



enhance shopper marketing

Intercept Shoppers Directly Along 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. 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.

THE STATS: WHY OOH & EXPERIENTIAL WORK FOR CPGs

- ▶ 88% who trial a CPG brand away from the point of sale will remember to put the item on their next shopping list
- ▶ 80% say live demonstrations and free samples significantly help define purchase decisions
- ▶ 40% of consumers talk about products they see advertised on OOH mediums and 71% of experience participants talk about their experience with others
- ▶ Click-through-rates for digital media increase, on average, by 56% when digital is paired with out-of-home media



Watch how the Taste of Summer Tour generated immediate sales.

OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ sampling and product demos
- ▶ digital coupon delivery
- ▶ experiential activations
- ▶ event and trade show activations



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