



Out of Home Advertising & SMEs

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The Spending Power of SMEs

The UK's 5.5 million SMEs are an integral part of the UK's economy. However, as highlighted by research from the Advertising Association, only 43% of SMEs in the UK advertise. Research from advertising's think tank Credos, in partnership with Deloitte, shows that every £1 spent on advertising contributes £6 to UK GDP and, for individual firms, £1 spent on advertising benefits an SME eight times as much as a larger one.

We want to help SMEs grow by helping them realise advertising's full potential.

Why Out of Home

Out of Home is a broadcast medium, it is for SMEs that have something to shout about and want to attract as many customers and as much interest to their product, service or brand as possible.

Being visible in urban locations, whether its at bus stops, billboards, screens, or any of the other fantastic and creative ad formats available in Out of Home, raises the profile of your company, making it famous and achieving stand-out.

This unrivaled impact coupled with more people spending more time out and about, generates awareness of your offering very quickly among a large audience. 98% of the UK population see Out of Home advertising every week (Source: ROUTE 2018).

With digital out of home, SMEs can ensure their advertising creative stands out even more using motion, or different messaging depending on the location, time, audience, or even the weather!

And the best part is that it is easy to get an Out of Home campaign up and running, enabling SMEs to benefit from the impact, action, relevance and creativity that out of home has always been known for.

So whether you want to build your brand, or drive response, Out of Home is a tried and trusted advertising medium that countless businesses, large and small, know that OOH is hugely effective at driving growth.

SMEs Reap the Rewards of OOH Advertising: Case Studies

Driving Response

[Hopkins Solicitors](#) are based in Nottingham and Mansfield and have been in business for over a hundred years. As an established brand they wanted to maintain and increase awareness of their services across the region and drive more enquiries. They ran a branding campaign across large billboards and on bus shelters in select areas. The campaign was very effective, reaching the target audience and leading to an 82% increase in their enquiry conversion rate.

[Shutterly Fabulous](#), from Hove, specialise in premium-grade timber hardwood shutters and have the highest score of any UK shutter company on Trustpilot. Seeking to capitalise on their reputation for quality and drive fresh enquiries, they ran a campaign across bus shelters which resulted in a 22% increase in their conversion rate.

Raising Brand Awareness

Otto Cars aimed to raise awareness of their brand as the leader in the car hire market for those who wish to work as drivers in London. With the market becoming more saturated, Otto targeted Uber drivers in their masses in order to strengthen their position. Digital Out of Home was cleverly used to target these drivers on Fridays and Saturdays between 7pm and 12am, times when they were most likely to be dropping off or collecting clients. The tactical and flexible messaging helped drive phone calls to Otto Cars, which increased by 4.57%, goal conversation rate increased by 42.86% and total completions increased by 25.34%.

Otto Car attributed the campaign's success to the ability to target drivers at key times of the week on a wide range of prominent billboards across the capital, resulting in wide exposure and brand presence.

Driving Brand Interaction

[Alevere](#), a leading weight loss and body transformation programme, wanted to build awareness of their brand to increase interest and drive interaction with their offering. New Year is a time when people are health-conscious. Alevere capitalised on this and ran a multi-format OOH campaign in the first quarter of 2017 in several target cities in the UK. The campaign drove strong recall and interest for the brand, provoking the need for those who recalled the ads to get to know more about the brand. Alevere have since integrated bus advertising into their marketing strategy, and it is the lead media used to drive sales enquires and brand awareness.

[ZipJet](#), an innovative dry cleaning start-up who operate in a highly competitive market, ran a two-week burst on the London Underground to drive Londoners to their website. This cost-effective activity not only drove brand awareness but was combined with a social media element that resulted in a 500% increase in average daily website traffic during #LAUNDRYLIBERATION day. The OOH activity was supported by a wider advertising campaign across Press, Digital Display, PR and Experiential Activity- meeting ZipJet's goal of Londoners seeing #LAUNDRYLIBERATION from the moment they got up in the morning until they go to bed in the evening.

The Power of Out of Home

OOH is a public, broadcast, advertising medium. It quickly makes brands famous, relevant and delivers unmissable and unskippable impact together with massive reach. OOH gets brands seen and, more importantly, remembered. Couple this with a smartphone in the pocket of every person, and it's no surprise that call-to-actions in an OOH environment readily lead to the real thing - ACTION - as consumers snap, share, search and shop in a more immediate manner than ever before.

Find out more about how your business can achieve just this.

[What is OOH?](#)

[Why OOH Works](#)

[Who Sees OOH](#)