

#OMASUMMER



# 5 REASONS TO GET OUTDOOR THIS SUMMER

OMA **MOVE**  
Measurement of Outdoor Visibility and Exposure

# **OUTDOOR IN SUMMER...**

- 1. DELIVERS AN EVEN BIGGER AUDIENCE AS MORE PEOPLE ARE OUT AND ABOUT**
- 2. ENGAGES WITH PEOPLE WHO ARE PRIMED FOR ADVERTISING MESSAGES**
- 3. TARGETS SPENDERS RIGHT BEFORE THEY SHOP**
- 4. MAKES A BIG BRAND IMPRESSION**
- 5. SUPERCHARGES TV AND ONLINE CAMPAIGNS**

# 1. OUTDOOR IN SUMMER DELIVERS EVEN BIGGER AUDIENCES

IF YOU WANT PEOPLE TO SEE YOUR  
CAMPAIGN, OUTDOOR DELIVERS

**83%** OF PEOPLE SAY THEY SPEND MORE TIME  
OUTDOORS DURING SUMMER

**\* 9 out of 10** AUSTRALIANS WILL  
LEAVE HOME EACH DAY



# PEOPLE SAY THEIR CONSUMPTION OF MEDIA CHANGES OVER SUMMER

**33%**

SAY THEY WATCH LESS TV

**21%**

SAY THEY SPEND LESS TIME ONLINE



## 2. OUTDOOR IN SUMMER ENGAGES WITH PEOPLE WHO ARE PRIMED FOR ADVERTISING MESSAGES

\* **54%** OF PEOPLE SAY THEY ARE MORE **AWARE** OF **OUTDOOR** ADVERTISING OVER **SUMMER**

WHEN PEOPLE ARE AWAY FROM HOME THEY ARE IN A DIFFERENT FRAME OF MIND:  
MORE **ALERT**, **ACTIVE**, **IMPULSIVE** AND READY TO RECEIVE ADVERTISING MESSAGES

### AT HOME

88% Relaxed

86% Sleepy

85% Calm

83% My time

### OUTSIDE THE HOME

81% Alert

75% Active

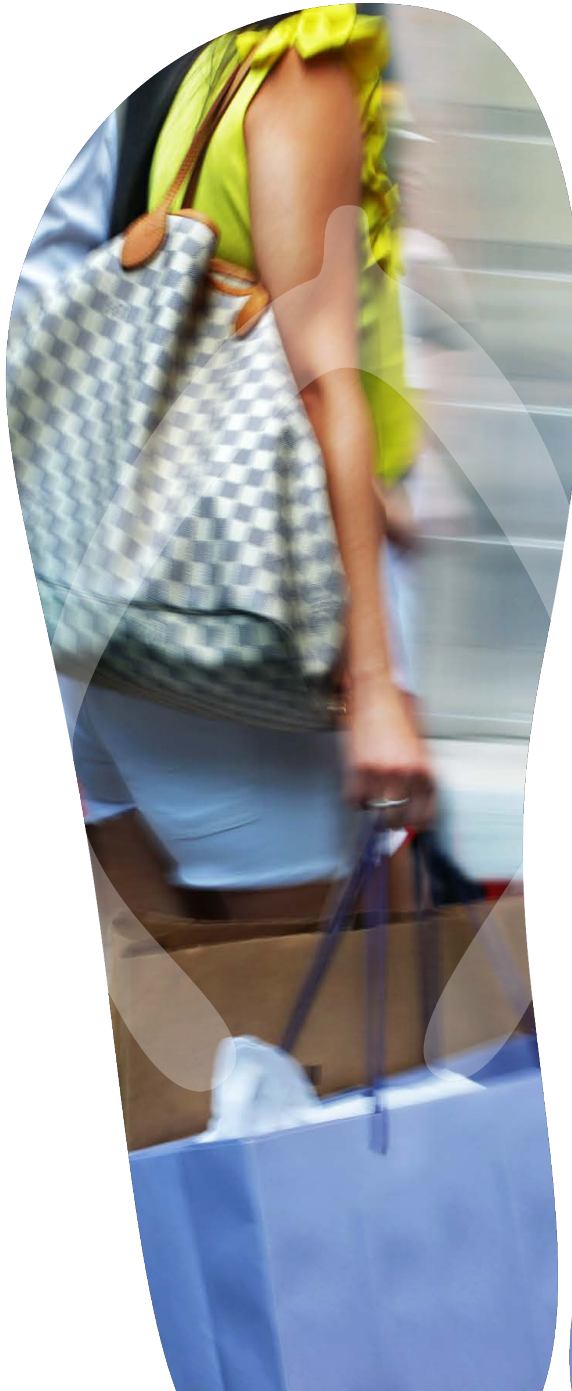
67% Impulsive

61% Interested





# 3. OUTDOOR IN SUMMER TARGETS SPENDERS RIGHT BEFORE THEY SHOP



# PEOPLE SAY THEY SPEND MORE TIME DOING THINGS LIKE

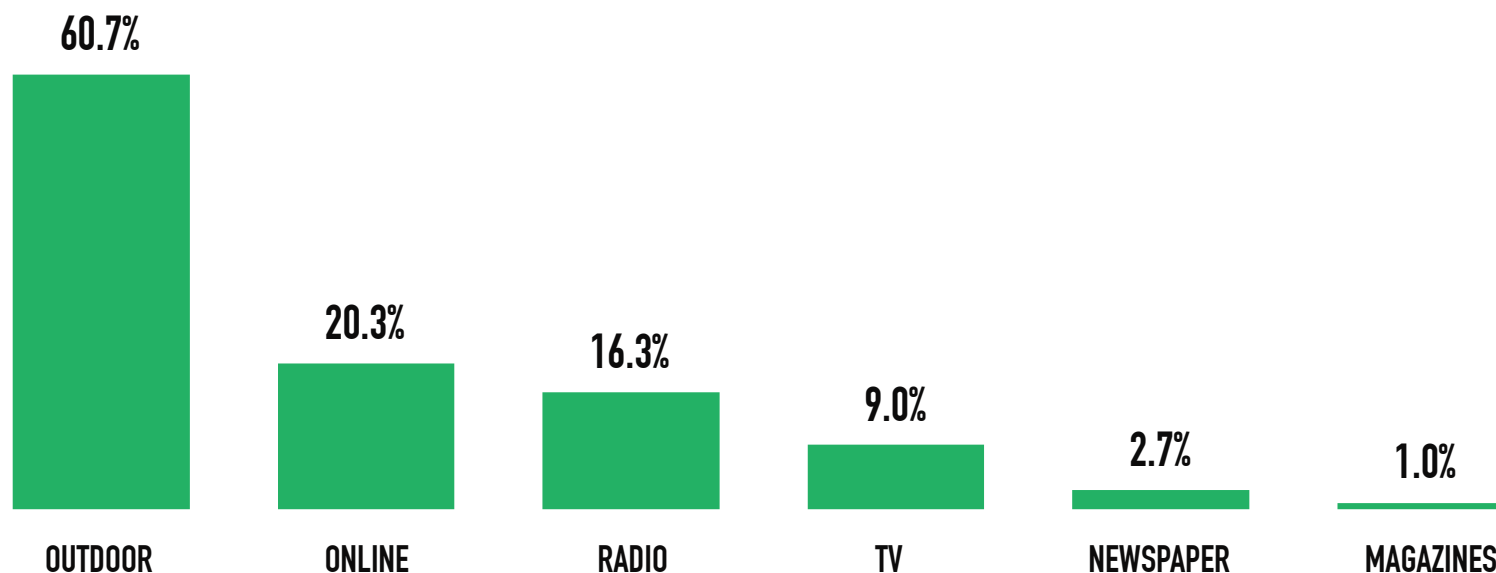
**21%** SHOPPING

**38%** EATING OUT

**40%** VISITING FAMILY AND FRIENDS



# OUTDOOR IS THE ONLY MEDIA TO INFLUENCE **3 OUT OF 5 SHOPPERS** IMMEDIATELY PRIOR TO SHOPPING



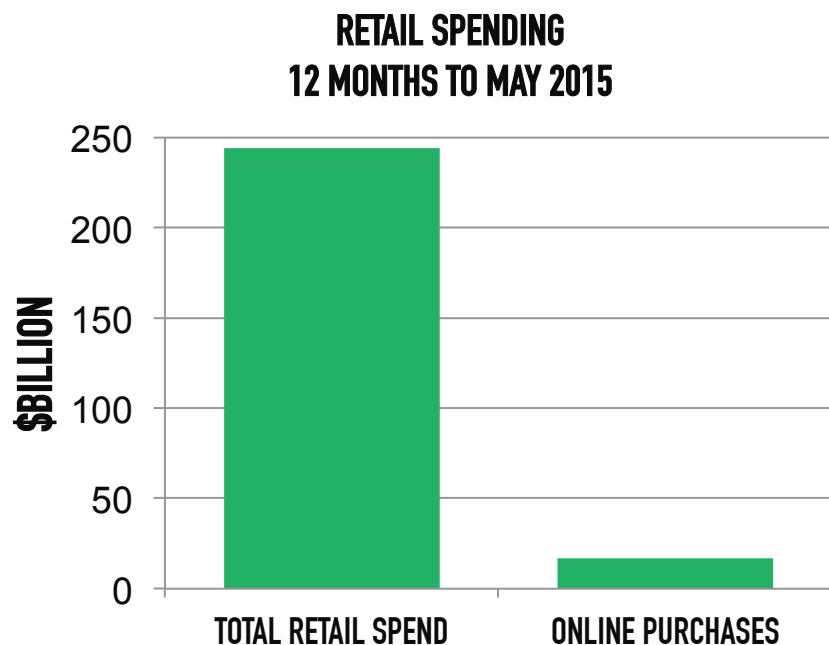
PERCENTAGE OF CUSTOMERS EXPOSED TO A MEDIA IN THE 60 MINUTES PRIOR TO SHOPPING.



# BRICKS AND MORTAR STORES ACCOUNT FOR **13X** MORE SPENDING THAN ONLINE

PATH-TO-PURCHASE AND IN-STORE ADVERTISING REMAIN VERY IMPORTANT

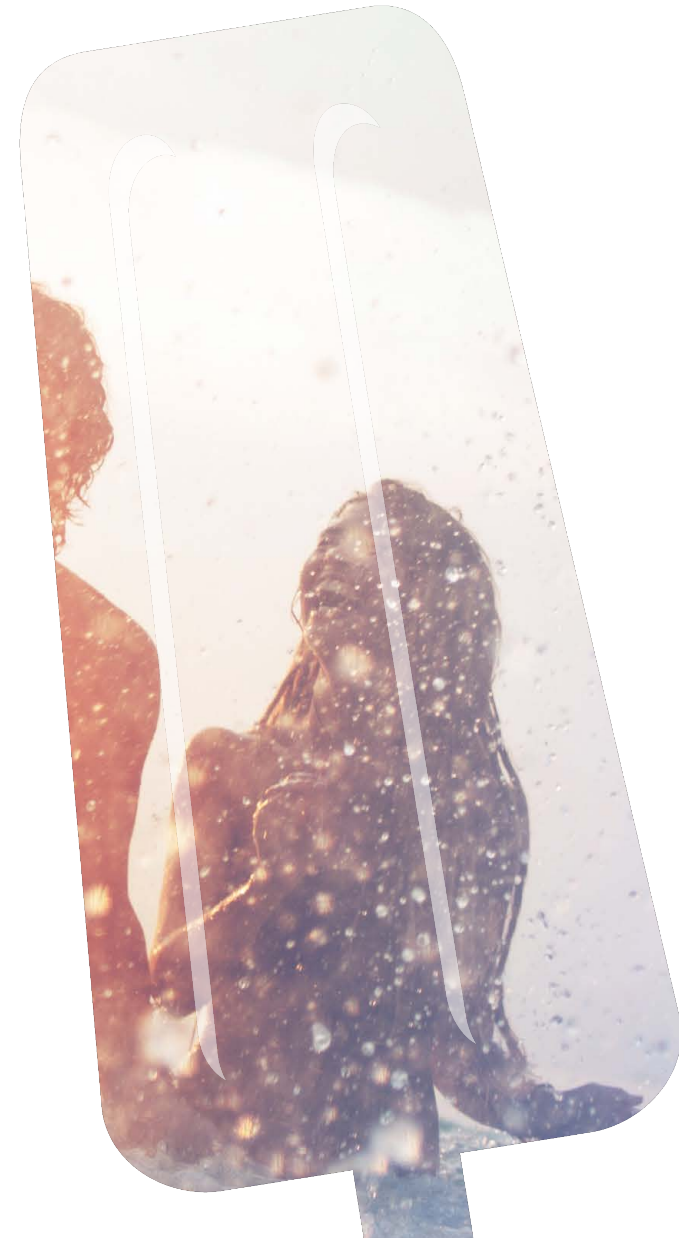
ONLINE SHOPPING ACCOUNTS FOR **JUST 7%** OF CONSUMER SPENDING



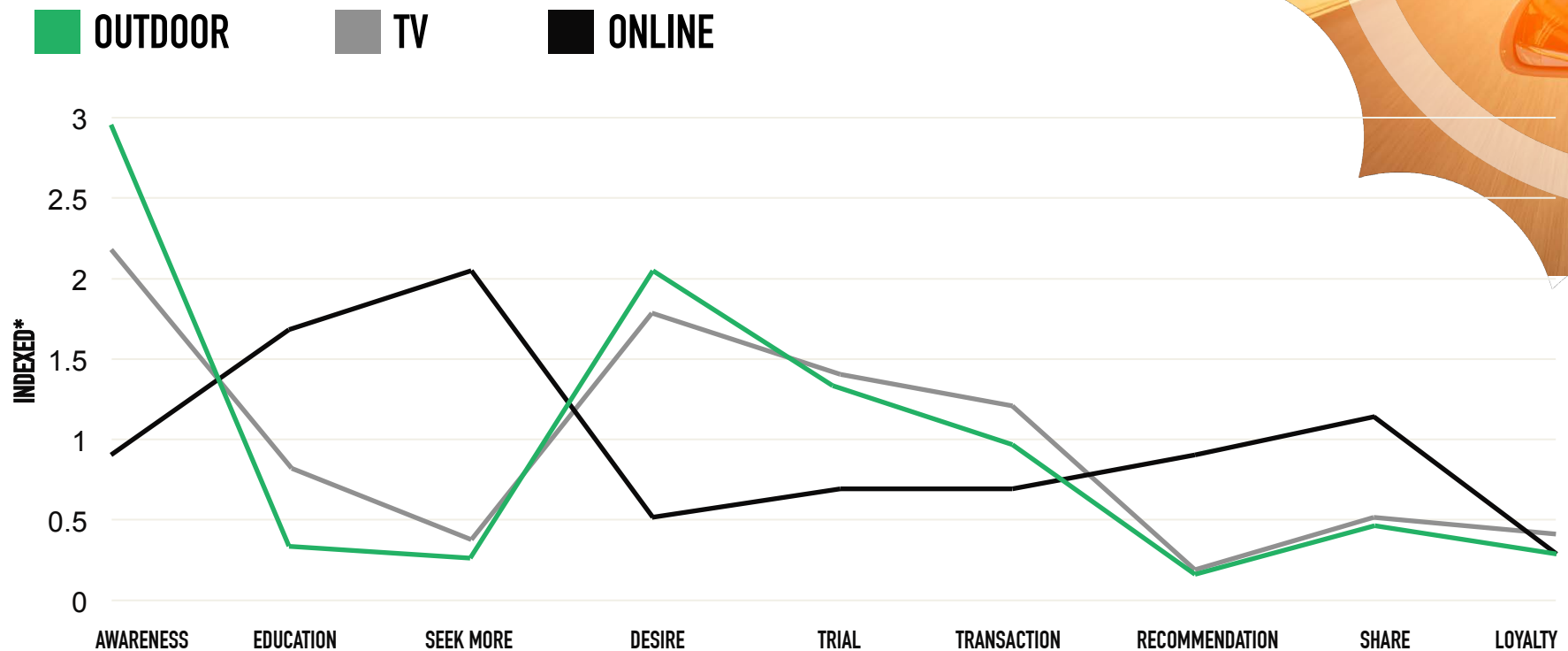
# **4. OUTDOOR IN SUMMER MAKES A BIG BRAND IMPRESSION**

**\*74% OF RESPONDENTS EXPECT TO  
SEE BIG BRANDS ON OUTDOOR**

**USE OUTDOOR TO CHANGE OR REINFORCE HOW  
CONSUMERS THINK ABOUT YOUR BRAND**



# 5. OUTDOOR IN SUMMER SUPERCHARGES TV AND ONLINE CAMPAIGNS



\* INDEXED TO THE AVERAGE RESPONSE % ACROSS ALL MEDIA USAGE CATEGORIES FOR EACH MEDIA TYPE