



enhance your shopper marketing programs

Intercept Shoppers on the Path-to-Purchase

From food and beverages to clothing and household products, North American consumer packaged goods are in a highly competitive \$2 trillion industry characteristic of frequent user consumption and a high market saturation. Out-of-home advertisements reach people where they spend 70% of their time – away from home. More importantly, they reach consumers when they’re making purchase decisions and can spur impulse buying. **Twenty-six percent of adults have immediately visited a business because they saw an OOH ad.** In addition, OOH and experiential are exceptional for reaching more affluent audiences compared to other mediums; reach those consumers who can afford to be more brand conscious and try new products – yours!

OOH can’t be skipped, delayed or turned off. Whether it’s a holiday, back-to-school or an everyday promotion, OOH and experiential campaigns can help your brand communicate to hyper-targeted audiences directly along the path-to-purchase.

- experiential activations
- mobile billboard domination
- brand ambassador teams
- beacon coupon delivery
- product sampling / demonstrations
- tradeshows / events
- pop-up stores
- near field communication

40% of consumers talk about products they see advertised on OOH mediums with others.



“Even though online buying increases each year, brick-and-mortar sales remain retail’s largest profit opportunity capturing 90% of all sales.”
// **Bill Martin, Founder,**
ShopperTrak



Watch what happened when Pepsi invaded Nashville and dominated the CMA Fest.

