

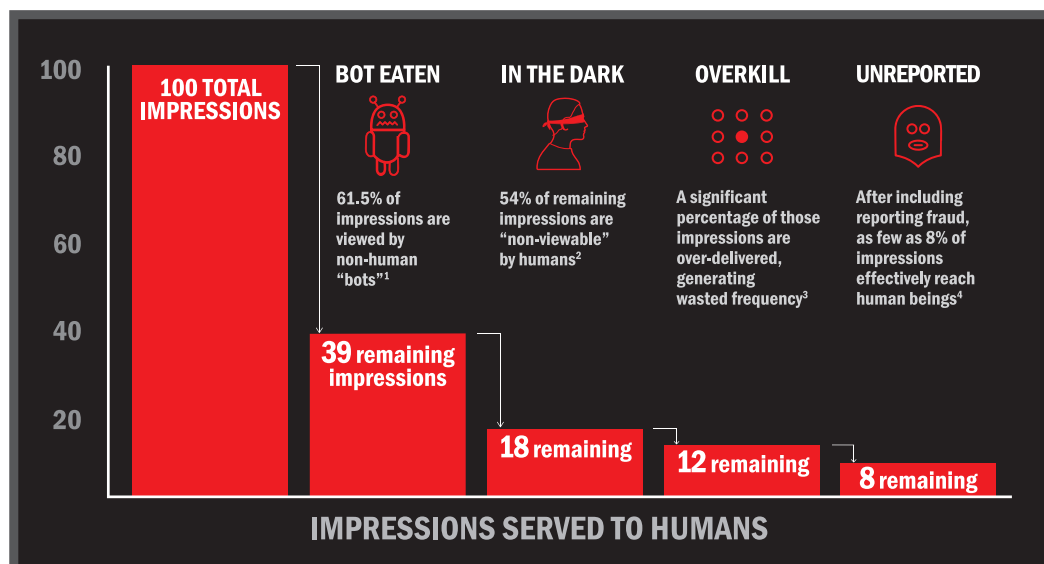
WELCOME, HUMAN!

In Q4 2015, the Outdoor Advertising Association of America (OAAA) and its members conducted an experiment to demonstrate the role that out of home (OOH) advertising plays in driving digital engagement.



The ad industry has a **really** big problem.

Digital advertising. It's really creative, really lucrative, and it's really growing. But it's also a really big problem for all of us working in media. Non-viewable ads, non-human bot traffic, and other forms of digital fraud cost your clients over \$7 billion each year.



¹<https://www.incapsula.com/blog/bot-traffic-report-2013.html>

²<http://www.comscore.com/Insights/Blog/Viewability-Benchmarks-Show-Many-Ads-Are-Not-In-View-but-Rates-Vary-by-Publisher> Measured by comScore Inc. between May of 2012 and February 2013

³The Inefficiencies Of Exchange Traded Media by AdExchanger, Tuesday, (1/21/2014)

⁴AdWeek article by Mike Shields (10/13/2013), "The Amount of Questionable Online Traffic Will Blow Your Mind."

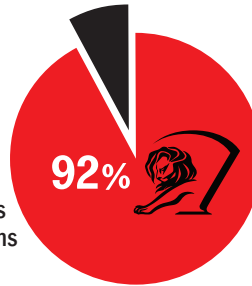
LUCKILY, OOH CAN HELP SOLVE DIGITAL'S REALITY PROBLEM

By using real ads and real traffic – out of home ads – we got you to stop, think and... **Feel.The.Real.**



OOH drives more mobile searches for online information than any other medium.⁵

92% of recent Cannes Titanium & Effectiveness Award winning campaigns used OOH.⁶



OOH is nearly 3x as efficient at driving online search activity.⁷

Radio, TV, print



⁵Lamar research: <http://www.lamar.com/howtoadvertise/Research/OMC-research-shows-people-more-alert-out-of-home>
⁶Cannes 2014 analysis: <http://www.canneslions.com/resources/downloads/effectiveness/Warc%20Analysis%202014.pdf>
⁷Moz blog article by Samuel Scott (6/22/15), "The Alleged \$7.5 Billion Fraud in Online Advertising"

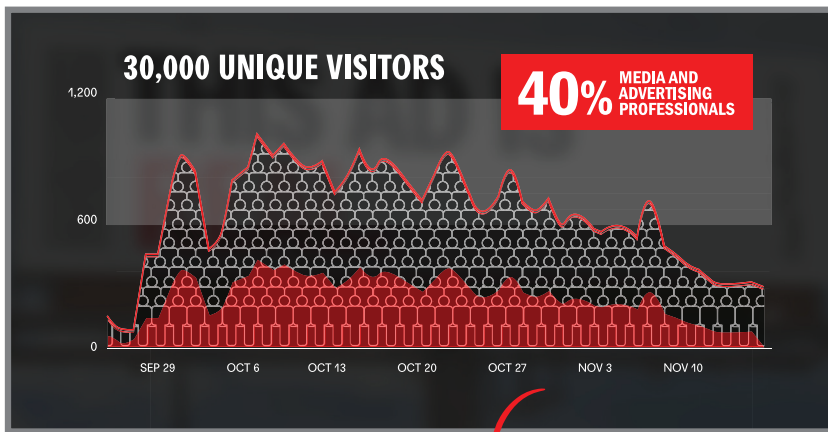
Welcome to the real world.

We conducted an experiment to arm 21st century marketers like you with a series of best practices for turning OOH into a powerful force multiplier in driving digital engagement. The *Feel The Real* campaign surrounded advertising and media agencies, maybe yours, in 20 markets with more than 1,400 OOH ads featuring 280 unique, often personalized, executions that directed people like you to **FeelTheReal.org**.



Reality. Bytes.

Once on FeelTheReal.org, you didn't just learn about digital's reality problem – you demonstrated through your actions how OOH advertising drives digital engagement and makes it real. **Social media feeds blew up** and advertising and media people shared, talked, and posted pictures of themselves in front of our *real* OOH units.



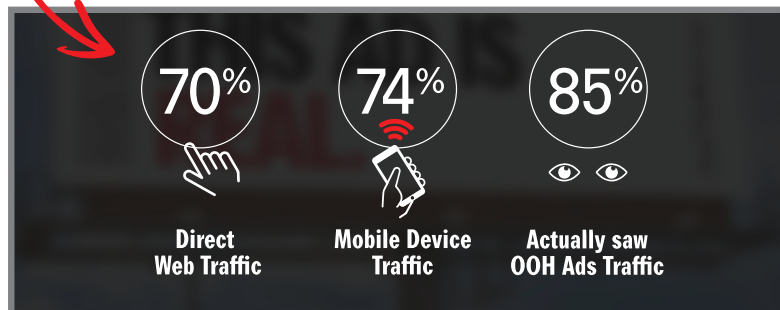
SOURCE: FeelTheReal.org Google Analytics, 2015

Bringing people back to reality.

The campaign was effective at driving B2B digital engagement with over 30,000 unique visitors to the site in six weeks, **40% of whom were media and advertising professionals.**

And we know web traffic came from you directly typing in the URL from your mobile device after seeing our ads.

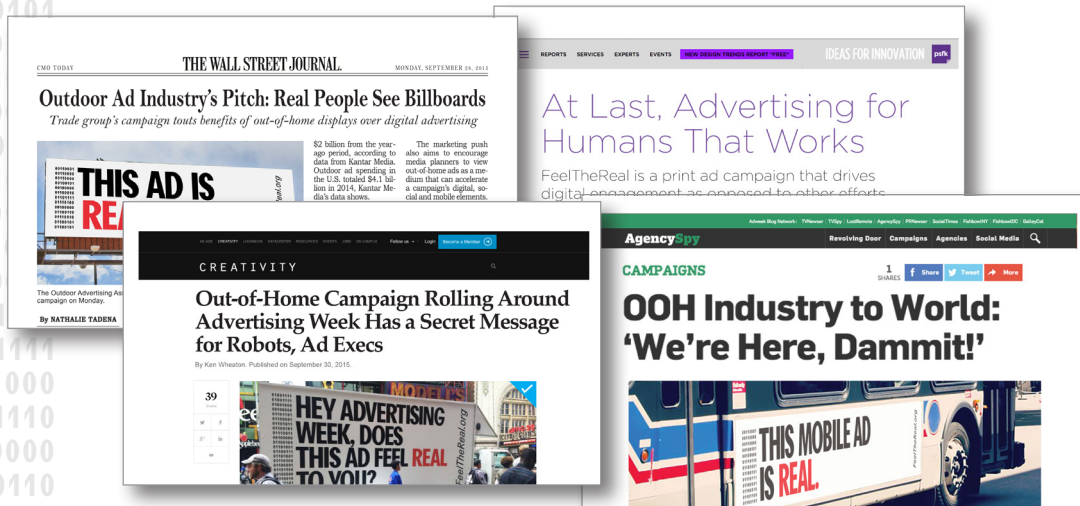
Proof that OOH drives digital engagement in the real world.



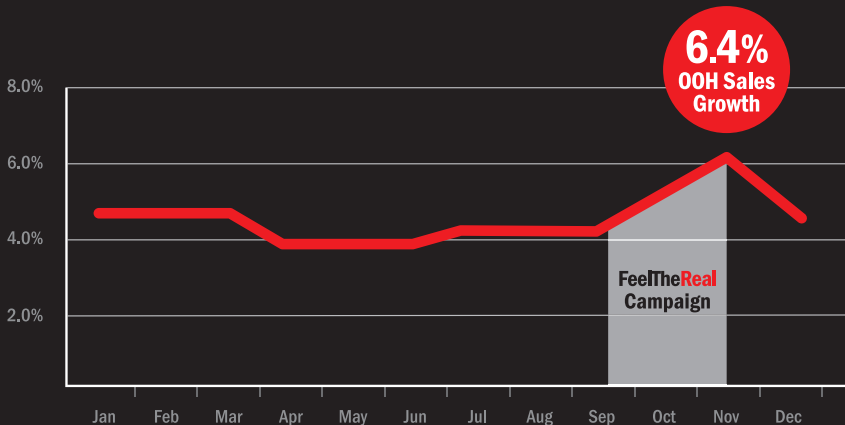
SOURCES: FeelTheReal.org Google Analytics, 2015 & FeelTheReal.org tracking survey

OUR REALITY CHECK GOES VIRAL

THE BOTTOM LINE: People took notice. The campaign garnered \$2.2M in earned media during its first week, with features in *The Wall Street Journal*, *AdAge*, *MediaPost*, *Creativity*, *AdWeek* and *PSFK*, among others.



MEDIA PLANNERS INCREASED OUT OF HOME SPENDING BY AN UNPRECEDENTED 6.4% DURING THE CAMPAIGN'S SPAN.



SOURCE: OAAA, Miller Kaplan Arase LLP

Thank you for keeping it **real**.



Make sure your media team is keeping it real for your clients. See the case study video and read the full white paper to learn more about digital's reality problem and the best way to use OOH creatively to drive digital engagement at FeelTheReal.org

