



# all eyes on consumer electronics

## Larger Than Life Media Formats Drive Excitement

Impactful. Dynamic. Effective. Consumers most influenced by out-of-home advertisements are **high earners and impulsive spenders who are tech-savvy 18 to 44 year-olds**. This audience aligns with those purchasing TVs, handheld devices, AI assistants, computers, gaming consoles and other electronics. OOH has a unique ability to drive action with even the most digital-minded audiences.

**3 in 4 U.S. adults have seen an OOH advertisement** in the past month, leading to more encounters than any other medium. Over 68% said OOH ads are very likely to somewhat likely **to influence a purchase decision**, and one third have **bought a product** after seeing an OOH ad.

Among those who viewed OOH advertising in the past month:

- 26% visited the website advertised
- 28% shopped a sale online
- 12% used a mobile device to access a coupon or information
- 8% have blogged or posted to a social network about the product advertised
- 25% have posted something to Instagram and 23% posted to Twitter

- mobile billboards
- retargeting OOH audience with mobile and geofencing
- brand ambassador teams
- digital coupon delivery
- experiential activations
- product demonstrations
- retailtainment
- pop-up stores

“OOH allows advertisers to connect with people on a more personal level. It’s a media form that has been enhanced – not weakened – by the rise of digital.”

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