# RISING ABOVE DIGITAL AD FATIGUE

take your ads

with Out-of-Home Advertising

"As consumers demand more personalized experiences from brands, marketers must absolutely challenge the status quo to capture consumers' attention. Real world advertising is full of limitless possibilities for brands to truly connect with consumers in a meaningful way. At OneScreen.ai, we are excited to be part of the re-emergence of the OOH industry as a whole."

Alex Ewing, Chief Executive Officer

# 96%

of advertisers say they are "satisfied" or "very satisfied" with the return they're getting from their OOH investment



93%

Essential for Brand Building



94%

Surprises and Delights Better



91%

More effective now than before the pandemic

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**95**%

#### Confidence

The report below represents the largest study of its kind ever conducted, and the only one as yet that is statistically significant. It has a margin of error of just +/- 4%. Our partners at Kickstand Communications surveyed more than **600 full-time marketing** professionals across **45 states** in the US. They asked detailed questions about the current state of digital advertising and the future of out-of-home. Marketers had a lot to say. With a 95% confidence rating, the study results are not only revealing but valuable.



#### **SURVEY RESULTS TELL A WORRISOME STORY**

67% of respondents say that as they scaled up with digital their returns actually diminished.

With so many brands turning to digital and social marketing as their primary marketing channel, digital noise has become deafening. it's tough to stand out.

What's going on here?

61% blame challenges of competing with massive brands for search position and/or auction results

60% blame growing consumer digital fatigue and distrust of digital ads

77% say increased online focus during the COVID-19 pandemic made SEO competition even tougher

Diminishing returns call for corrective measures. But what to do?

**98**%

of marketers invest in digital but 67% say results are declining

**97%** 

of marketers are looking to alternative channels

# 02

### OOH IS FILLING THE VOID

Real-world marketing is replete with opportunities to creatively showcase messages in memorable ways. Therefore, about one-third of marketers are testing OOH placements as an alternative channel to bolster lackluster digital ROI.

Many marketers have already adopted outof-home to augment multi-channel campaigns so they can reach new audiences and re-engage the digitally-tired in the real world. However, they are not taking full advantage.

Only 13% have tapped into the unique capabilities of both traditional and digital placements to augment their OOH strategy.

45%

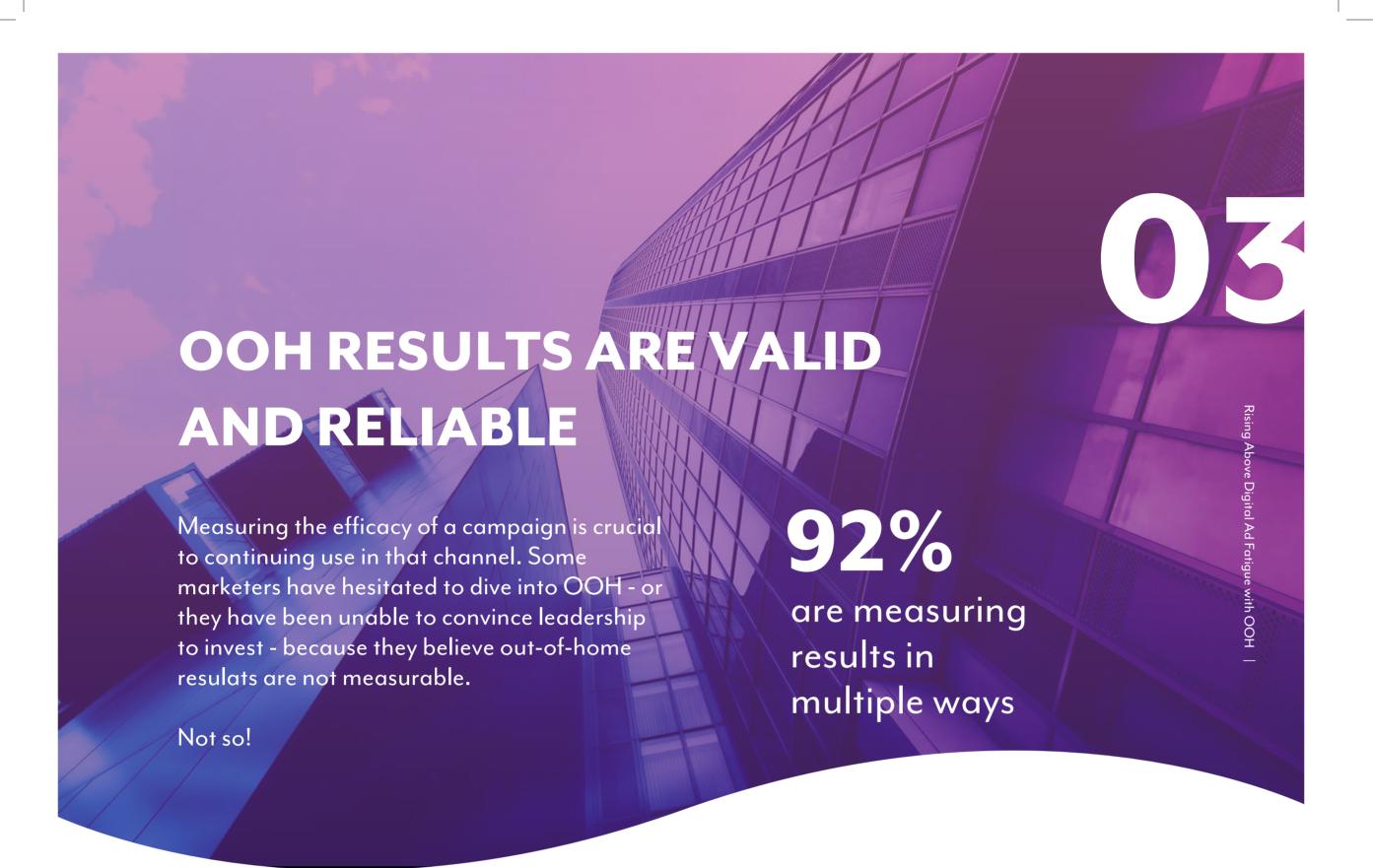
Are only using traditional OOH

99%

say OOH is the "perfect counterbalance" to digital channel fatigue

42%

Are only using digital OOH



#### **TRUSTWORTHY RESULTS**

Survey respondents report using a variety of common methods to measure their OOH effectiveness:

77% use digital integration 60% use promo codes 58% use QR codes 50% compare before and after numbers 37% use unique landing pages

**76%** 

of survey respondents who use digital out-ofhome placements are confident in their results.

This OOH strategy includes digital billboards, interactive kiosks and place-based media

96%

of survey respondents who use traditional outof-home placements are confident in their results.

This OOH strategy includes static billboards, posters, murals, street furniture and transit ads.

The ability to credibly measure out-of-home in geospecific ways elevates this channel's value for all types of marketers, including those moving toward B2B account based marketing.

## THE FUTURE BELONGS TO OOH

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Marketers agree that OOH placements are essential for reinforcing brand message (93%) and standing apart from competitors (76%). They say OOH delights and surprises consumers who are increasingly difficult to impress online.

60% believe that consumers are paying more attention to their surroundings, now that they're able to reenter the real world

With that in mind, 92% of marketers who are already using OOH plan to spend more on this channel in 2022, with some even redirecting budget previously allocated to email, paid search and paid social advertising.

OOH DELIGHTS, SURPRISES AND GRABS THE ATTENTION OF USERS Every dollar spent on OOH generates around

\$5.97 in sales

### WHAT'S POSSIBLE WITH OOH?

Your message . . . anywhere. On a baggage claim carousel. On an ATM. In a stadium. On a taco truck. On a sidewalk. The possibilities stretch as far as your imagination. Oh, and on billboards, too.









Among those surveyed, 36% were already well-invested in digital video and 25% were already using programmatic advertising. Video and programmatic automation blend seamlessly with digital OOH.

In their search for alternative channels, 35% of marketers are testing radio and 33% are testing podcast advertising. Both represent the newest OOH frontier: audio out-of-home.

#### **AOOH - CAN YOU HEAR ME NOW?**

Marketers are getting more creative to capture maximum advantage of OOH's ability to inspire engagement. Expect to see:

**MORE INTERACTIVITY AUGMENTED REALITY RECOGNITION-ENABLED DISPLAYS** 

With out-of-home, the sky is literally the limit. What's possible for you? Contact us to find out.



84% of marketers predict a rise in interactive OOH ads



61% of marketers are interested in incorporating this capability



**GEN Z** marketers were 30% more likely than average to investigate this functionality

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