



money talks, so does OOH advertising

Drive Smart Financial Action

The financial services sector spent 25 percent more on out-of-home advertising in May 2015 than the previous year – one of the fastest growing OOH spenders (*Standard Media Index*). Whether you're marketing for a financial advisor group, mortgage lender, bank, credit union, tax preparer or investment firm, out-of-home and experiential executions are a sensible solution for money-minded buyers.

The broad reach of OOH paired with its hyper-targeted abilities, ease of digital integration, memorability and positive associations are all part of the value proposition that makes this form of advertising a wise choice for the financial services industry.

“On average, a \$1 investment in OOH returns \$2.80 in sales, actually outperforming both television and print advertising.”

// OAAA



One credit union ran a multi-market campaign on college campuses during orientation and move-in week to promote near-campus banking.



Another delighted the local community members by paying for their metered parking – then treating them to a cup of joe.



H&R Block reminds Americans to get their billion back during tax season with a wrapped armored vehicle and field marketing team.

- mobile billboards
- wrapped armored vehicles
- brand ambassador teams
- jet pack teams
- beacon technology
- near field communication
- experiential marketing
- parade participation
- event domination programs
- in-the-field data collection
- social media integration
- premium distribution programs

