The Effectiveness of Out-of-Home Advertising

theBITE vs. Traditional Advertising

Don’t waste your client’s money on media that doesn’t measure up. It’s evident digital place-based media has matured. The number of locations is increasing and more Americans are exposed to out-of-home advertising on a daily basis. In fact, more American teens and adults have seen a digital video display (70%) in the past month than have watched an online video (43%) or have a Facebook page (41%).

theBITE viewers have higher unaided ad recall, are more receptive to advertising shown on theBITE, and take more action. Consumers are bombarded with advertising, traditional and digital, from every angle causing their receptivity, thus effectiveness, to diminish. Advertising on indoorDIRECT’s “theBITE” allows your brand to break through the noise and reach active consumers. Advertisements air in a DVR-free environment and leave a lasting impression with viewers as they continue throughout the day, of which 35% will visit a retail outlet on a pathway to purchase.

78% of diners visited restaurant 5+ in past 30 days
19% will visit a retail outlet the next 7 days
13% of shoppers stick to a pre-determined shopping list

DIGITAL PLACE-BASED MEDIA REPRESENTS SUCH A SMALL AMOUNT OF THE MEDIA SPEND BUT IS MORE EFFECTIVE THAN OTHER FORMS OF MEDIA.

Sources: 2010 gfk MRI Doublebase Study; Hall Outdoor; Outdoor Recall: An Examination of Outdoor Advertising Recall Effectiveness (2003); Nielsen 2009 Audience Survey; Universal McCann, 2010 Total Media Spending; TVB, Nielsen Media Research Survey 2008, % Hours/Week; Arbitron 2010 Digital Place-Based Video Study; Outdoor Media Centre Survey 2011