



Out of Home Advertising Association of America

CONSUMER RESPONSE TO OOH ADVERTISING WEAROUT

In an online survey, SocialVibe studied consumer responses to out of home advertising messages. The results, based on a sample of over 5,000 consumers, showed:

- Consumers notice OOH advertising at high rates
- Consumer awareness of OOH ad messages is sustained over time
- OOH ads are likely to influence purchase decisions

The survey included these questions:

1. Once you leave home, how many out of home advertisements do you think you see in a typical day?
 - 83% see more than five OOH ads daily
 - 17% see up to five OOH ads daily
 - 45% see between six and fifteen OOH ads daily
 - 38% see sixteen or more OOH ads daily
2. How many times do you see an out of home ad before you start to remember it?
 - Over half (53%), which is effective reach, report they start to remember OOH ads after seeing them one to three times
3. When you see the same out of home ad multiple times, how long do you think it takes for you to stop paying attention to the ad?
 - About half (49%) report they would continue to notice the same out of home ad after a month
 - Roughly one quarter (26%) report they would still notice the same ad after three months
4. If you saw an OOH advertisement for a product, how likely is the ad to influence your purchase decision for that product?
 - Over two-thirds (68%) stated said out of home ads are very likely to somewhat likely to influence a purchase decision
5. What would you do if you saw an out of home ad?
 - 80% report they would at least glance at the ad
 - Over half (54%) stated they would think about the ad's content

Source: SocialVibe

Methodology: The SocialVibe OOH advertising survey included 5,003 consumer respondents. A video explaining out of home advertising was played for all participants.