

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



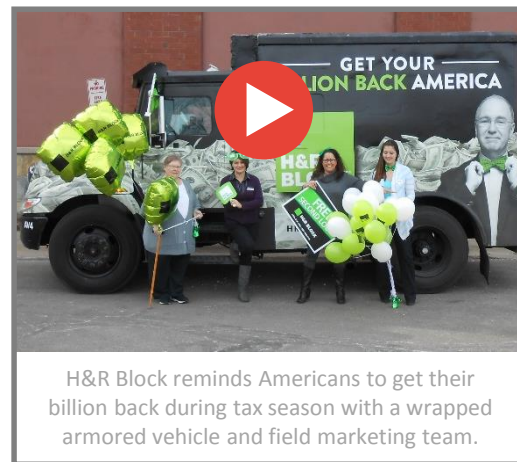
# money talks, drive your message

## Drive Smart Financial Action

The financial services sector was one of the top ten out-of-home spenders in 2016, and it grew its OOH spend by 5.5% over the previous year. Whether you're marketing for a financial advisor group, mortgage lender, bank, credit union, credit card, 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.

Plus, pairing OOH with your mobile display advertising helps boost click-through-rates by, on average, 56% (*Blue Bite*).



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



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.

## OUR CAPABILITIES

- ▶ mobile billboards
- ▶ beacon retargeting of OOH audience and geofencing
- ▶ domination programs
- ▶ field marketing teams
- ▶ experiential activations
- ▶ event and trade show activations

