

# 10 REASONS WHY OUT-OF-HOME ADVERTISING OUTPERFORMS

## UNFRAGMENTED OOH

OOH reaches up 90% unlike other fragmenting media



## MEASURED OOH

Progressive & accurate audience measurement



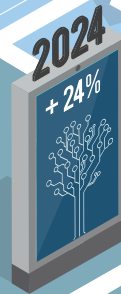
## REAL OOH

Part of urban landscape & immune to ad blockers



## DIGITAL OOH

Digital drives OOH growth



## UNCLUTTERED OOH

Fewer panels means higher impact



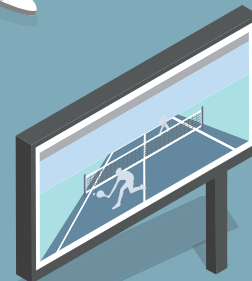
## RENEWED OOH

City development drives DOOH



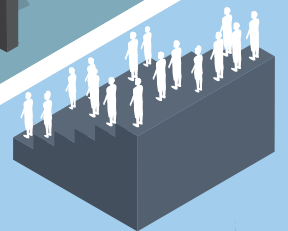
## TARGETED OOH

Contextual ads for relevant audiences



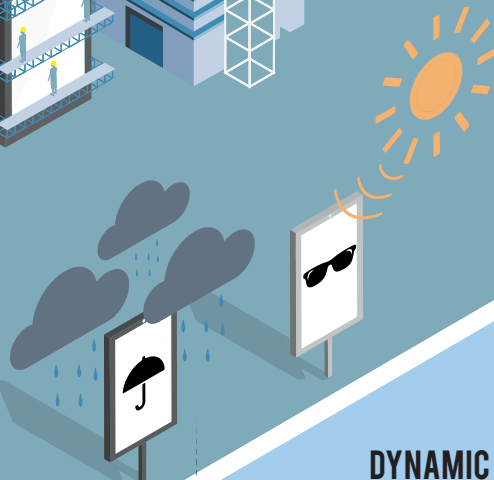
## NATIVE OOH

Creative content for urban life



## DYNAMIC OOH

POS and responsive targeting



## DATA-DRIVEN OOH

Data drives creativity & delivery

