

OOH! Boosts Brand Stature & Fame

An analysis of the IPA Databank case studies revealed that OOH boosts stature and fame among brands. This research showed an increase in stature (esteem) by 62% and fame by 50% for campaigns by power users (15% or more of ad spend in OOH) vs non-power users.

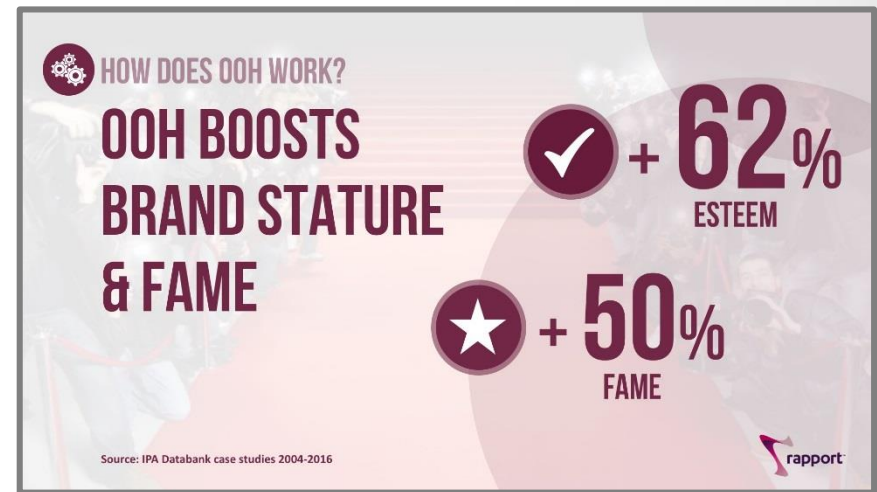
Fame contributes to success, therefore, increases the likelihood it will feature more prominently in conversations. In other words it "Gets your brands talked about".

Stature or esteem helps build belief in a brand. It increases the level of quality and service associated with it – a powerful brand perception and driver.

Increases in these brand effects also contribute to a significant uplift in Customer Acquisition, Profitability and Market Share.

Paul Sambrook, Global Marketing Director for Rapport UK, noted that power-users have recorded a 10% uplift in Customer Acquisition when compared to non-power users. OOH works to increase the profitability of campaigns and market share achieved by those advertisers.

Profit is a strong KPI showcasing marketing effectiveness while market share provides performance metrics vs competitors, proving that OOH is contributing towards longer term business growth.



Source: IPA Databank case studies 2004-2016