

THINKING OUTSIDE THE BILLBOARD

The four keys to impactful Out-of-Home advertising

#1 Standing out to get noticed
OOH is most effective on memory encoding when it delivers a unique Creative Experience, with those that stand out from the environment are most likely to be encoded in the mind.

#2 Being empathetic
When OOH ads express ideas that are empathetic and show something new this can help drive short-term behavior change.

#3 The power of you
Incorporating distinctive brand assets such as taglines and product image/packaging helps people to make a quick connection to the brand in their mind.

#4 A clear message
Utilizing a single, focused message to effectively communicate the brand message supports the potential for stronger behavior change effects.