



# drive auto brand awareness

## National, Regional and Local Media Solutions

The automotive industry is ever-changing. Whether your objective is to release a national announcement or vehicle launch, collaborate with your regional cohorts to steal brand market share from competition, or to be the highest-selling dealership in your local market, a well-strategized out-of-home (OOH) campaign can work for you! **OOH advertising over-indexes with full-time employed adults A25-54 with HHI \$50K+ - the segment of the market most likely to consider purchasing new automobiles.**

## Combine the Power of OOH + Mobile

OOH is a proven media amplifier, because it extends reach and frequency in integrated campaigns and is the most efficient driver of mobile, social and digital engagement. Let us plan your mobile display advertising in conjunction with your OOH campaign to ensure a continuity of messaging to the same audience(s) in the same market(s). According to Ocean NeuroInsights, **48% of consumers are more likely to engage on mobile after seeing the same OOH ad first. And the click-through-rate, on average, increases by 56% when the digital ad is paired with OOH**, according to Blue Bite. Through specific audience targeting, we can aim your message to exactly the right people who may be in the market for a new car!

## Join Our Family of Auto Advertisers



by



“When it comes to identifying new customers – and finding creative ways to market to them – few businesses are as nimble as U.S. automobile dealerships.”

// Charles Whiteman, SVP Client Services, MotionPoint Corp.

## Our capabilities:

- ▶ Mobile billboards
- ▶ OOH paired with mobile advertising
  - ▶ Brand ambassador teams
  - ▶ PhotoMarketing / social media
    - ▶ VR test drives
    - ▶ AR brand experiences
- ▶ Auto shows and expo activations
  - ▶ Pop-up showrooms
  - ▶ Experiential activations



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