

Advertisers need to spend more in OOH to maximize brand metrics.

- 📍 OOH works at different points of the brand funnel from optimizing **Consideration** to boosting **Brand Awareness**
- 📍 Recommended OOH media spend is 9-17% depending on category and budget
- 📍 Larger budgets should aim to spend 9-14% in OOH and smaller budgets should be higher at 12-17% of their budget

Recommended OOH Spend Levels

Recommended spends by category and budget size (other categories available)

Automotive	Restaurants & Coffee Shops	Average category
<ul style="list-style-type: none"> • 2017 spend : 2.4% • AVG spend (2013-17): 2.0% • Key Insights: Brand Awareness Focus • SMALL BUDGETS – (14%) • MEDIUM BUDGETS – (10%) • LARGE BUDGETS – (9%) 	<ul style="list-style-type: none"> • 2017 spend : 8.7% • AVG spend (2013-17): 8.3% • Key Insights: Purchase Intent Focus • SMALL BUDGETS – (19%) • MEDIUM BUDGETS – (19%) • LARGE BUDGETS – (18%) 	<ul style="list-style-type: none"> • 2017 spend : 4.8% • AVG spend (2013-17): 4.3% • Key Insights: • Brands tend to benefit from increasing their % OOH to improve Brand awareness, Recommendation, Purchase Intent

Recommended spend benchmarks by brand metrics and budget size

