

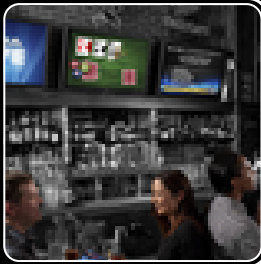
# OH! The Impressions You Can Make in DOOH

## The Creative Canvas



**Outdoor** - Billboards, Transit Shelters, Urban Panels, Spectaculars

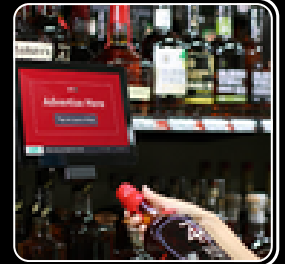
**Entertainment:**  
Bars, Cinemas,  
Restaurants &  
Sports stadiums



**Health & Beauty:** Gyms,  
Medical/Point  
of Care, Salons  
& Spas



**Retail:**  
Convenience  
Stores,  
Gas Stations,  
Groceries &  
Malls



**Transit:**  
Airports,  
Rideshare,  
Subway, Taxis,  
& Train Stations



**Office or  
Residential  
Locations**



**Education,  
Campus &  
Universities**



Advertisers can focus on delivering content that resonates with the environment or specific locations creating more meaningful connections with the audience without relying on individual user data

## The Digital Assets

### 6-8 Seconds

- DOOH Billboards 6-8s
- No Audio allowed on major arteries
- Video, Social assets can be modified easily

### 10-15 Seconds

- Most Place-based DOOH loops allow 10-15s
- Audio availability limited
- Video, Social assets can be modified easily

### 30 Seconds

- Limited to high dwell time DOOH locations (i.e. Elevator, Cinema, Malls)
- Branded content opportunities
- Audio availability limited
- Video, Social assets can be modified easily

### Static

- IAB Standard display easily adaptable
- Plays full length of spot, no motion, no audio

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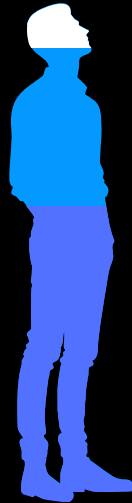
## The Results

**88%**

of people enjoy seeing ads on OOH screens

**58%**

of people believe the messaging in OOH Ads



### Adding DOOH in the digital media mix:

**23%**

Increase in campaign reach

**80%**

Increase in brand search

**56%**

Increase in social engagement

**4x**

Better results on ads spends vs TV, Radio & Print

Sources: [Majority of consumers say they are enjoying being outside and look forward to it - despite concerns](#), Vistar Media  
[10 Must Know Facts about about out-of-home](#), Vistar Media  
[Digital out-of-home \(DOOH\) advertising revenue worldwide from 2024 to 2029](#), Statista  
[New Survey Reveals Role of Digital Out-of-Home Advertising in Driving Immediate Action](#), Group M

## Buying Digital Out of Home

### DIRECT

- Purchased manage service
- Direct IO
- Negotiated set pricing
- No restrictions to inventory

BellMedia CAPTIVATE

PATTISON

ROGERS Sports & Media

STINGRAY

### AGENCIES

horizon media

The ABER Group  
SMARTER INTERNET MARKETING

### PROGRAMMATIC

- PMP - Invitation-only auction with access to specific inventory with preferred pricing
- Open Exchange - Access to available inventory in real-time with pricing based on auction.
- Programmatic Guaranteed - Guaranteed number of impressions, ad plays or time at a fixed price on pre-determined inventory.

Google Display & Video 360

Hivestack

locala

theTradeDesk

vistar media

yahoo!

This guide was developed in collaboration with the IAB Canada's Digital Out of Home Committee. We extend our thanks to the following members for their valuable contributions:

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