

CATEGORY SPOTLIGHT

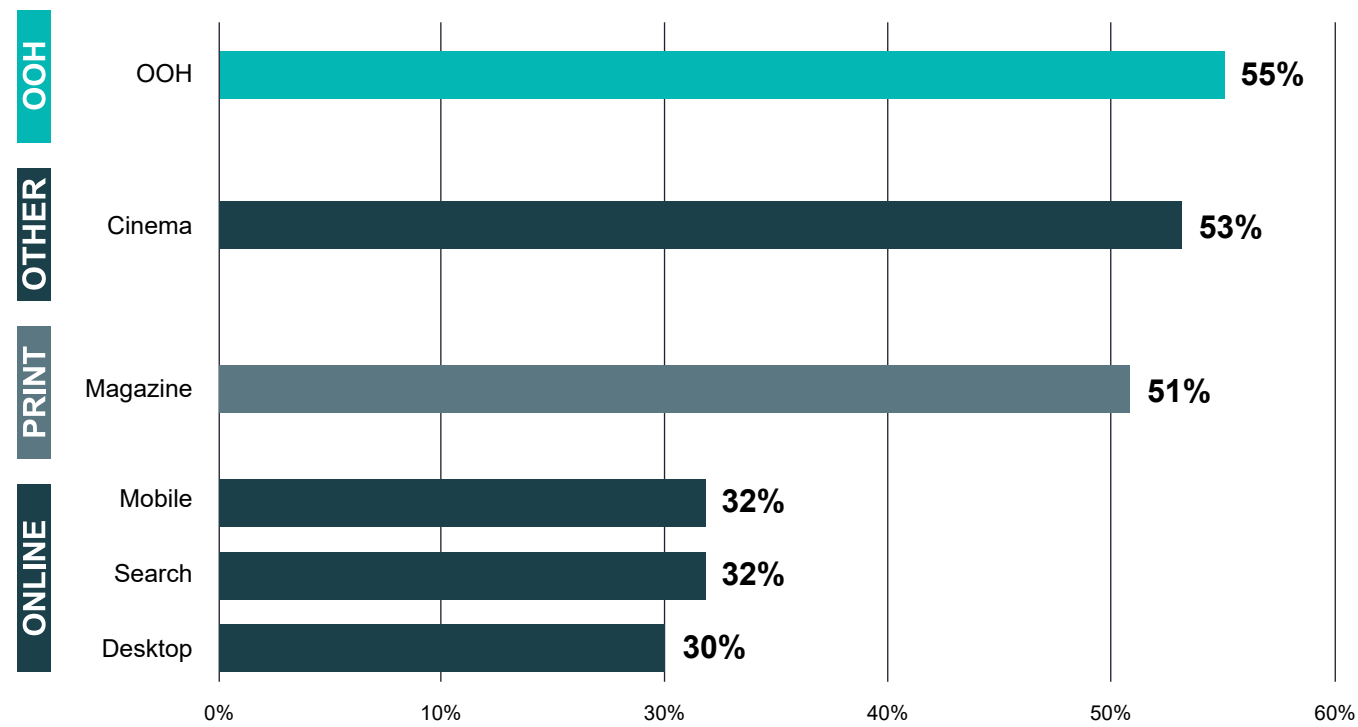
ENTERTAINMENT: LAUNCHES, BUZZ AND LOYALTY

RETAINING CUSTOMERS AND CREATING LOYALTY¹

★ 58%

of respondents agree that seeing an ad on OOH will make them inclined to trust the brand and become a loyal customer

Gen Z prefer OOH to online ads (% positive receptivity)⁴



OUT-OF-HOME:² MEDIA FOR CUSTOMER RETENTION



70% of respondents retain their streaming subscription after seeing OOH ads for upcoming songs/shows

Young, urban, affluent consumers spend 25% more time outside of their home.

Out-of-Home has impacted consumers globally by providing new opportunities to attract, engage and retain customers via the creation of entertaining in-venue experiences.

CREATIVE CONSIDERATION³ FOR YOUNGER AUDIENCES

1 Authentic and Real-world experience

Millennials crave brand authenticity, with 89% preferring simple, straightforward ads, and 90% stating they want a brand's messages to match its actions.

2 Content Personalization

Consumers expect ads to be as relevant as the content they've chosen to watch.

3 Digitally saturated world

Gen Zers grew up with smartphones. Their 8-second attention span is even shorter than Millennials, for whom it is around 12 seconds on average.

4 Create a Buzz with better interactions

Streaming companies should seek out-of-the box ways to grab quick attention from the public – via one-off products and unique experiences.

33%

of consumers are more alert when outside their homes, leading to lasting brand impressions.

55%

of respondents agree that they are likely to share content on social media if seen on OOH, generating social buzz.

INTERACTION TO ENHANCE BRAND'S FAME

72%

of the respondents agree that an OOH immersive/interactive experience would make them interested in the movie/show/game.

48%

of consumers more likely to interact with a digital ad after being exposed to an OOH ad first.

¹ Source: Deloitte Insights, 2021 / Attest Survey, February 2023 - 2000 respondents from 10 main markets: Australia, Brazil, China, France, Germany, Singapore, South Africa, UAE, UK & USA.

² Source: Digital Signage Today, 2017 / Outsmart, 2023 / Attest Survey, February 2023 - 2000 respondents from 10 main markets: Australia, Brazil, China, France, Germany, Singapore, South Africa, UAE, UK & USA.

³ Source: Billups, 2020 / Verified Market Research, 2022 / Forbes, 2019 / PWC / MarketingDive, 2022.

⁴ Source: Movia, 2020 / Mordor Intelligence / Attest Survey, February 2023 - 2000 respondents from 10 main markets: Australia, Brazil, China, France, Germany, Singapore, South Africa, UAE, UK & USA.