

OOH! Amplifies Other Media

Out of Home (OOH) amplifies other media with the highest attribution given to digital channels, boosting the business effects of any online advertising (by 31%), paid-social (by 56%), and search (by 80%).

This boost of brand quality/esteem is credited to OOH's role in enhancing brand trust.

OOH also boosts brand's stature and fame when added to TV, Print and Radio. An analysis of the IPA Databank case studies revealed that OOH contributed an uplift of 11% to print, 12% to radio, and an impressive uplift of 21% to TV.

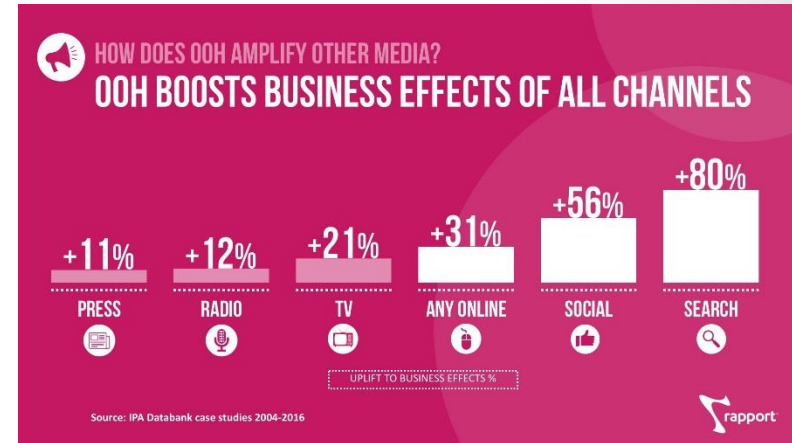
An example of OOH (in this case DOOH) amplifying the performance of print can be found in the Aldi case study on Rapport UK's website.

- Of the people exposed to Aldi's DOOH ad, 80% hadn't seen the print ad.
- Top of Mind Brand Awareness was 35% higher for the DOOH ad than the print.

Click [here](#) to read full the case study

Peter Field, world renowned analyst behind this research, outlined in his findings that brands who are OOH Power Users (15% or more of ad spend in OOH) are actually enhancing the performance of their TV campaign. This occurs by amplifying a number of brand effects, with significant boosts to fame and stature.

The research outlined that the public nature and stature of OOH appears to drive credibility and trust in a way that social can't achieve in its own right.



Source: IPA Databank case studies 2004-2016