



be the better local food source

RETARGET THE OOH AUDIENCE

By placing a beacon on our mobile billboard, we can collect device IDs within close proximity to the OOH ad and serve them display ads. Because **48%** of us are more likely to click a mobile ad after seeing the same OOH ad (*source: Ocean & NeuroInsights*), on average, CTR increases by **56%** when you combine OOH with your digital media (*source: Blue Bite*).

OUR CAPABILITIES

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

Hyper-Local Targeting & Engagements

Out-of-home and experiential advertising carries local strength better than other media formats. Even the best performing newspapers can't compare to the 85 percent reach of OOH. With 1/3 of travelers making purchase decisions in the car, OOH offers an effective platform to influence a shopper just before the point of sale, whether they're part of the 70% who grocery shop after work or the 87% who shop on their days off. Plus, OOH makes a more positive connection with the consumer over radio or TV. (*Source: OAAA*)

How can we help you portray your fresh foods on a larger than life canvas?



"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."
// OAAA

