

# The Ultimate Guide to Outdoor Advertising



## Introduction

Welcome to Latana's Ultimate Guide to Outdoor Advertising!

Outdoor advertising is one of the most powerful ways to tell your brand story and build brand awareness. And thanks to technology, advertising outdoors has come a long way in recent years, creating exciting opportunities for brands to engage with consumers on the go.

In this guide, we cover everything you need to know about outdoor advertising, including the best practices, examples of successful outdoor campaigns, and how to make out-of-home work in synergy with your digital marketing.

Whether you've already booked a billboard in Times Square or you are just curious about the latest trends, we hope you will find this guide helpful.

Enjoy!

# Table of Contents



## CHAPTER 1

### **What is Outdoor Advertising?**

## CHAPTER 2

### **The Benefits and Drawbacks of Outdoor Advertising**

## CHAPTER 3

### **The Latest Trends in Outdoor Advertising**

## CHAPTER 4

### **Examples of the Best Outdoor Ads**

## CHAPTER 5

### **How to Measure the Results**

CHAPTER 1

# What is Outdoor Advertising?



# What is Outdoor Advertising?



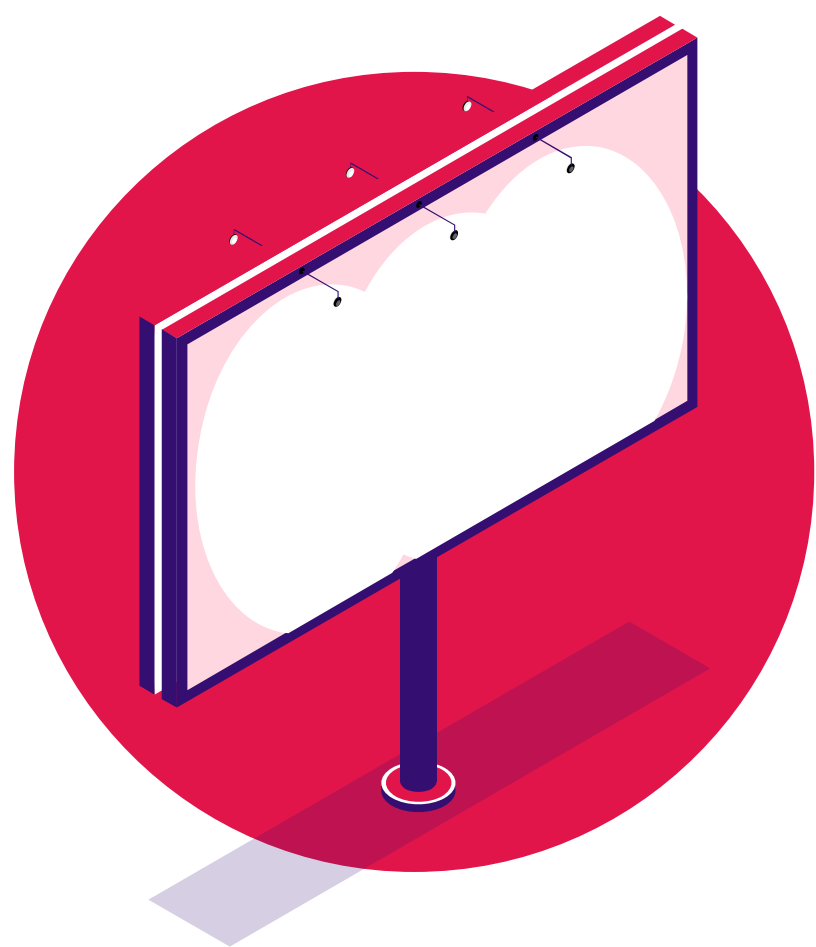
Outdoor advertising, also known as out-of-home (OOH) advertising, refers to ads shown to consumers when they are outside their homes – whether they are shopping for groceries, waiting for a bus, or walking through the city center.

Outdoor advertising is one of the oldest and most popular forms of advertising in the world. Billboards actually date back to the 1830s when Jared Bell put up circus posters in New York. In the early 1900s, big-name brands like Palmolive, Kellogg, and Coca-Cola started producing as many billboards as they could, all over the US.



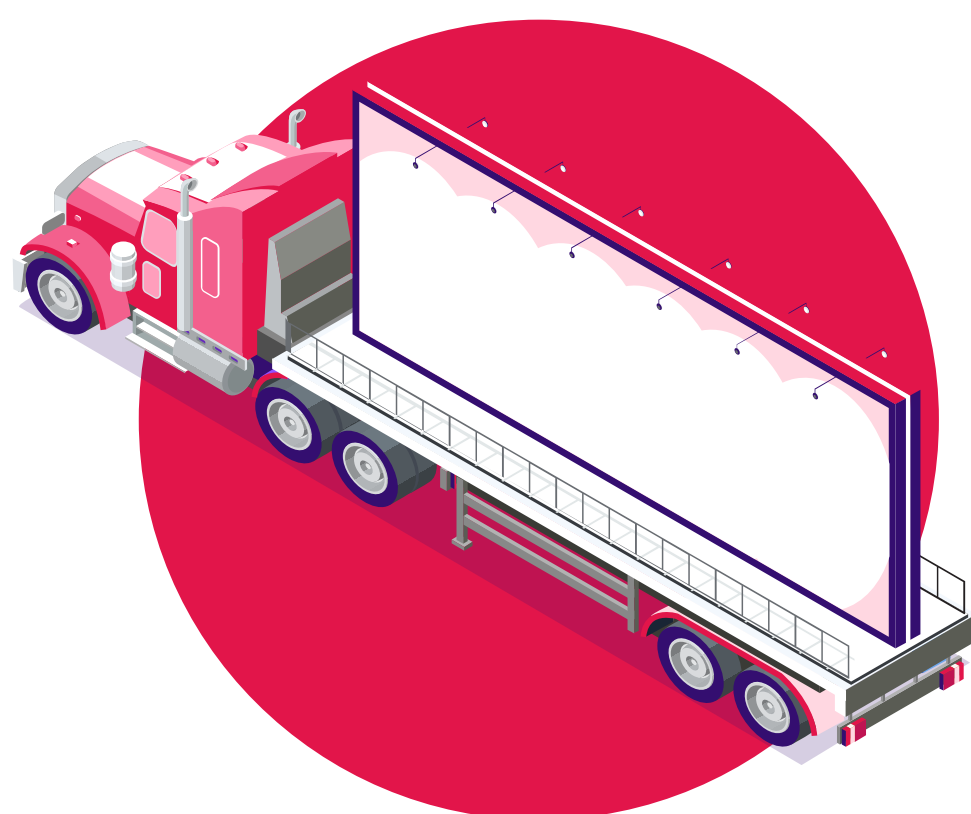
# Billboards

While outdoor advertising has come a long way since then, billboards are still the best-known form of outdoor advertising. Today, there are three main different types of billboards:



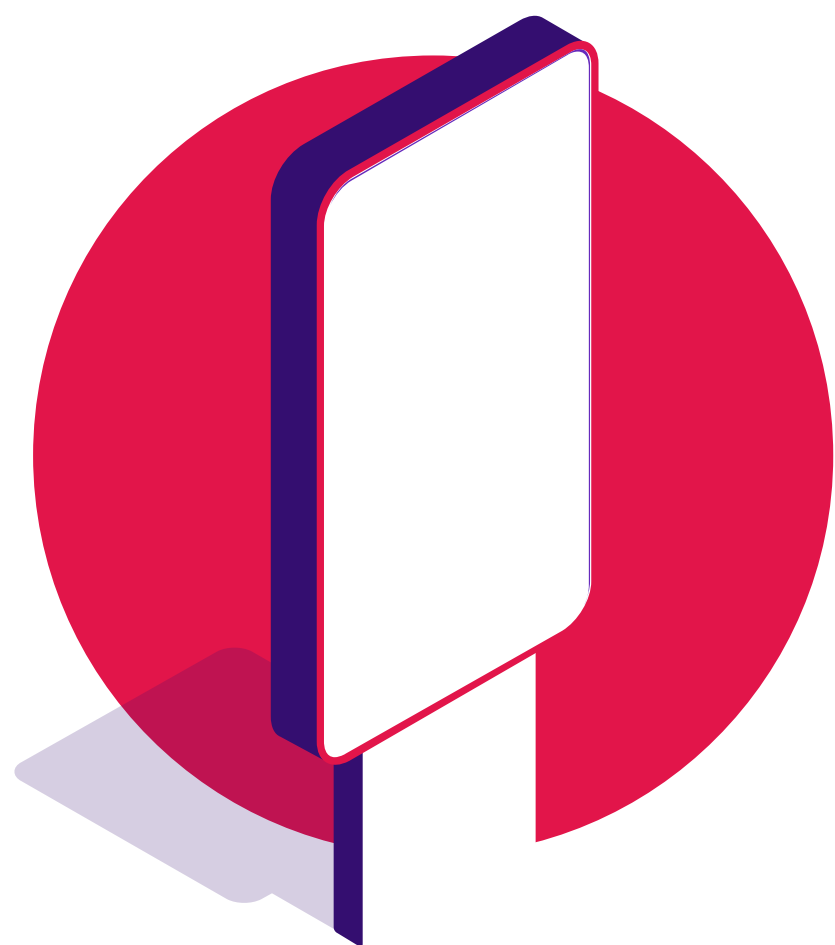
## **Static billboards**

These are gigantic banners, often displayed on the roadside



## **Mobile billboards**

These are banners displayed on the back of a moving vehicle, like a truck



## **Digital billboards**

Large TV-style screens showing animated visuals and videos



# Other Types of Ads

While outdoor advertising is often associated with huge billboards displayed in Times Square and Piccadilly Circus, there are many other forms and formats available. Other types of outdoor advertising include

- **Point of Sale (PoS) advertising**, like branded display stands in stores
- **Retail advertising** displayed around shopping centers and malls
- **Street furniture**, like park benches, telephone kiosks, and newsstands
- **Transit advertising**, like inside planes, trains, and buses or on the subway
- **Vehicle advertising** includes branded messages on buses, cars, and trucks
- **Posters** are a popular and cost-effective option for small businesses

As you can see, there are many ways to advertise outside and get your brand message in front of consumers as they go about their daily lives. Let's take a closer look at the advantages of outdoor advertising.

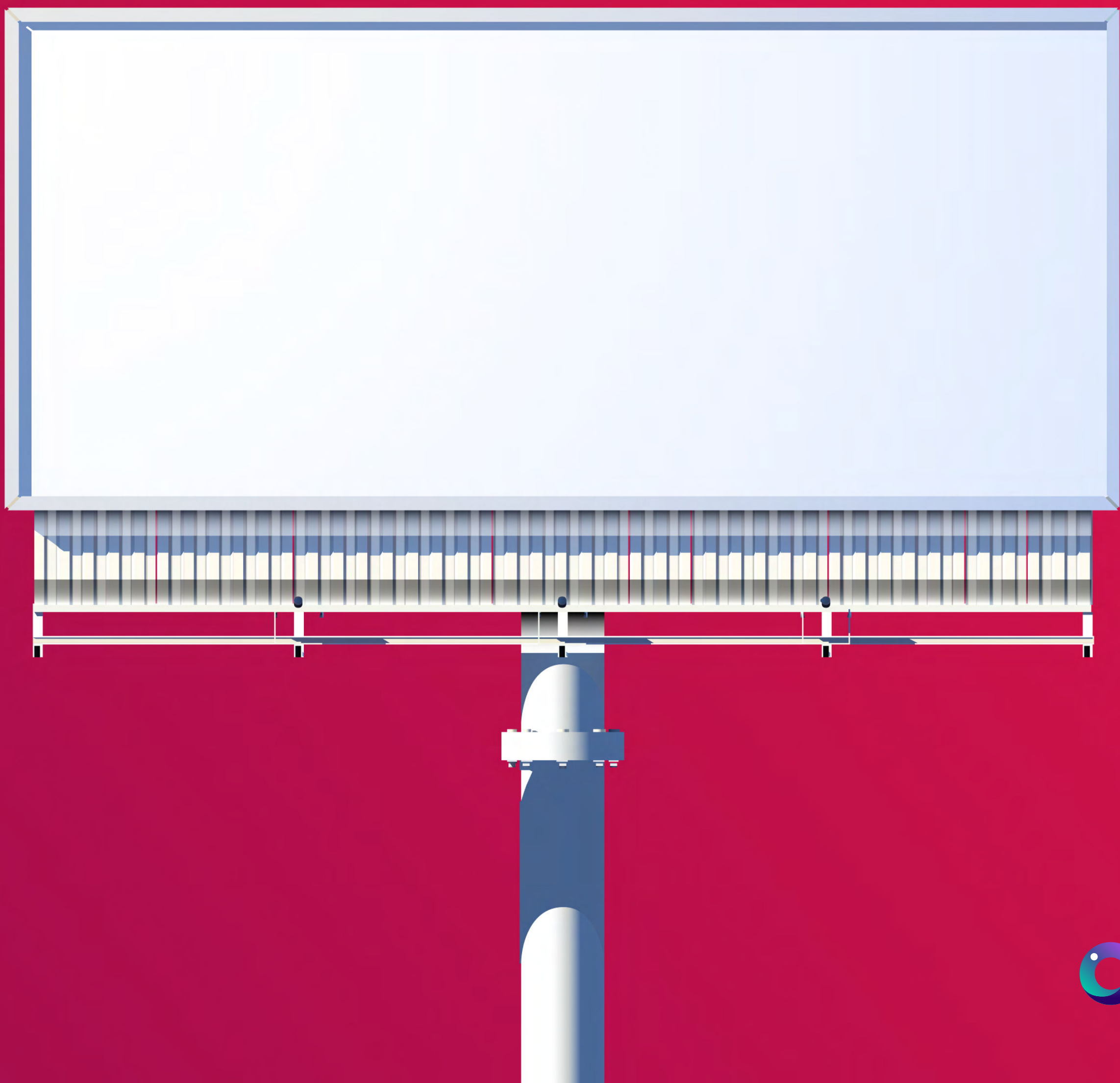
CHAPTER 2

# The Benefits and Drawbacks of Outdoor Advertising



# The Benefits and Drawbacks of Outdoor Advertising

Outdoor advertising is a popular choice for small businesses and household names alike. Why? Billboards and posters outdoors offer a number of advantages that other advertising formats, like print, TV, and digital, don't – or at least, not in the same way. Let's dive into why brands today still choose to include out-of-home advertising into their marketing mix.



# Benefits of Outdoor Advertising



## Billboards Make Your Brand Stand Out

What stands out more than a massive billboard on a bridge or on the side of the bus? In a world where consumers often ignore or even block online ads, out-of-home advertising effortlessly cuts through the clutter.

Out-of-home ads have the power to stretch creative boundaries and be disruptive in a way that other formats are not, which is a deal-breaker for brands desiring high visibility.

The most impactful out-of-home campaigns combine bold visuals with witty headlines and include a clear call-to-action.

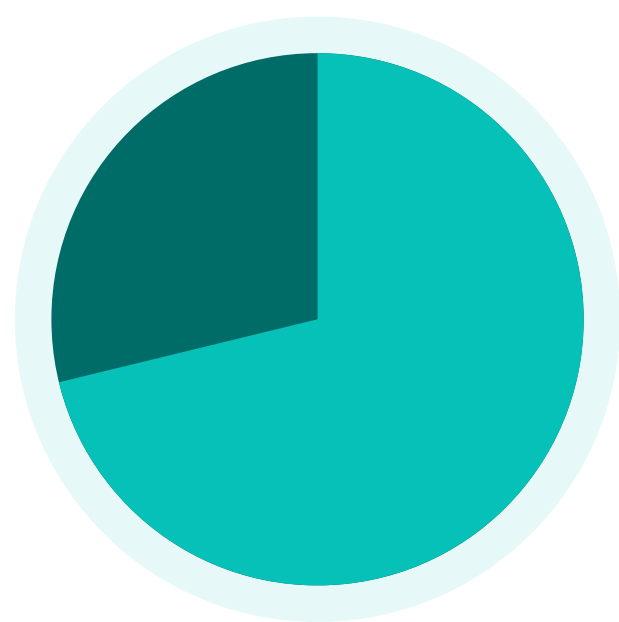




## Reach Your Customers at the Right Moment

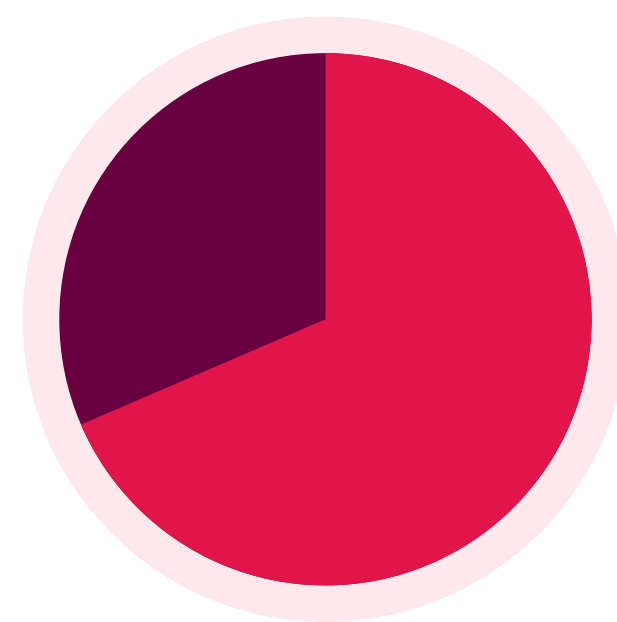
Out-of-home advertising is a great opportunity to reach consumers while they are likely to be receptive to your messaging. Why? Consumers see outdoor ads when they are stuck in traffic, waiting for a bus, or browsing a store.

Unlike online popups and pre-roll videos, which can irritate users, out-of-home advertising is less invasive and consumers are often glad for a way to pass the time. In fact, 71% of consumers look at roadside billboards, and 68% say they make purchase decisions while in the car.



**71%**

of consumers  
look at roadside  
billboards



**68%**

of consumers make  
purchase decisions  
while in the car



## Consumers Trust Out-Of-Home Ads More

Research shows that people perceive OOH as a credible source of information and consider it to be more trustworthy than online advertising. 85% of people believe billboards provide useful information and 83% find out-of-home ads informative. As billboards were originally pioneered by large brands, the level of credibility remains high and marketers today can use out-of-home messaging to improve brand perception and influence purchase decisions.





## Reach a Broad Audience

One of the main arguments in favor of out-of-home advertising is that it makes it easy to reach a wide audience and build brand awareness. This is why it is such a popular medium for political campaigns targeting the entire voting population.

If your outdoor ad is positioned in the city center, on a bus, or at the mall, it will be seen by a wide range of people spanning all demographics. The decline of radio and cable TV, along with the widespread use of ad blockers, makes it hard to achieve the same level of reach on other channels.



**If your goal is to get your brand message in front of a broad audience, then out-of-home advertising is an excellent choice.**





## Reach a Niche Audience

While out-of-home is a popular way to reach mass audiences, it can also be used to target specific customer segments, especially on a local level.

Let's say you're the marketing manager of a protein shake brand. Putting up a branded display stand in gyms and sports centers would be an effective way to make relevant potential customers aware of your brand. Similarly, a local coffee chain would benefit enormously from signs and posters inviting nearby customers in for a hot beverage.

Out-of-home marketing can be quite targeted. You just need to understand your audience and find the right location.







## Out-Of-Home Advertising is Highly Cost-Effective

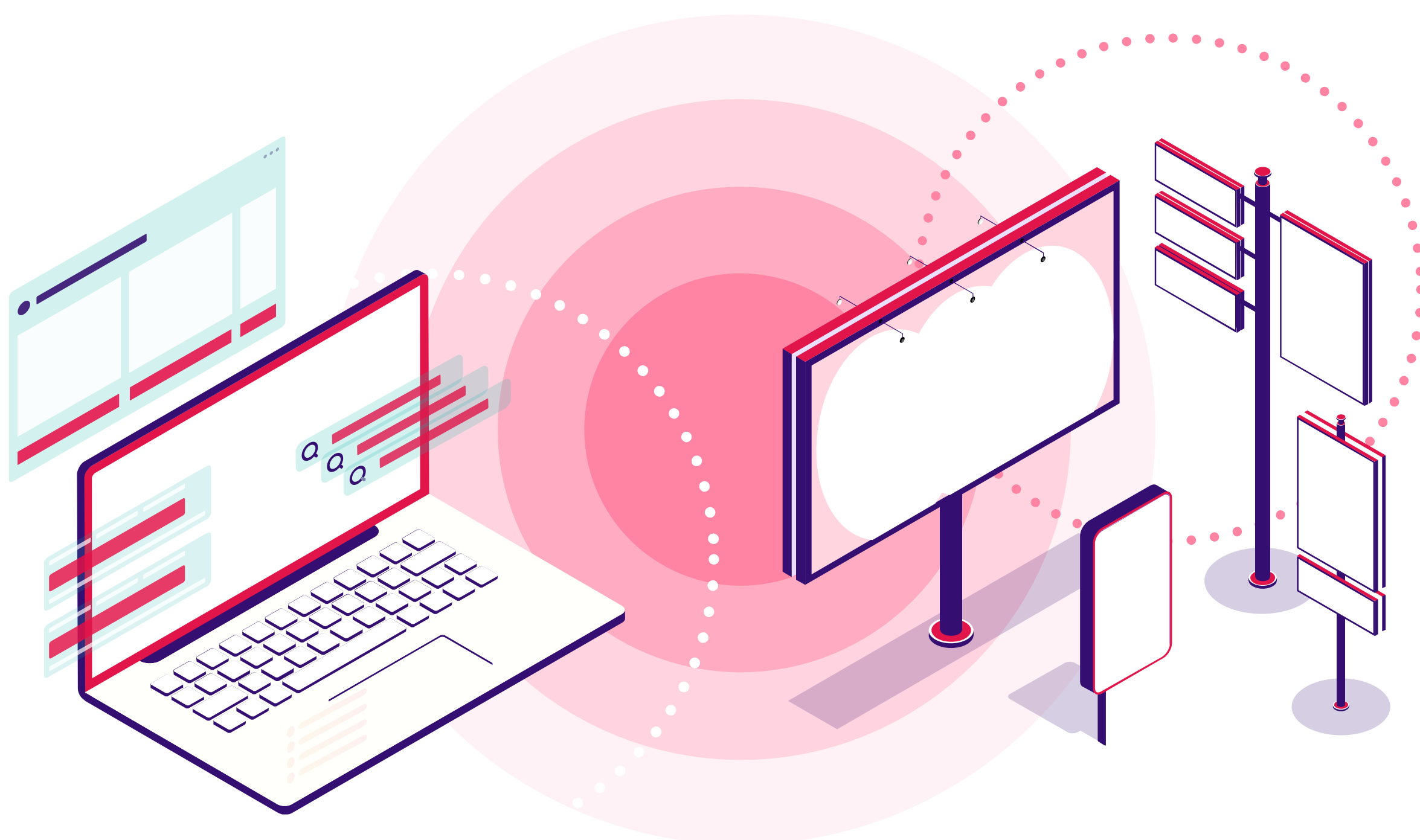
If you compare the Cost Per Impression (CPM) of OOH advertising to online brand awareness marketing, radio ads, or other types of brand awareness, out-of-home advertising is one of the most affordable options.

Billboard advertising costs around \$1,500 to \$4,000 in most small to mid-size cities, though it can be as cheap as \$250 in rural areas and reach \$14,000 or even higher in larger markets. Generally, the more foot traffic and drivers around a potential billboard site, the higher the price. Nonetheless, billboards provide a high level of visibility in relation to your budget.



## Out-Of-Home Complements Your Online Marketing

Good out-of-home advertising works with your digital marketing, not against it. These days, brands regularly place campaign landing pages and QR codes on their billboards to increase web traffic, or include a hashtag to drive interaction on social media. Effective outdoor advertising will amplify your brand message across digital channels as well.



# Drawbacks to Keep In Mind with Outdoor Advertising

While out-of-home advertising is a powerful way to increase brand awareness and influence consumers, it might not be right for every business, or every campaign. Here are the disadvantages to consider when deciding whether or not to include outdoor ads in your marketing mix.



## Less Targeted

Anyone walking or driving by can see your outdoor ad, whether they are a teenage boy, a young mum, or a pensioner. This is very different from online marketing, where you can select specific audiences based on demographics or behaviors. So, outdoor advertising is less suitable for niche brands that appeal to specific audiences.



## Information Is Limited

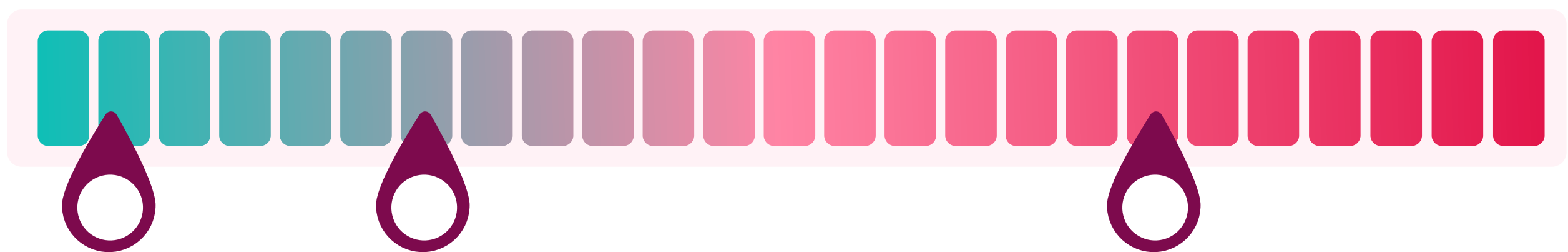
Outdoor ads are usually restricted to a catchy headline and an attractive visual. Billboard space is limited, and customers can only process so much information as they are walking or driving by. So, if your product requires a lot of education and explanation, an outdoor ad might not be enough to convince consumers. For this reason, many brands prefer to use outdoor advertising in combination with other marketing tactics.



## Difficult To Measure

Outdoor advertising is hard to track. Unless you're standing next to your billboard 24/7 counting people, you're not going to know how many people really saw your ad, so the number of impressions is based on estimates. Digital marketing is more straightforward in this regard because online platforms make it easy to check how many people saw and clicked on your ad.

It's even harder to measure the actual brand and business impact of outdoor advertising. Let's say someone saw your outdoor ad, googled your business name, and then bought one of your products online. In your analytics tool, this purchase will be attributed to organic search, so your outdoor advertising campaign won't be given fair credit.



As with any awareness-level marketing tactic, measuring the effectiveness is possible but not always straightforward. Brands who are serious about analyzing the impact of their outdoor campaigns rely on [Latana brand tracking technology](#) to track brand lift across the funnel among different audiences.



CHAPTER 3

# The Latest Trends in Outdoor Advertising

# The Latest Trends in Outdoor Advertising



Outdoor ads have come a long way since the first billboards back in the 1830s. With the rise of digital, out-of-home advertising continues to evolve. Let's take a look at the latest trends and how marketers can benefit.

## Digital Out-of-Home

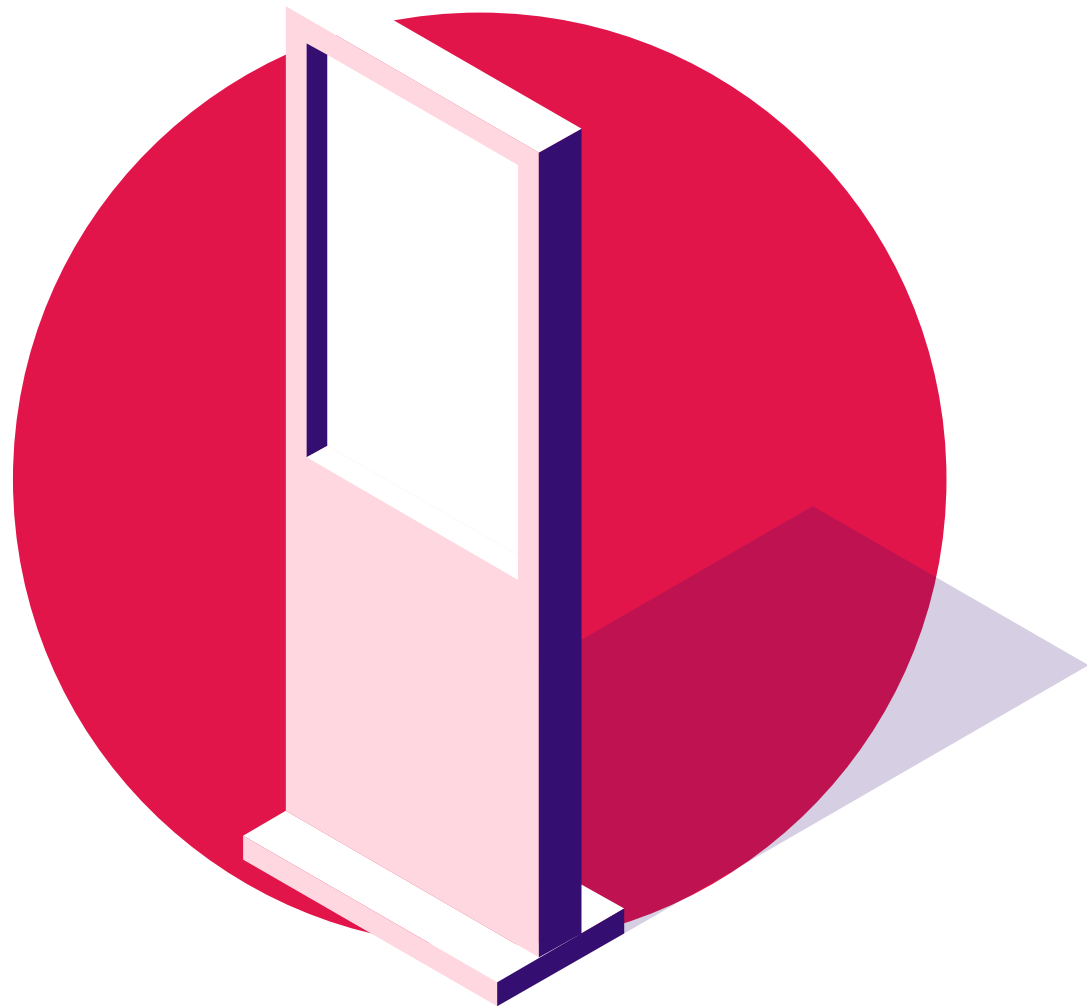


DOOH (Digital Out-of-Home) advertising takes outdoor ads, like billboards and signs, and combines them with digital technology. Digital screens deliver content through elevator screens, digital billboards, and television screens.

The difference in both is that with traditional out-of-home, brands run one ad with a single image that stays in place for a set period of time. Digital out-of-home can display multiple images and interact with people, enabling brands to go deeper into their messaging and make more of an impact.

The number of digital screens available in the US has increased by 43% over the past four years and digital out-of-home ad spending is expected to increase by 19.2% in 2021. While digital out-of-home is not exactly a new trend, it continues to become more popular and accessible.

## Programmatic Buying

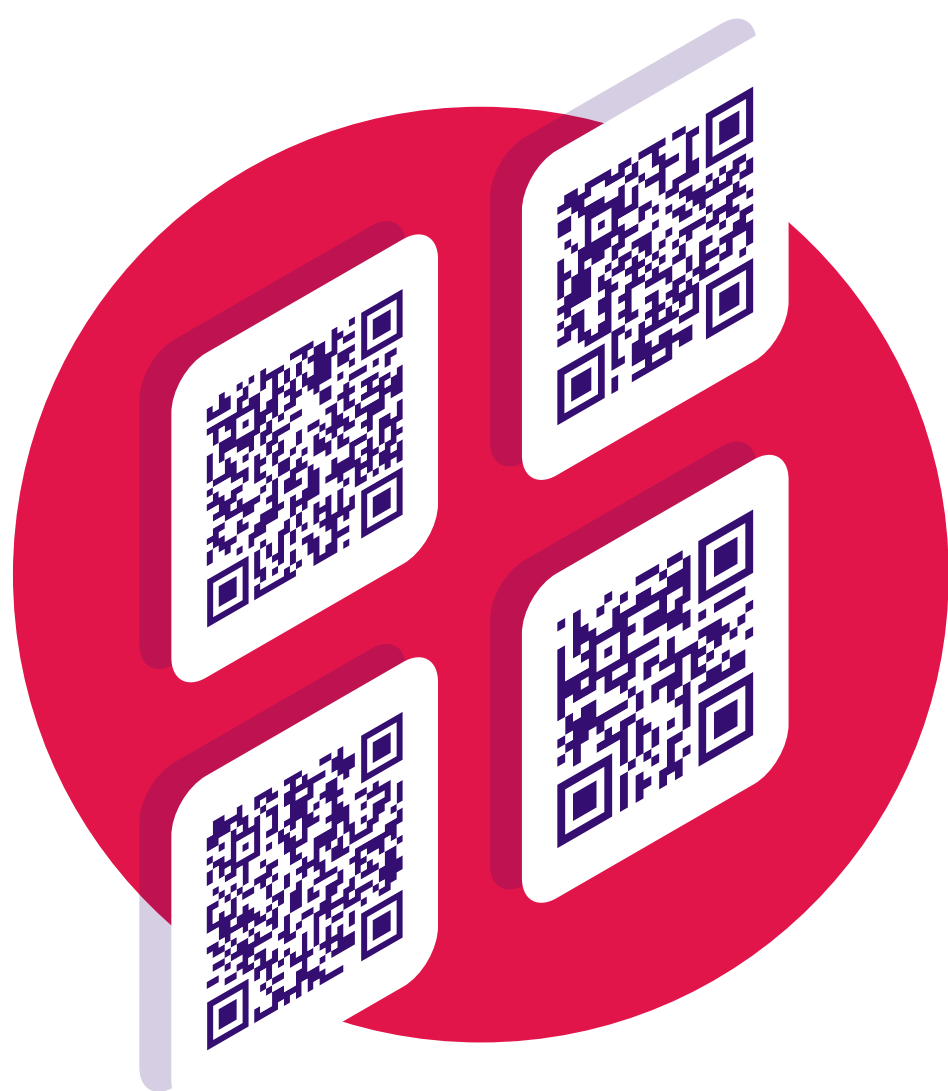


More and more advertisers are using online platforms to book and buy their outdoor ad space, a process known as programmatic advertising.

In the past, your marketing agency would call the media owner and negotiate a slot. With programmatic, media owners can either offer ad space to select brands (known as a “Private deal”) or offer a slot to the highest bidder (a process known as Real-Time-Bidding).

With programmatic, the transaction takes place totally online. This minimizes the need for discussion and negotiation, making it easier to implement changes on the fly and integrate targeting data, such as location.

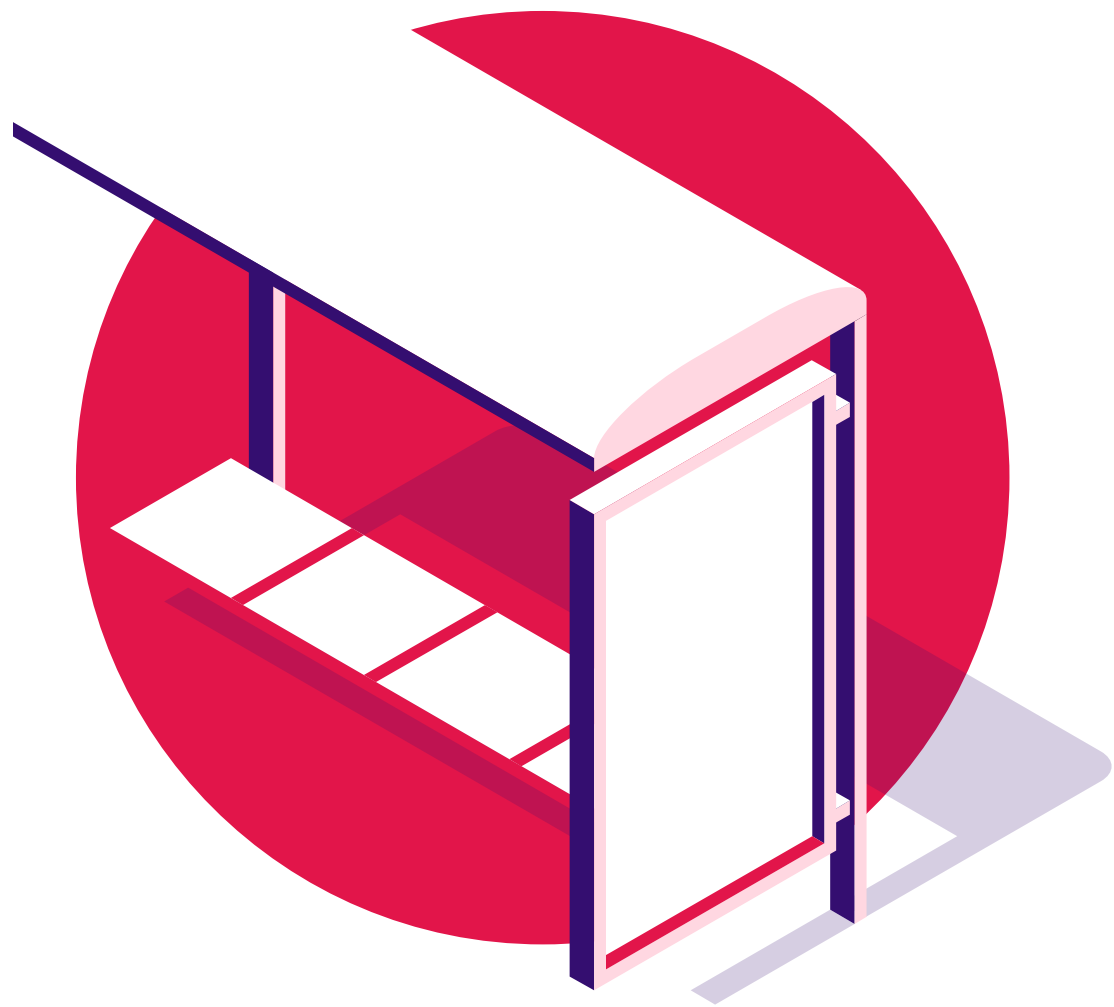
## Mobile Integration



As brands these days adopt an omnichannel approach, marketers are keen to integrate out-of-home advertising into the rest of their marketing mix.

Hashtags and QR codes are a smart way for brands to connect their outdoor ads with their online channels. This has become especially popular over the course of the pandemic as hashtags and QR codes are contactless, unlike interactive touch screens which have fallen out of favor.

## Influencer Marketing & User-Generated Content



The most innovative outdoor campaigns use digital marketing tactics such as User Generated Content and influencer marketing to drive their ad creative.

Nespresso and cosmetic brand DM showed influencers from their social media campaigns on bus stops and makeup counters, while CVS put user selfies on Times Square billboards.

This is a great way to amplify engaging content and make your brand stand out.

## The COVID-effect



Over a year of lockdown has resulted in digital fatigue, and people have a newfound appreciation for time spent outside.

According to research by the Outdoor Advertising Association of America, 68% of consumers say they spend too much time in front of screens and ignore online ads, while 45% are noticing billboards and other outdoor ads more now than before the pandemic.

People are becoming more receptive to outdoor advertising, which opens up exciting new opportunities for brands.



# Hyperlocal

Hyperlocal advertising has become increasingly popular in the past couple of years, especially now that the pandemic has made people more likely to stay in their own neighborhoods.

Hyperlocal advertising makes it possible to target a niche audience at the point of purchase when they're subconsciously looking for signs to tell them where to go and what to buy. Let's say you run a restaurant near a football stadium. You could run digital outdoor ads on nearby billboards after the match, encouraging sports fans to get a meal and a beverage at your restaurant.



CHAPTER 4

# Examples of the Best Outdoor Ads



## CASE STUDY

# Maltesers



The Mars-owned chocolate brand Maltesers launched the omnichannel campaign #TheMassiveOvershare to promote mental health among mothers and encourage them to open up about tough topics. They displayed quotes from real mums in bold out-of-home ads at key locations and shared the photos on social media.



## Why it worked

Using billboards gave the brand a much higher level of visibility and buzz than they would have achieved via online ads alone. The bold format played a key role in the overall success of the campaign.



## CASE STUDY

# Nespresso



Premium coffee brand Nespresso made social media influencer Leonie Sarah the star of their latest out-of-home campaign promoting their new coffee range. Typically, a model or celebrity like George Clooney would feature in their billboards.



## Why it worked

This example shows how outdoor advertising is evolving with the times and is a great enhancement to online marketing campaigns.



## CASE STUDY

# Netflix

# NETFLIX

Out-of-home advertising lends itself well to humor. During the COVID pandemic, Netflix set up a series of billboards around town with spoilers about popular Netflix shows including “Narcos”, “Stranger Things” and “Love Is Blind”. The message of the campaign was essentially, “If the virus doesn’t stop you from going out, these spoilers will.”



## Why it worked

The billboard ads were a humorous yet caring way of encouraging people to stay home and keep themselves and their community safe.

## CASE STUDY

# ŠKODA

# ŠKODA



ŠKODA created a touchless digital out-of-home experience to promote their new range of SUVs. The car brand set up interactive screens in shopping centers at three locations across the UK during the Bank Holiday weekend.

The screens detected the position of a user's hands and fingers to activate touchless interaction with a variety of applications, allowing users to explore the ŠKODA SUV range, watch model-specific videos, and even book a test drive.



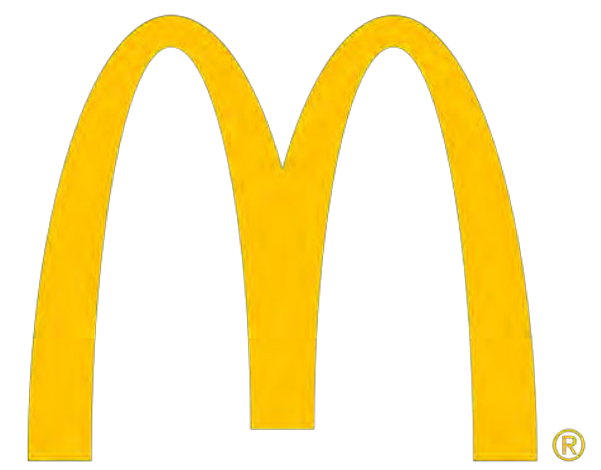
## Why it worked

The innovative, digital out-of-home experience brought the new range of ŠKODA SUVs to life and enabled consumers to interact with the brand in a safe and memorable way.



## CASE STUDY

# McDonald's



McDonald's ran an eye-catching digital out-of-home campaign featuring dynamic content to promote their frozen drinks, strawberry lemonade, and the "Millionaire's Frappe."

If the temperature hit above 25 degrees Celsius, the ad creative automatically updated to include the city name and current temperature. As the temperature dropped, the city name and current temperature disappeared.



## Why it worked

This weather-based creative engaged consumers in a more fun way than your typical static billboard, tapping into consumers' changing desires.



## CASE STUDY

# CVS



CVS ran their #BeautyUnaltered campaign in the New York City's Times Square, one of the most iconic spots for digital out-of-home advertising.



The interactive campaign encouraged users to upload their unedited selfies to social media with the hashtag #BeautyUnaltered.

Within minutes of launching the campaign, users began uploading their selfies, earning over 3.6 billion impressions for the brand. Every 10 seconds, a different selfie was displayed on the Times Square digital signage, showing impactful, authentic images celebrating real beauty.

## Why it worked

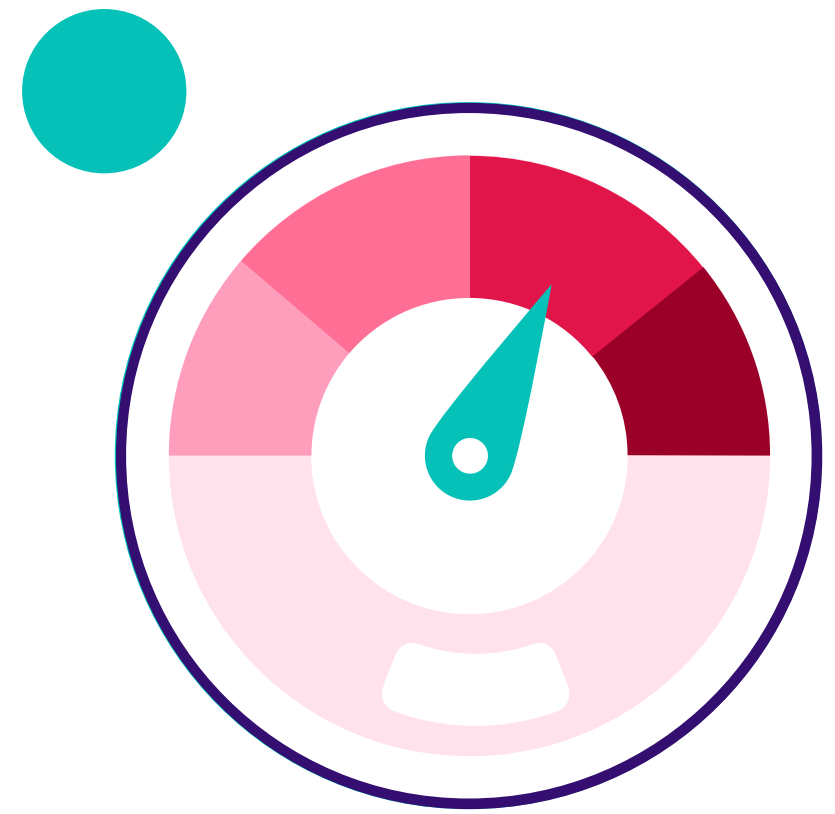
The brand used outdoor advertising in a high-profile location to get people's attention. Then, social media interaction took the generated brand awareness to the next level, while bringing in a steady flow of new content. This is a great example of how to blend online and offline advertising.

CHAPTER 5

# How to Measure the Results



# How to Measure the Results



Outdoor advertising has a few KPIs which are important to know when planning and evaluating out-of-home campaigns:

**DEC**

## **Daily Effective Circulation**

The number of vehicles and pedestrians passing a billboard each day

**OTC**

## **Opportunity to Contact**

The number of people who could walk past and see your outdoor advert

**VAC**

## **Visually Adjusted Contact**

The number of people who saw your advert

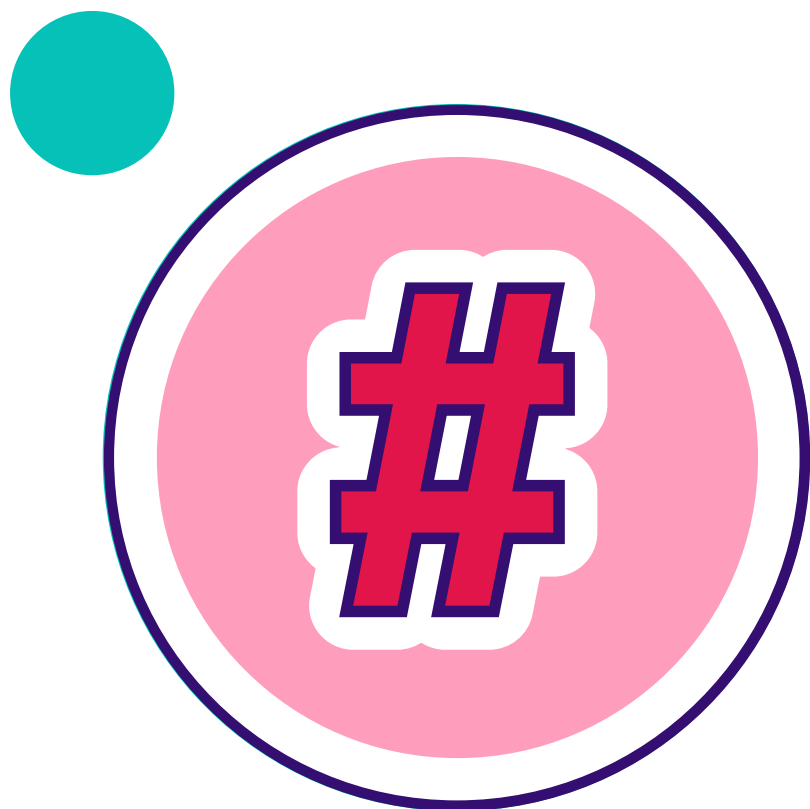
These metrics will help you figure out how many people came into contact with your ad. But how do you work out whether it actually helped your brand?

## Sales

Did sales increase during/after your outdoor campaign? Let's say you're running a coffee shop. If you get more customers while your signs and posters are up, you can be fairly sure that your campaign is working.



If there is an overall lift in metrics like traffic and sales, then it seems your outdoor ad was effective. However, this only works if you are not running other campaigns on other channels at the same time. If you are running various different marketing activities, you will need a more precise method of measurement.



## Social Media Hashtags

One way to measure the impact of an outdoor campaign is by using hashtags. Put a catchy hashtag on your billboard ad which sums up your campaign message. Then, check the interaction on platforms like Instagram, Facebook, and Twitter to see how many people connected with your message.

## Visits to a Campaign Landing Page

Create a customized short link, known as a Vanity URL, and put it on your billboard. For instance, <https://latana.com/brand-awareness> could be [latana.com/brand](https://latana.com/brand). This makes it easier for passers-by to see and remember the webpage and also enables you to track the results. Traffic that enters your website through that landing page has been generated by your out-of-home campaign.





## QR Codes

You can put a QR code on your outdoor ad for people to scan with their smartphone. Traffic which enters your website via the QR code has been generated by your out-of-home campaign, which makes it easy for you to track the results. This is ideal for medium-sized billboards in malls and bus stops, where people are close enough to interact with your ad.



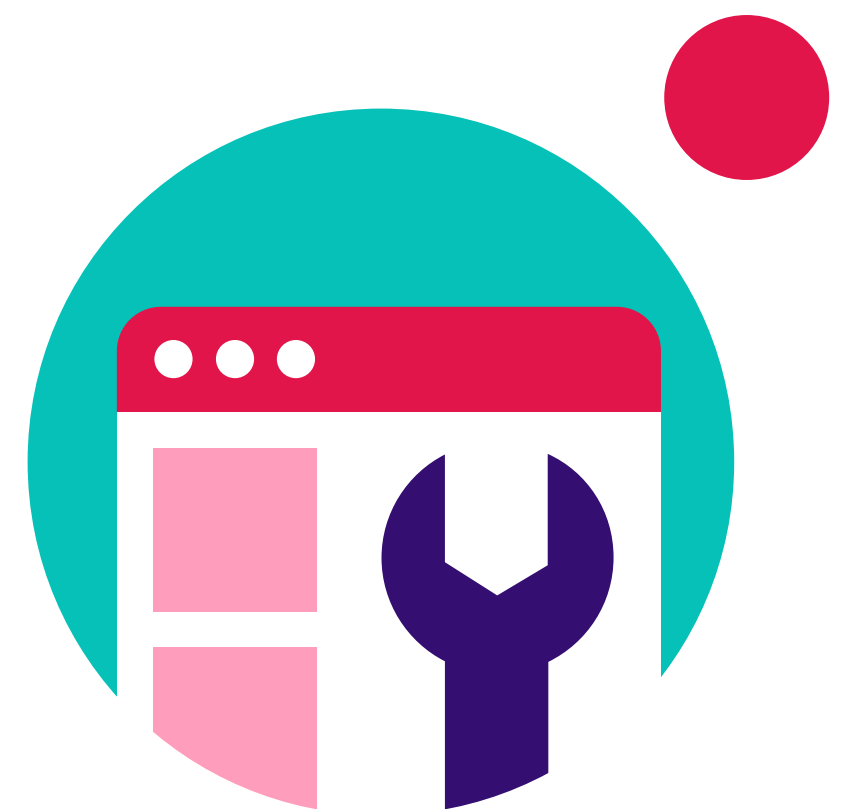
## Discount Codes

If you put a discount code on your billboard, you can track how many visitors enter the code during the checkout process. Ensure the code is unique and not used on other channels. This makes it easy to assign sales to your billboard ad and calculate the ROI of your outdoor campaign.

## Keyword Analytics

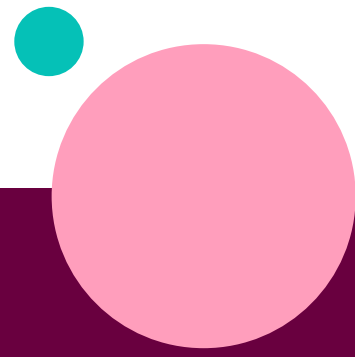
If you have a memorable tagline or slogan attached to your outdoor campaign, you can use data in the Google Search Console to check how often people searched for that particular keyword.

Sometimes your outdoor ad caught someone's attention, but when they got home, they couldn't remember the exact discount code or Vanity URL. They will then start typing a few keywords to see if they can find you online. These phrases could show up in your analytics. Keep an eye out for them as they are likely to be a result of your outdoor campaign.



# Brand Tracking

While the methods outlined above will give you a general idea of how your outdoor campaign performed, it's not an exact science. In the words of nineteenth-century retailer John Wanamaker:



**Half the money  
I spend on advertising is wasted;  
the trouble is I don't know  
which half.**

Marketers serious about measuring brand impact will need something more precise, which is where Latana's brand tracking technology comes into play.

The "Google analytics of brand tracking" allows businesses to track key brand KPIs, such as brand awareness and loyalty, among thousands of niche audiences.

With Latana's advanced brand tracking, you can measure how and if your marketing campaigns are succeeding at different stages of your brand funnel, from building awareness to improving perception and increasing consideration.

Outdoor advertising, along with print, TV, and other awareness-level offline channels, is notoriously tricky in terms of analytics and attribution. Latana makes it possible to measure the brand impact on specific target audiences.





## Conclusion

Outdoor advertising remains a firm favorite for marketers. People are getting your message on the move, which makes it easy to engage with a wide audience. With advances in technology, digital out-of-home is becoming standard and outdoor advertising will continue to evolve as virtual reality and other new technologies become more available. If you are planning or running an outdoor campaign, make sure you understand the impact on your brand and can accurately measure the results to reap the full benefit of this powerful medium.

# AI-Powered Brand Tracking

## Make Better Brand and Marketing Decisions

We are proud to pioneer advanced machine learning technology that has access to billions of consumers around the globe. This enables us to quickly understand consumer perception, and thus predict consumer behavior - the cornerstone of brand value.

We have devised Brand Analytics, a new insights category nobody has built before. This innovative data solution can be utilized by all companies, large or small, to measure brand health and make better marketing decisions.

**Book Demo**



# AI-Powered Brand Tracking

## Contact Us

**For General Inquiries:** [hello@latana.com](mailto:hello@latana.com)

**For Sales:** [sales@latana.com](mailto:sales@latana.com)

**For PR/Partnerships:** [marketing@latana.com](mailto:marketing@latana.com)

[www.latana.com](http://www.latana.com)

