



Out of Home for the Holidays: Gifting Season Insights



US consumers are expected to spend a whopping \$1.09 trillion dollars this holiday season

and brands are turning to OOH to ramp up marketing efforts to increase awareness, consideration, and drive conversions.

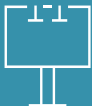


OOH GENERATES STRONG BRAND RECALL

OOH delivers unmissable content in the right context, making it ideal for eliciting instant and lasting awareness of a gifting product or service.

OOH influences holiday shoppers by achieving the **strongest level of recall among all ad channels.**

57%



of respondents are likely to remember an OOH ad while holiday shopping



WE ARE TALON

Talon is a global OOH services and solutions company built to serve the world's leading brands and agencies.



OOH PROMPTS CONSUMER ACTION

OOH delivers remarkable reach and brand awareness – and consumers who notice an OOH holiday campaign are likely to take action.



REACH EARLY BIRDS AND LAST-MINUTE SHOPPERS

While more than one-third of US consumers have already started their holiday shopping, others plan to wait until Black Friday/Cyber Monday or later to kickoff gifting season.



62%

of respondents are waiting until Black Friday/Cyber Monday or later to begin holiday shopping

