

OutPerform

In an age of snapping, searching, sharing and shopping, Out of Home (OOH) and Smartphones are a very powerful combination for brands to make emotional connections with people. Outsmart, the marketing body for OOH, commissioned a major study called 'OutPerform' to measure how the medium performs in today's connected world.

Key Results

Brands get more searches and web visits with OOH



+17%

uplift in smartphone brand actions across all 35 campaigns vs unexposed to OOH

+38%

uplift in smartphone brand actions across top 20 vs unexposed



9%

Take on-device brand actions

Response rate to OOH is very high

57%

Customers were new or lapsed

OOH drives growth

66%

Direct to brand

Converts branding to behaviour

OOH + Smartphone is a powerful combination for brands

3hrs

out and about
every day

Route

98%

reach of OOH
advertising

Route

75%

smartphone
owners

Av. Google, OFCOM
& Deloitte

7,000+
brand actions

150+
hrs of time
with brands

1300+ hrs of OOH exposure



479

people aged
16-44 took part

The study, in partnership with Ipsos and Route, used passive measurement and geo-location techniques to ensure natural consumer behaviours were captured.



The OutPerform study reveals that brands using OOH get more searches and more web visits than those without OOH on the plan. The long term branding effects of OOH are well known, what OutPerform has shown is the incredible short-term impact OOH delivers and that it is a gateway to personal time with brands.