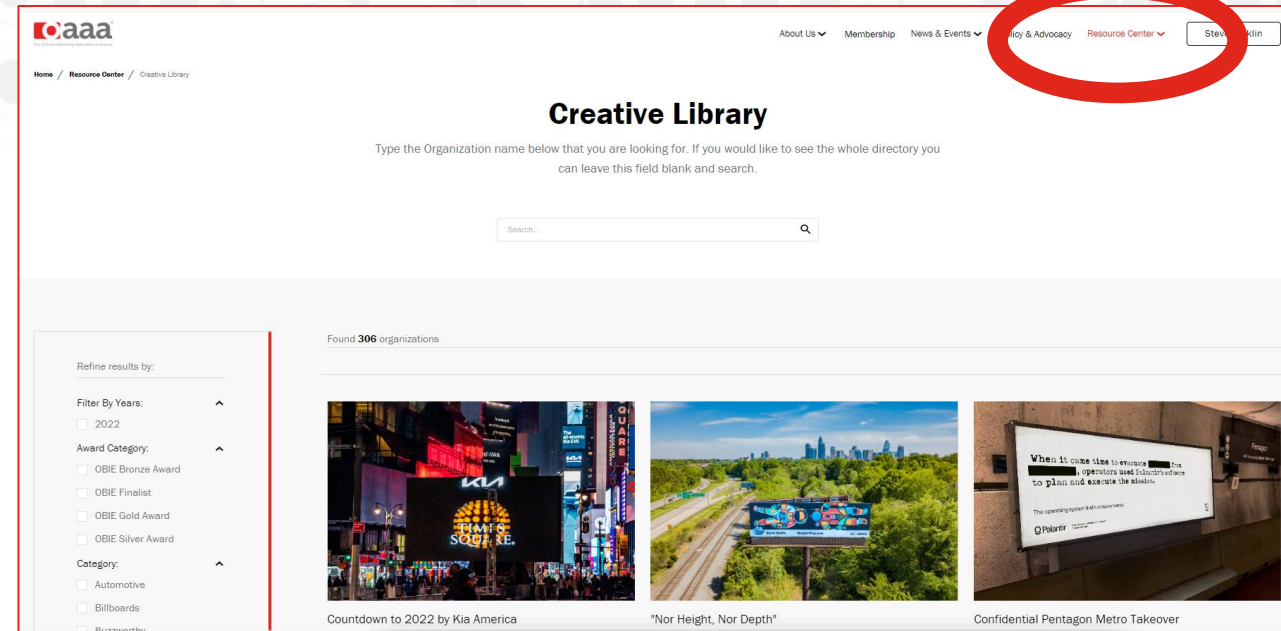
OOH Sales Training: Module 4 - Crafting Client Proposals



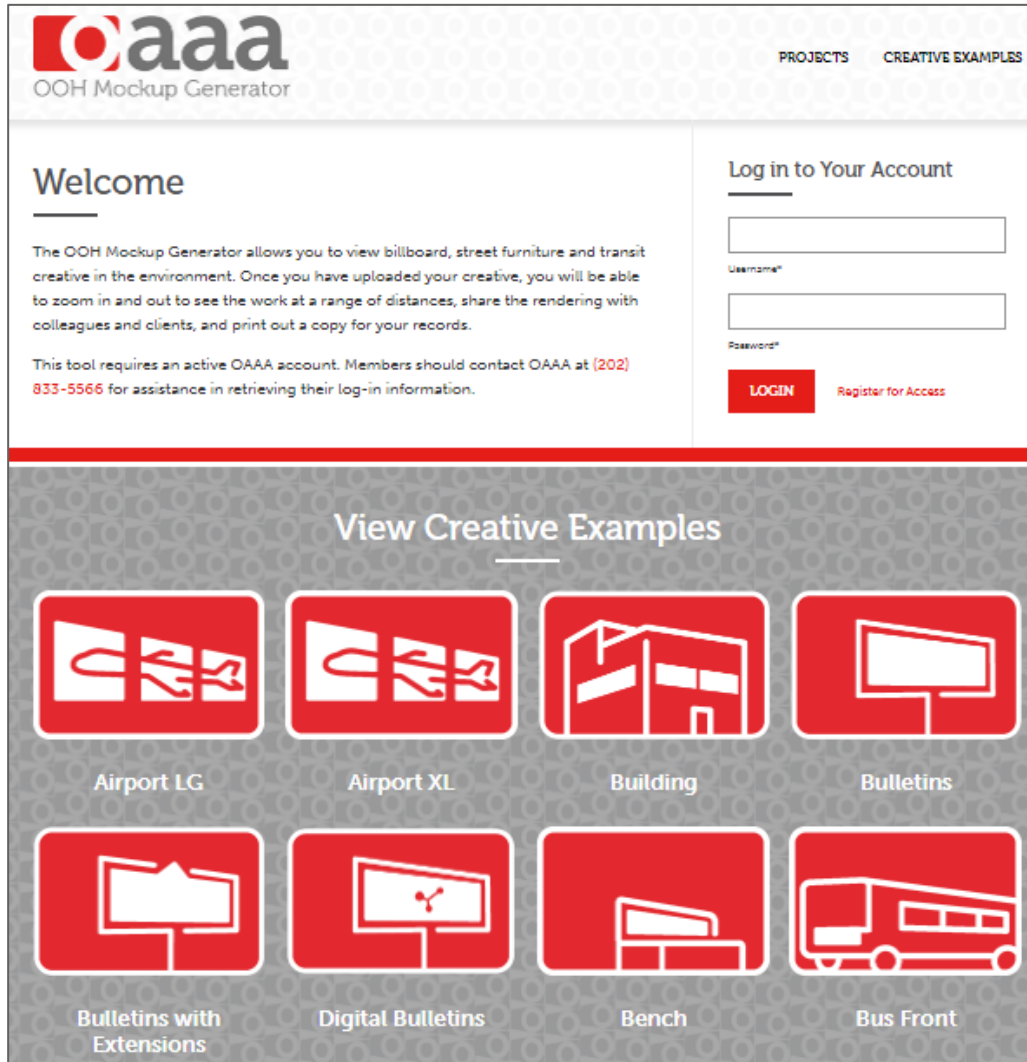
Creative Resources

Where industry experts go to share and learn

- Learn from OOH industry experts to enhance your clients' creative campaigns
- Access creative tools and best practices:
 - **OOH Mockup Generator** – one of the best resources an OOH media company can utilize, as the right creative dramatically increases advertiser response and enhances the probability of ad renewal.
 - **Creative Library** – Access to archives of OOH creative across formats
 - **Creative Best Practices** – Released annually providing guidance on how to tailor OOH Creative
- Stay connected through special reports, newsletters, on-demand video series, and more



OOH Creative Mockup Generator – <https://oohmockupgenerator.aaaa.org/>



The screenshot shows the homepage of the OOH Mockup Generator. At the top left is the 'aaaa' logo with the text 'OOH Mockup Generator' below it. To the right are links for 'PROJECTS' and 'CREATIVE EXAMPLES'. The main content area is split into two columns. The left column has a 'Welcome' heading, a paragraph explaining the tool's purpose, and a note about requiring an active OAAA account. The right column has a 'Log in to Your Account' heading, input fields for 'Username*' and 'Password*', a red 'LOGIN' button, and a link for 'Register for Access'. Below this is a section titled 'View Creative Examples' with a grid of eight icons representing different OOH formats: Airport LG, Airport XL, Building, Bulletins, Bulletins with Extensions, Digital Bulletins, Bench, and Bus Front.

aaaa
OOH Mockup Generator

PROJECTS CREATIVE EXAMPLES

Welcome

The OOH Mockup Generator allows you to view billboard, street furniture and transit creative in the environment. Once you have uploaded your creative, you will be able to zoom in and out to see the work at a range of distances, share the rendering with colleagues and clients, and print out a copy for your records.

This tool requires an active OAAA account. Members should contact OAAA at (202) 833-5566 for assistance in retrieving their log-in information.

Log in to Your Account

Username*

Password*

LOGIN Register for Access

View Creative Examples

- Airport LG
- Airport XL
- Building
- Bulletins
- Bulletins with Extensions
- Digital Bulletins
- Bench
- Bus Front

- Free to use
- One time registration

**Effective Creative =
Advertiser Results =
Higher Renewal Rates**

OOH Creative Mockup Generator – <https://oohmockupgenerator.aaaa.org/>

OOH Formats:

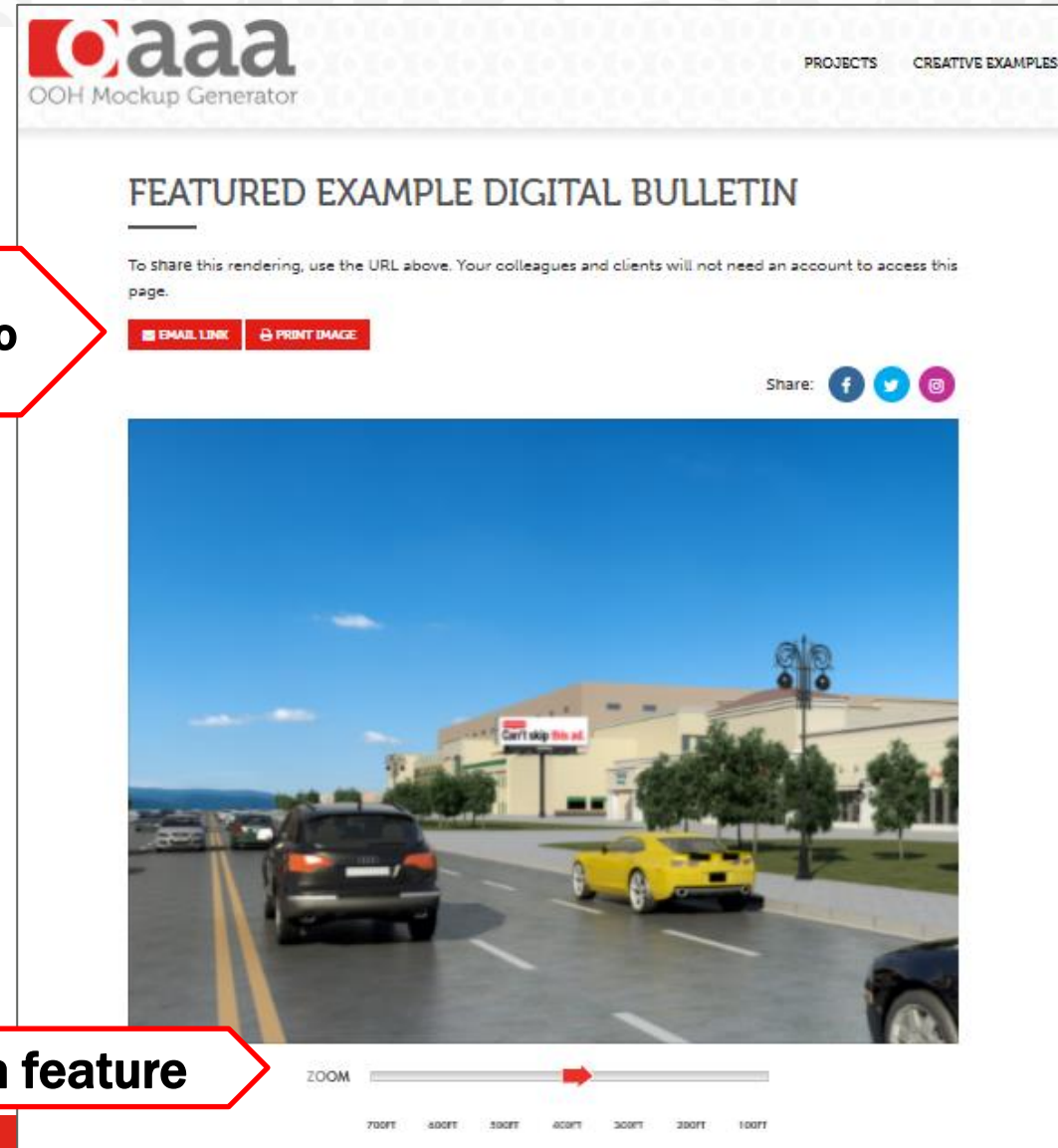
- Bulletin
- Poster
- Custom Extension
- Wall
- Bus
- Bus Shelter
- Taxi
- Mobile Billboard
- Transit Station
- Shopping Mall
- Airport
- Newstand
- Bench

OOH Environment Views:

- Highway
- Urban
- Suburban
- Rural

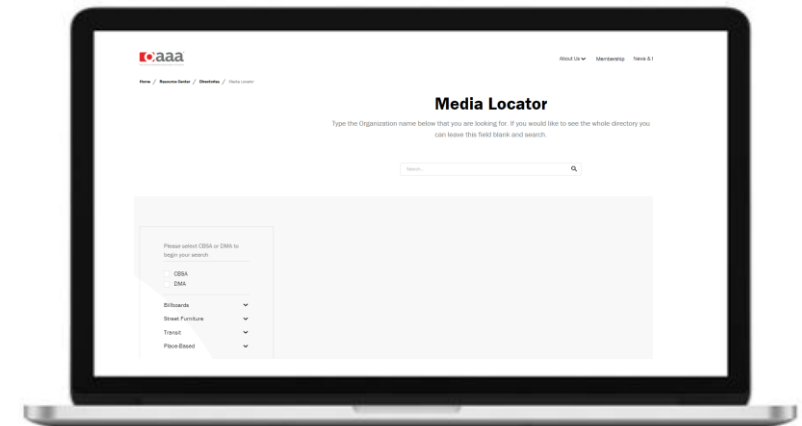
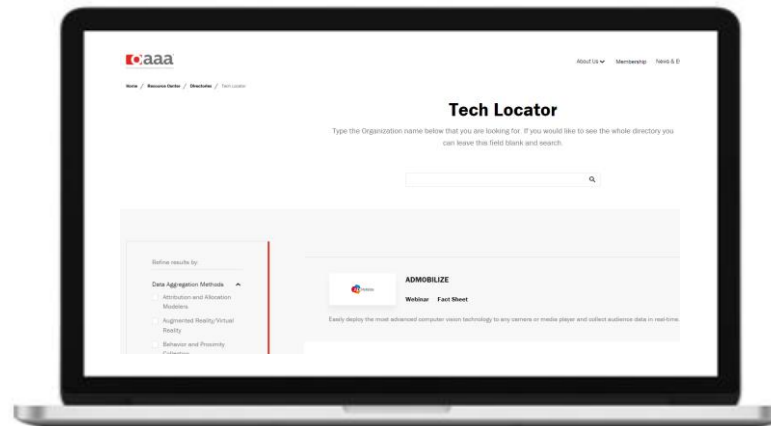
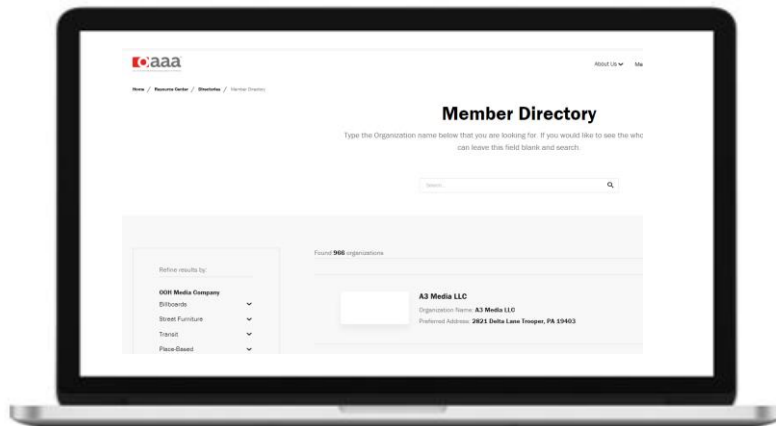
**Renderings can
be emailed directly to
clients**

Zoom feature



OOH Industry Directories

- **Member Directory** - Access to and placement in the OAAA's directory comprised of OAAA Members.
- **Tech Locator** - An easy-to-use online tool, allows anyone the ability to quickly search for providers offering data and technologies essential to the growing OOH business.
- **OOH Media Locator** – has multi-level search capabilities to locate media operators by CBSA or DMA market, media category, and a specific format.



THANK YOU!

Questions/Feedback/Requests: snicklin@oaaa.org

