

OUT-OF-HOME IN THE

MEDIA

MIX



# Introduction

In today's fast-paced world, our lives are increasingly filled with constant activity and exposure to various forms of media. We find ourselves constantly multitasking, whether it's browsing social media while conversing with friends, or preparing dinner while streaming services play in the background. Amidst this bustling environment, advertisements often vie for our attention while we are occupied with other tasks. However, this doesn't imply that advertising should cease. Instead, it calls for adapting to our audience's evolving lifestyle—a lifestyle that involves increased exposure to advertisements across multiple media platforms.

Against this backdrop, out-of-home advertising emerges as a compelling medium that is hard to miss. Whether we are driving or using transit, there are fewer distractions as we navigate to our next destination. With texting and driving, as well as texting and walking, being illegal and hazardous, out-of-home advertising stands a higher chance of capturing attention. This is precisely why incorporating out-of-home into your media mix is a smart choice. It cuts through the noise of the digital realm, offering a tangible and real advertisement that cannot be blocked.

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out-of-home into  
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# Out-of-Home in Media Mix Study

To understand audiences and their attention to media, **COMMB** asked **Canadians** how often they pay attention to:

## Outdoor

Billboards, digital screens, murals, street level signage



## Place-based Venues

Digital screens or signage in restaurants, bars, arenas, movie cinemas/theatres, malls



## Transit Vehicles

Digital or static ads in or on transit



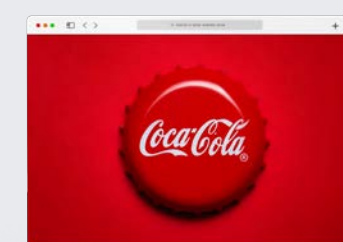
## TV



## Radio



## Online Video



## Magazines

Print and Online



Based off the responses, COMMB consolidated the findings to **showcase each of these medias' attention reach**, the reach with out-of-home in combination with other medias, as well as missed opportunities if brands do not utilize out-of-home on the campaign plan.

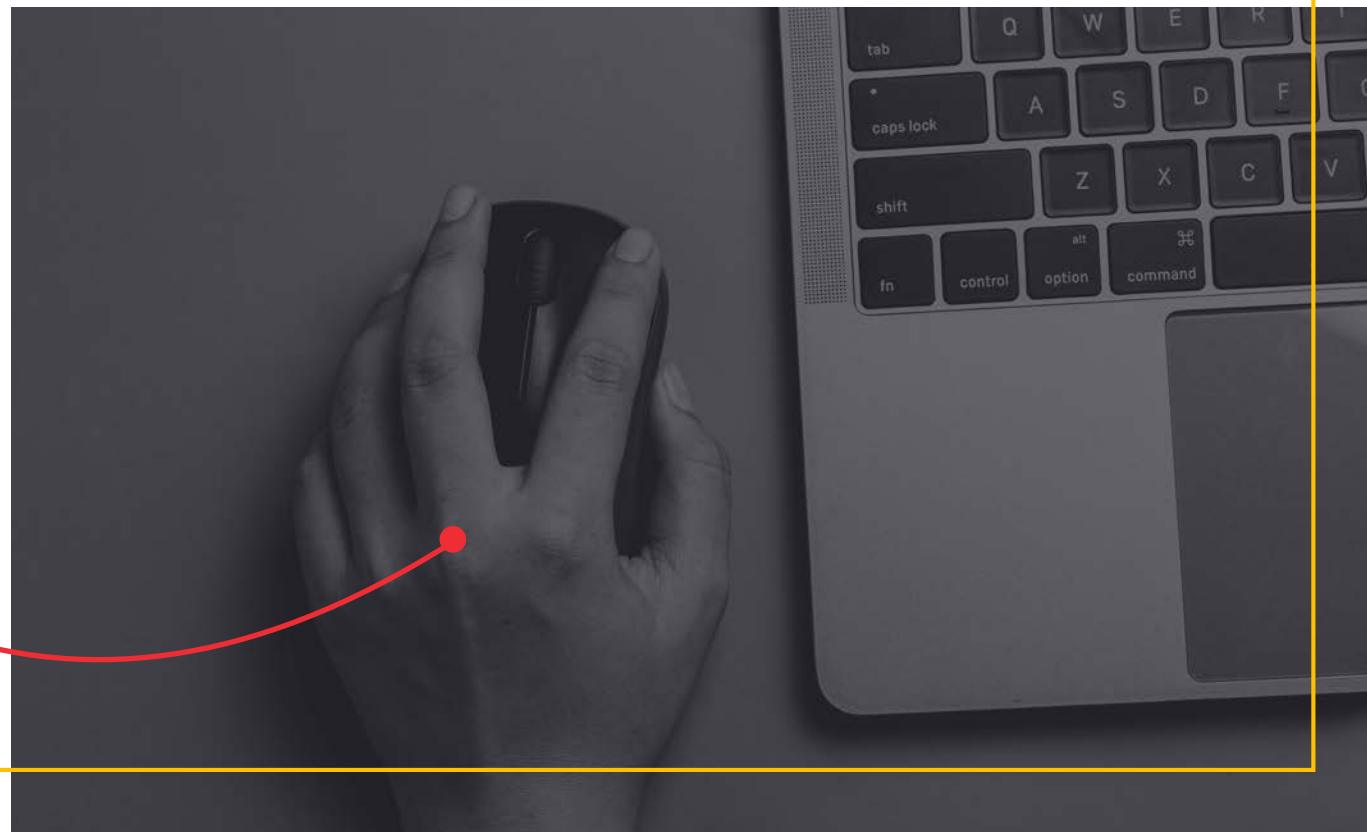
# Methodology for Out-of-Home in the Media Mix Study

[COMMB.CA](https://commb.ca)

## Leger's Online Panel

Leger's Online Panel has more than 100,000 members nationally and has a retention rate of 90%.

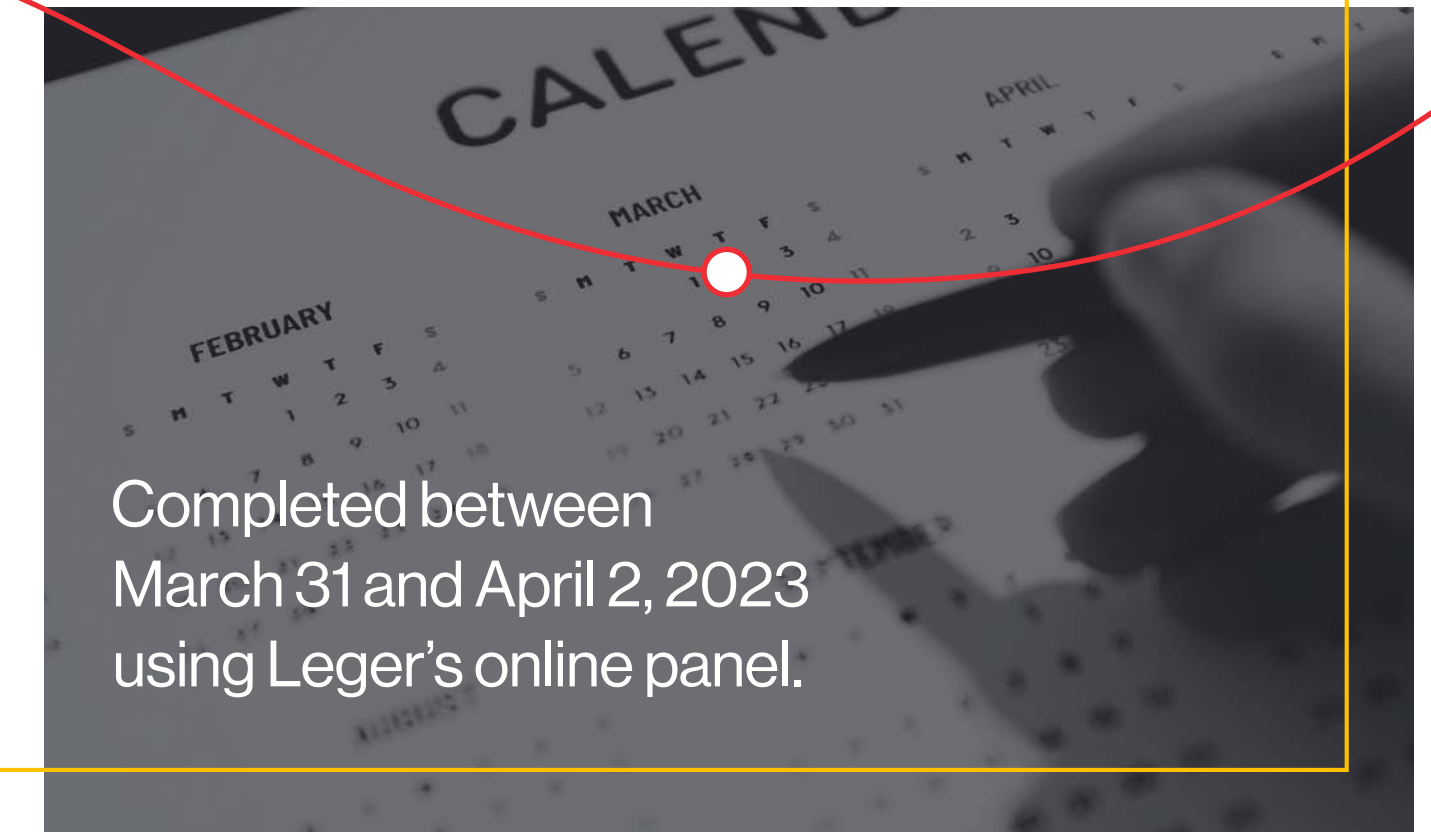
### An Online Survey



### 1,521 Canadians aged 18+



### March 31 – April 2

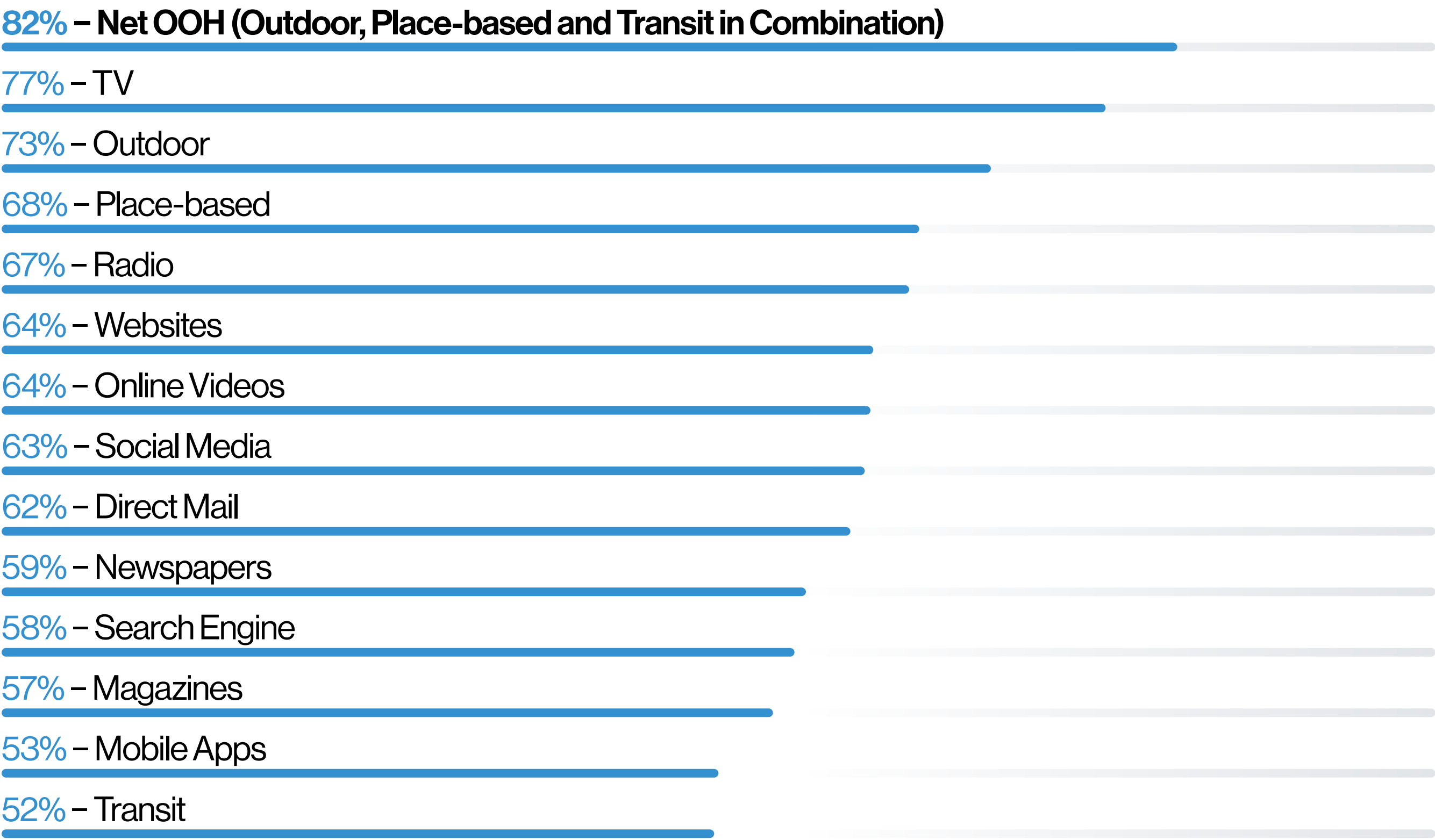


Completed between  
March 31 and April 2, 2023  
using Leger's online panel.



# Media Reach

How often do you pay **attention** to the following media?



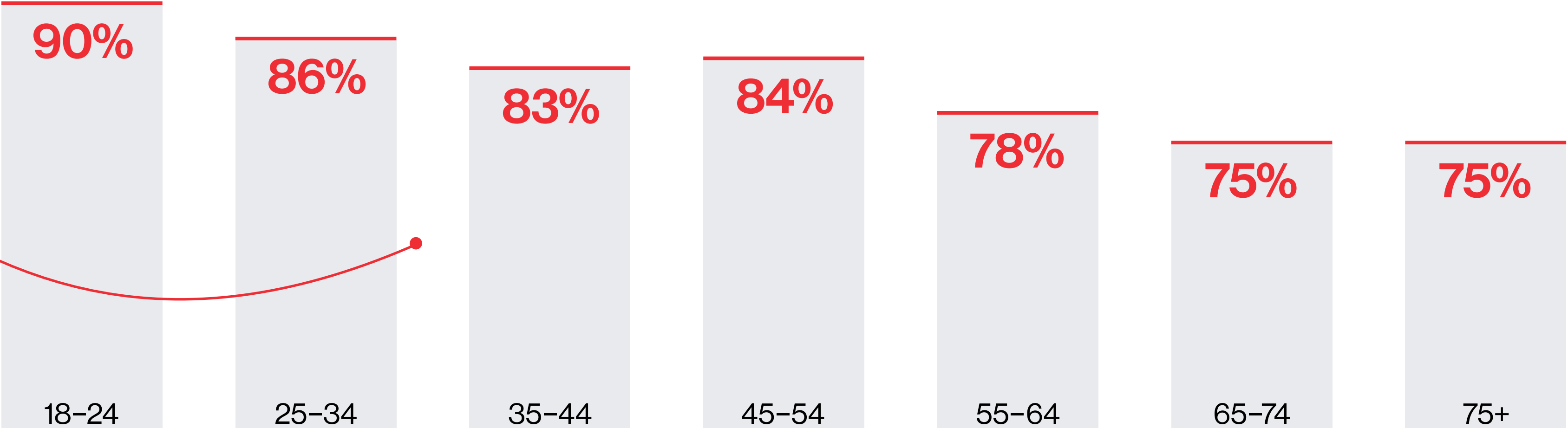
● Always/Sometimes





# OOH Attention **by Age**

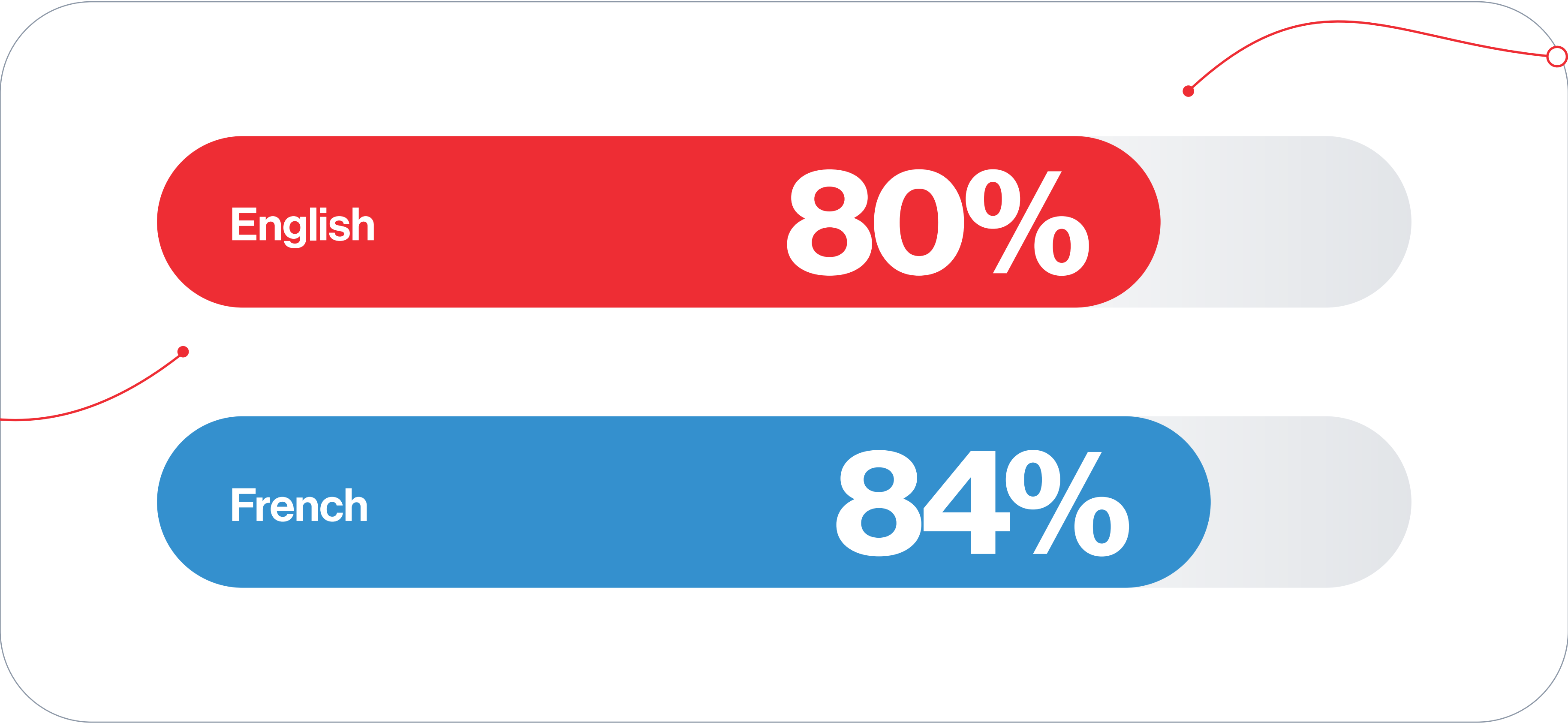
Out-of-home continues to resonate with younger audiences, **primarily between the ages of 18-34.**



Potential considerations for this finding could be due to the over-abundance of online ad exposure to younger audiences who utilize social media more often than older audiences, which may contribute to their attention to out-of-home. Online social media platforms that offer advertising continue to see a rise in fraudulent advertisements, making younger audiences second guess the legitimacy of the ads they are exposed to.

**Out-of-home is trustworthy**

# Media Attention **by Language**<sup>\*</sup>[COMMB.CA](https://www.commb.ca)

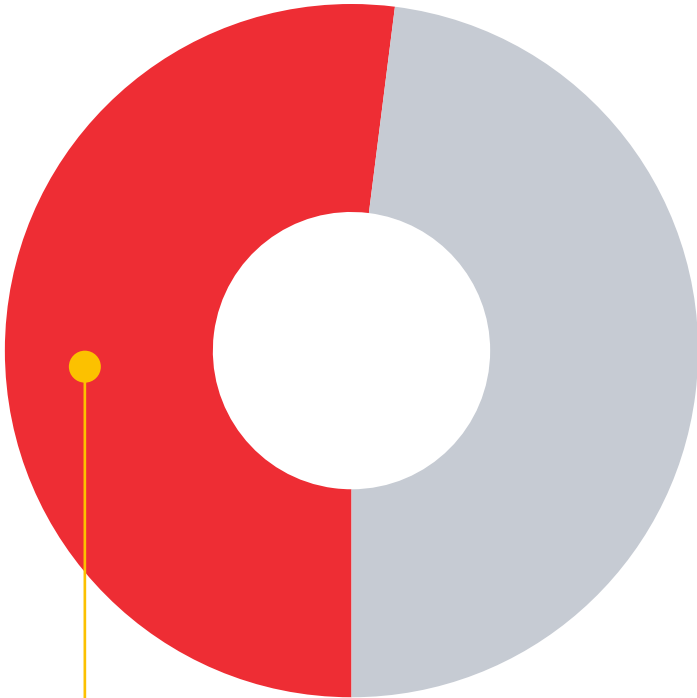


# 82% PAY ATTENTION TO \*NET OOH



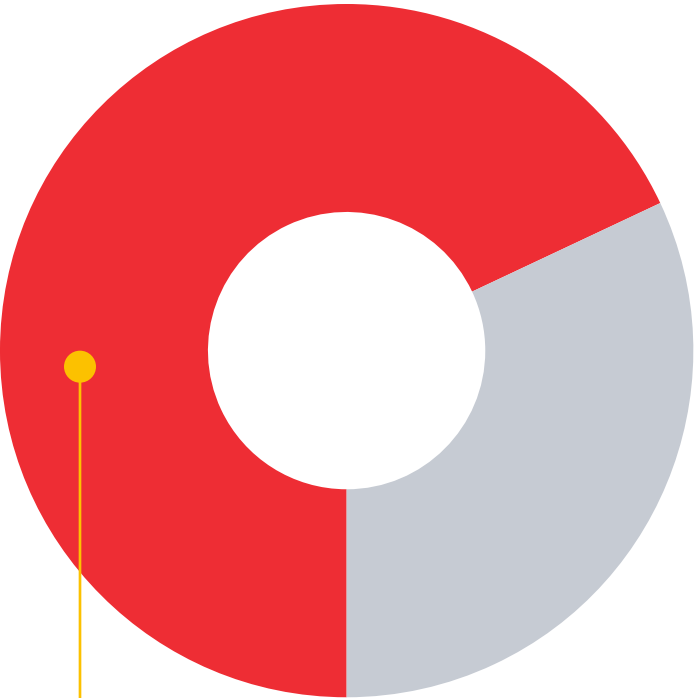
73%

Pay Attention to Outdoor



52%

Pay Attention to Transit



68%

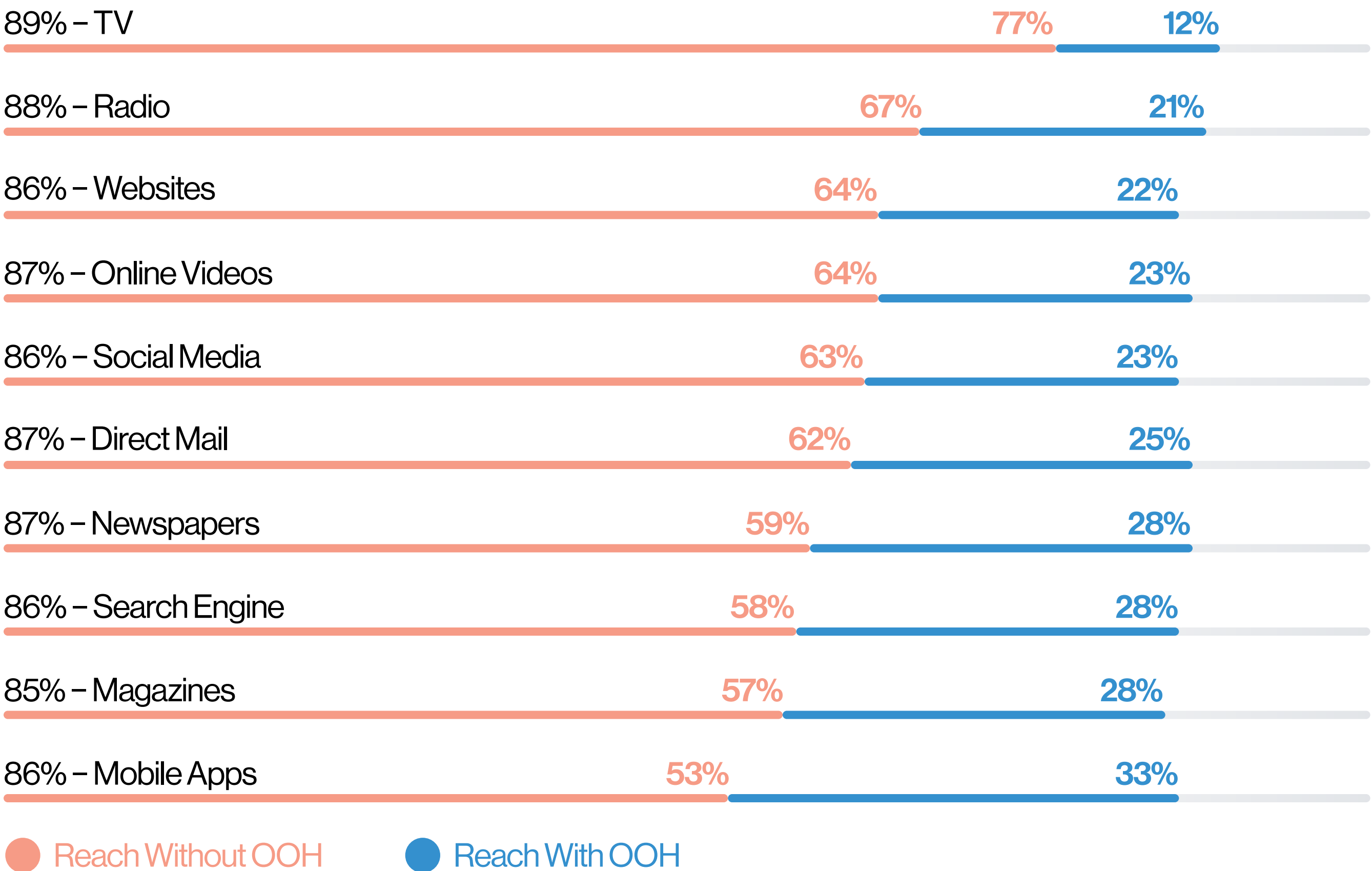
Pay Attention to Place-based





# Media Reach in Combination

## With & Without OOH



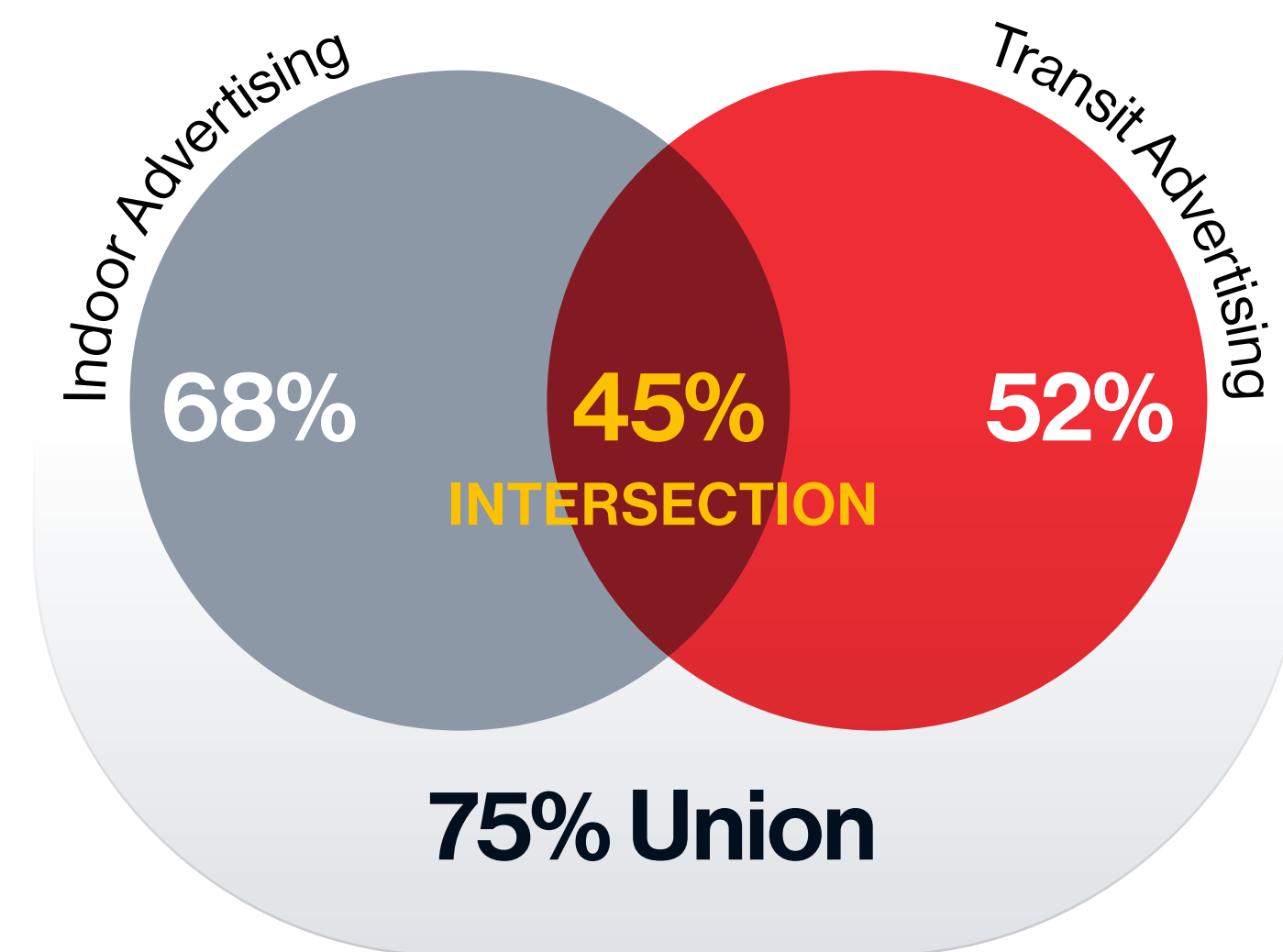
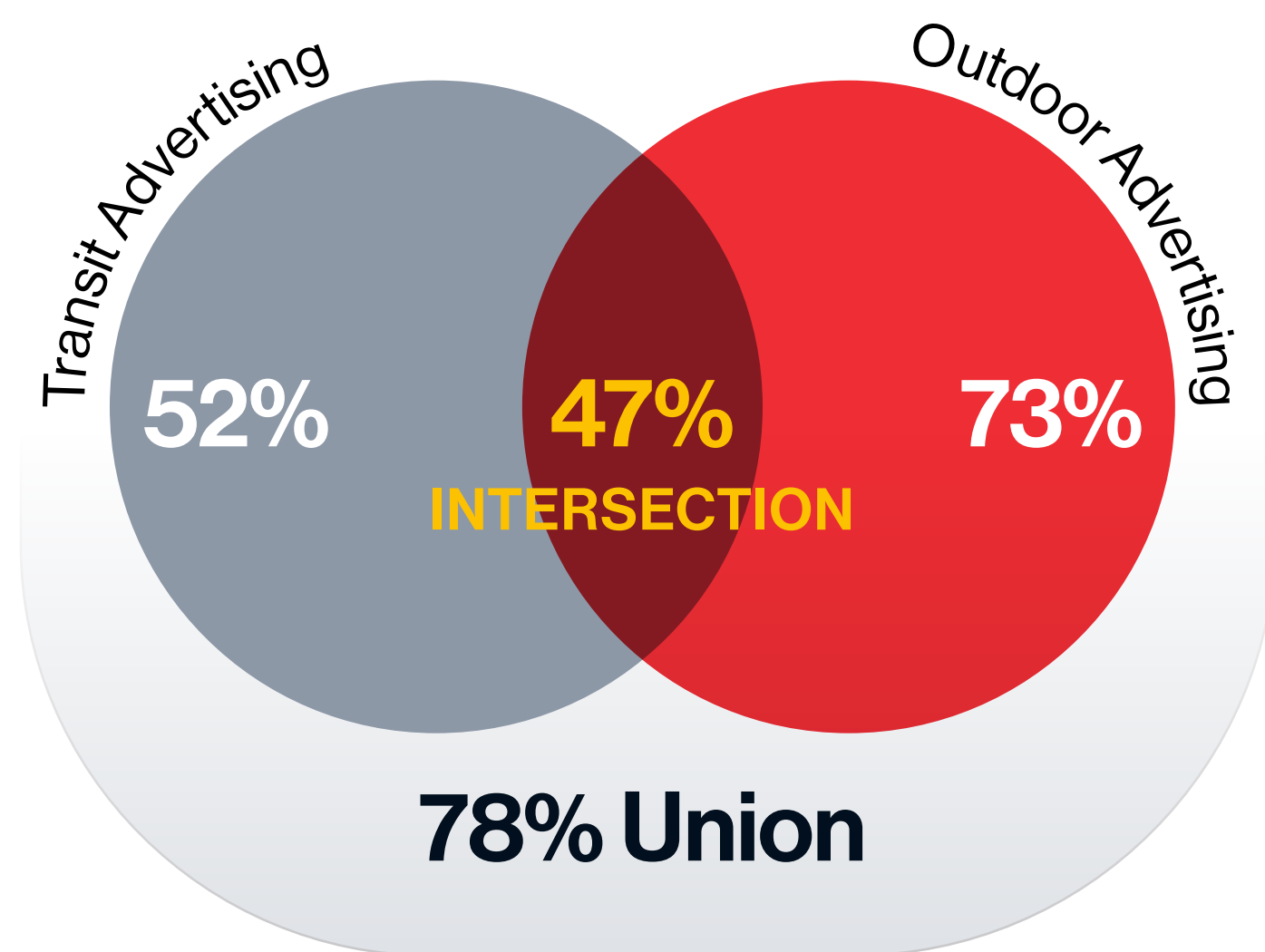
Adding out-of-home in combination with other medias **increases your campaign reach, on average, by 23%.**

While OOH has the broadest reach, it is also a complementary media in combination with other media to achieve higher reach.



# Out-of-Home Exposure with Multiple OOH Types

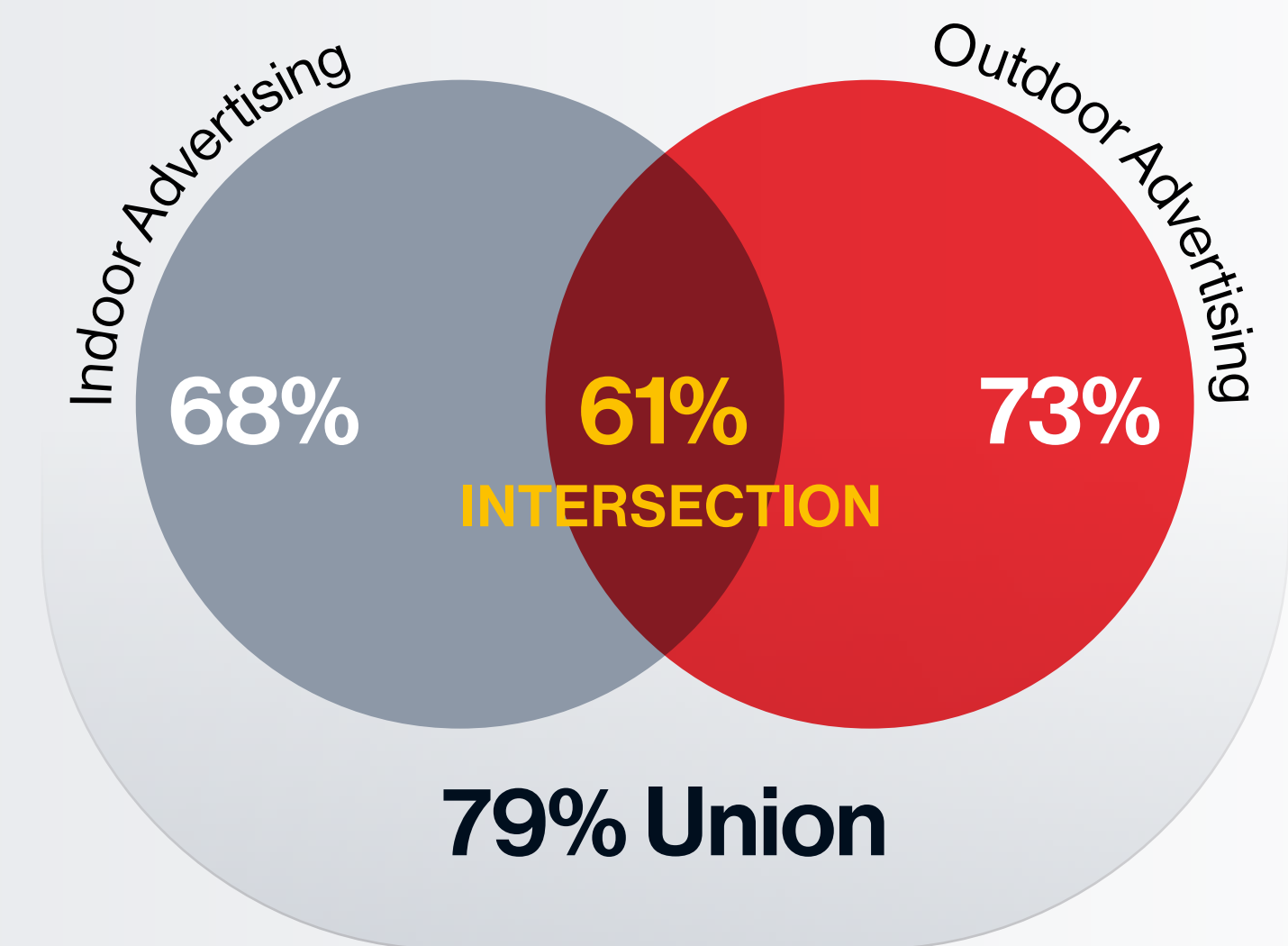
The power of integrating outdoor advertising with other media types is proven to be a recipe for success. Furthermore, when multiple out-of-home formats are combined strategically, the result is an amplified audience reach that propels an unstoppable out-of-home campaign to new heights. In the Venn diagrams below, we showcase the percentage of the general population which pays attention to both OOH media assets, uncovering an opportunity for re-targeting.



## Example:

**Intersection:** 61% of people indicated they pay attention to place-based **and** outdoor advertising. This will open an opportunity to achieve a higher frequency to produce an effective campaign using place-based and outdoor OOH together.

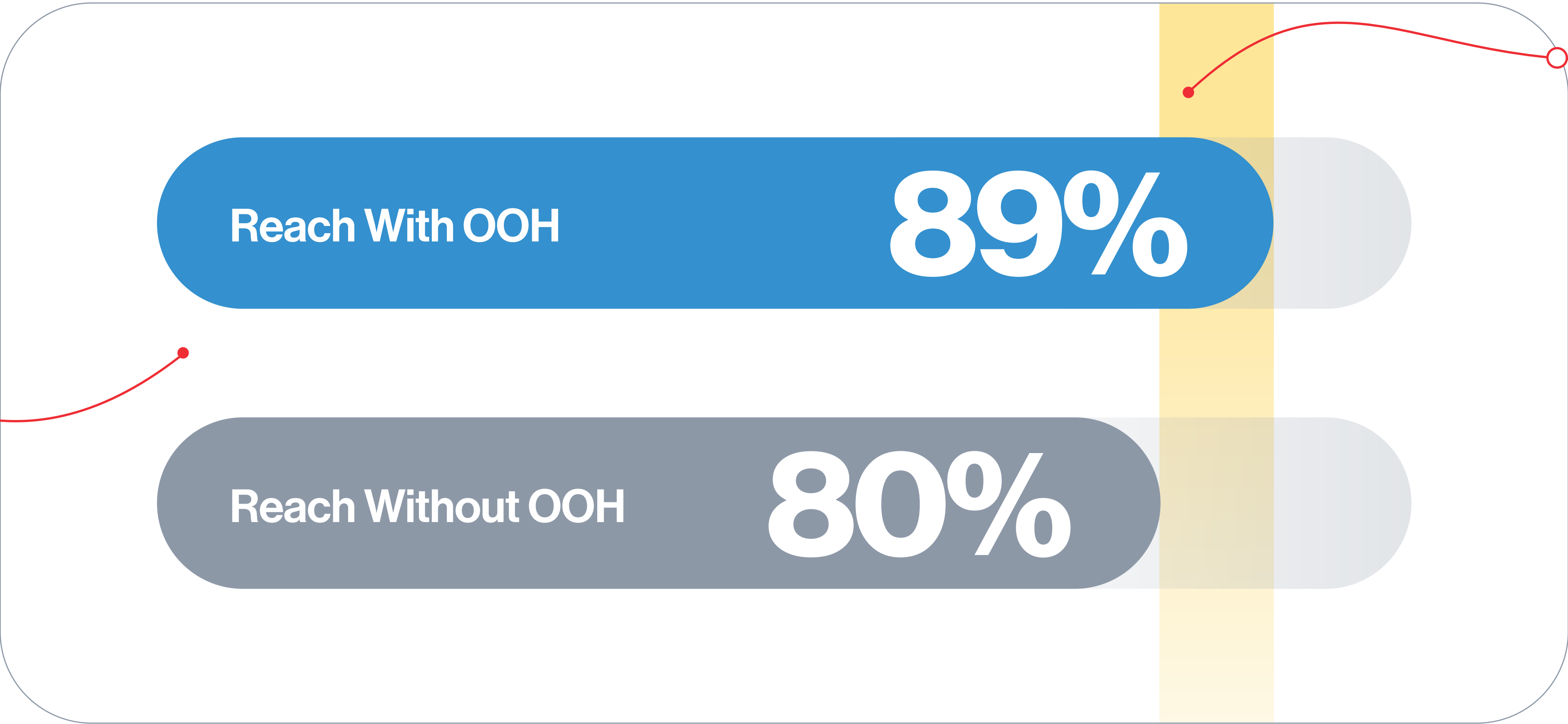
**Union:** 79% of people indicated they pay attention to place-based **or** outdoor advertising. This will allow for reaching a wider audience when planning a campaign on place-based and outdoor OOH channels together.





# Print with Out-of-Home Reach COMMB.CA

Magazine, Newspaper and Direct Mail



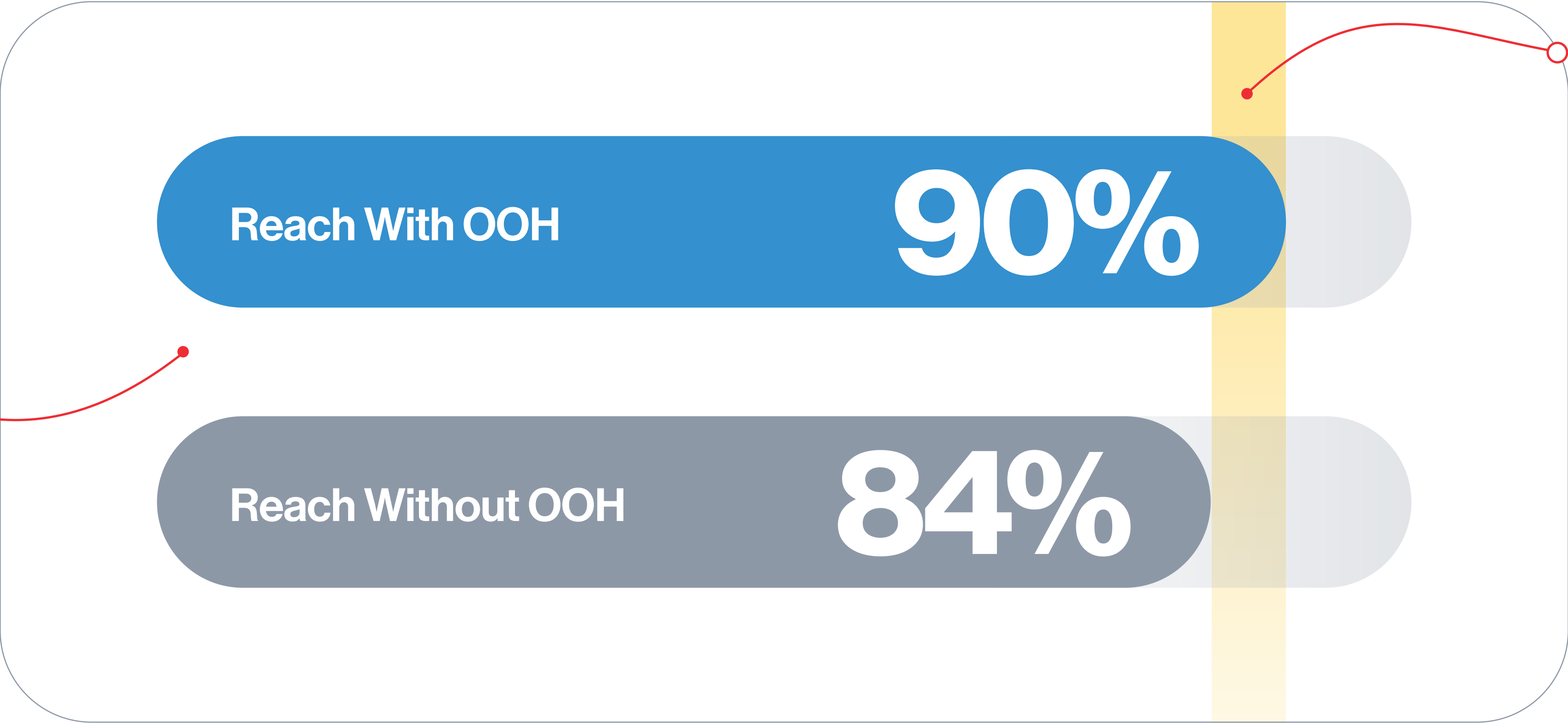
+9%

With OOH



# Broadcast with Out-of-Home Reach

TV & Radio



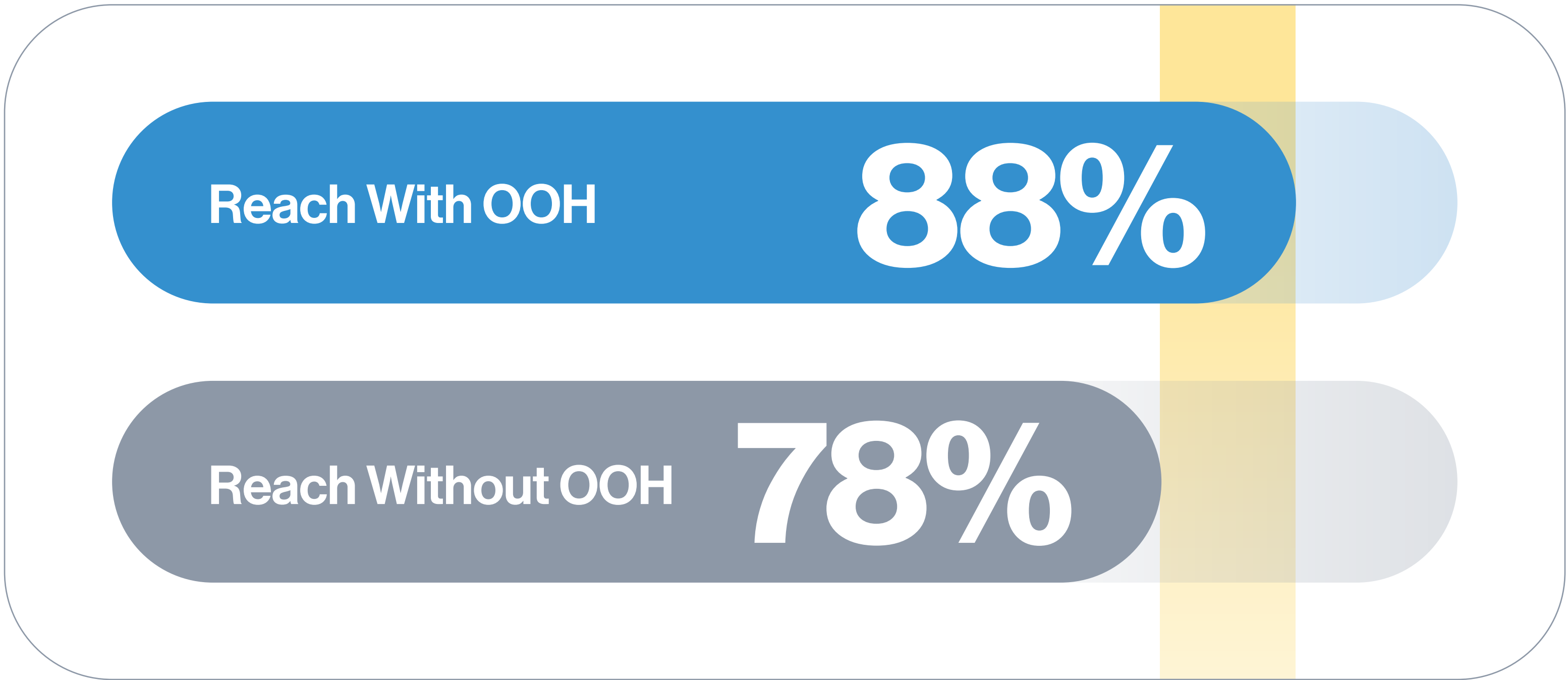
+6%

With OOH



# Out-of-Home Exposure with Online

Online Videos, Search Engine, Social Media & Websites



74% of the population reportedly pays attention to OOH and online advertising, making these two mediums a powerful combination. Furthermore, OOH advertising presents an opportunity to engage audiences even after seeing the display, creating a lasting impact.

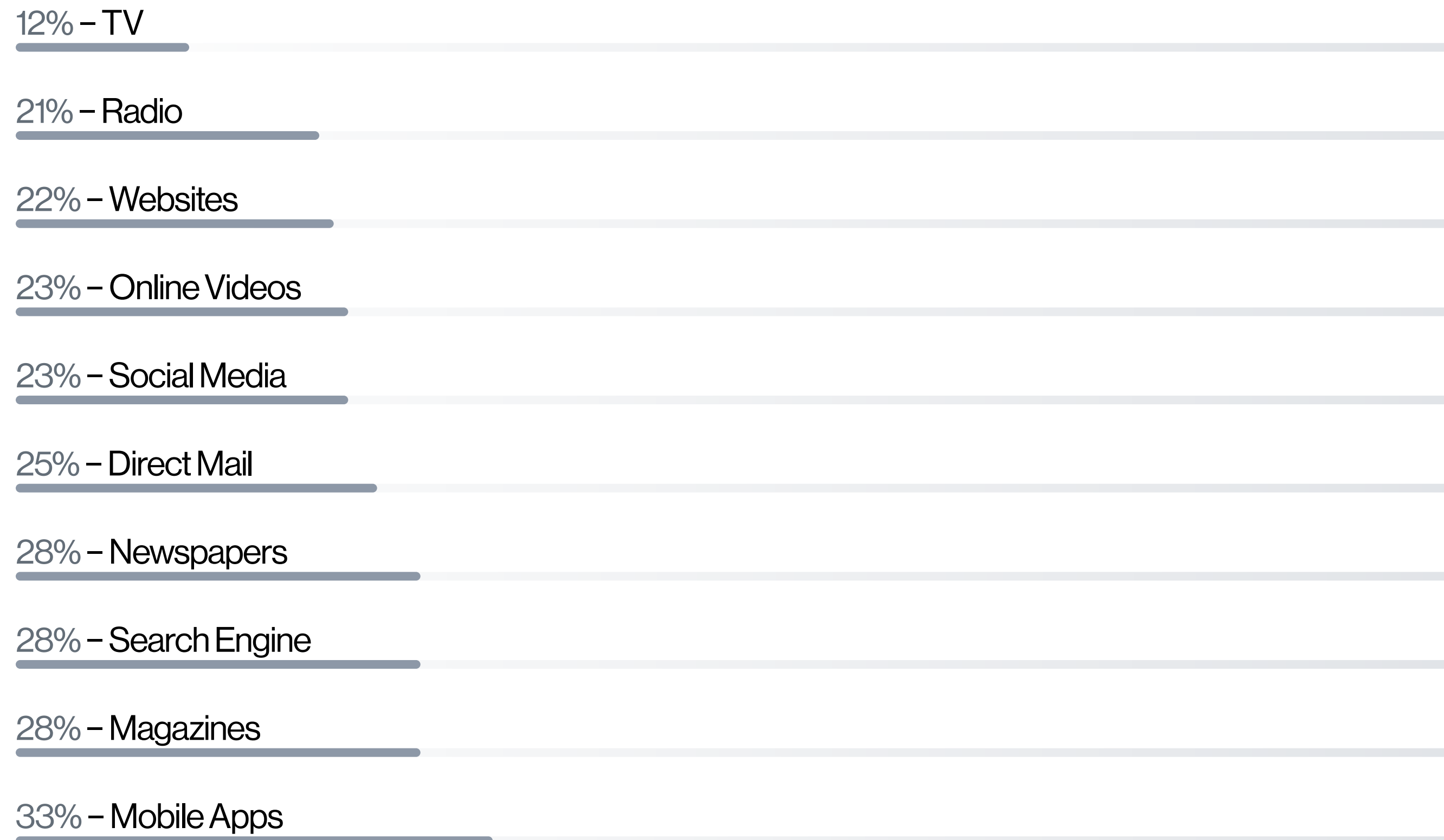
Combining OOH with online advertising can offer a multi-channel approach that optimizes the strengths of each medium. While OOH captures attention in public spaces and can provide a large, visually impactful presence, online advertising can offer targeted, personalized, and interactive experiences. Therefore, this mix can maximize reach and engagement among your target audience.

**+10%**

With OOH

# Missed Audience with No OOH On the Media Plan

[COMMB.CA](https://commb.ca)



Without adding OOH on the media plan, there is a potential to miss out on exposing more of your message to your audience.

For example, if you do not include out-of-home on your Mobile App campaign, you are missing out on 33% of your potential audience reach.



# Key Takeaways

**1**

**Net OOH (Outdoor, Place-based and Transit) has the highest reach** in comparison to all other media's at 82% of Canadians saying they always/sometimes notice OOH.

**2**

OOH **effectively reaches a broad audience**, an advantage further amplified when combining place-based, outdoor, and transit viewership (slide 10).

**3**

**Younger audiences** (18-24 and 25-34) are still the most receptive target audiences to OOH.

**4**

OOH in combination with all online media (Online Videos, Search Engine, Social Media & Websites) is the **most successful media mix** with a 10% increase in reach from an only online campaign.

**5**

OOH in combination with any media **enhances reach to Canadians**, the most significant enhancement being OOH in combination with Mobile Apps. If out-of-home is not included on a Mobile App campaign, the brand is missing out on boosting their audience reach by 33%.

**6**

A powerful synergy arises when combining OOH with other media channels, particularly online strategies, as it provides an opportunity to retarget many of the viewers initially reached by the OOH campaign in an online context. Notably, this study shows that **74% of the audience is attentive to OOH and online advertisements**. Ensuring a high frequency within the campaign will lead to a more successful campaign.