



OOH IN THE MEDIA

MARK

Agency Survey

COMMB.CA

COMMB is dedicated to gaining a deeper understanding of agency planners/buyers, brand marketers, and media owners through our recently launched surveys. These comprehensive surveys delve into various topics, aiming to grasp the nuanced perspectives of these audiences, particularly their views towards Out-of-Home (OOH) advertising and beyond.

Respondents

129

Agencies

40+

Questions

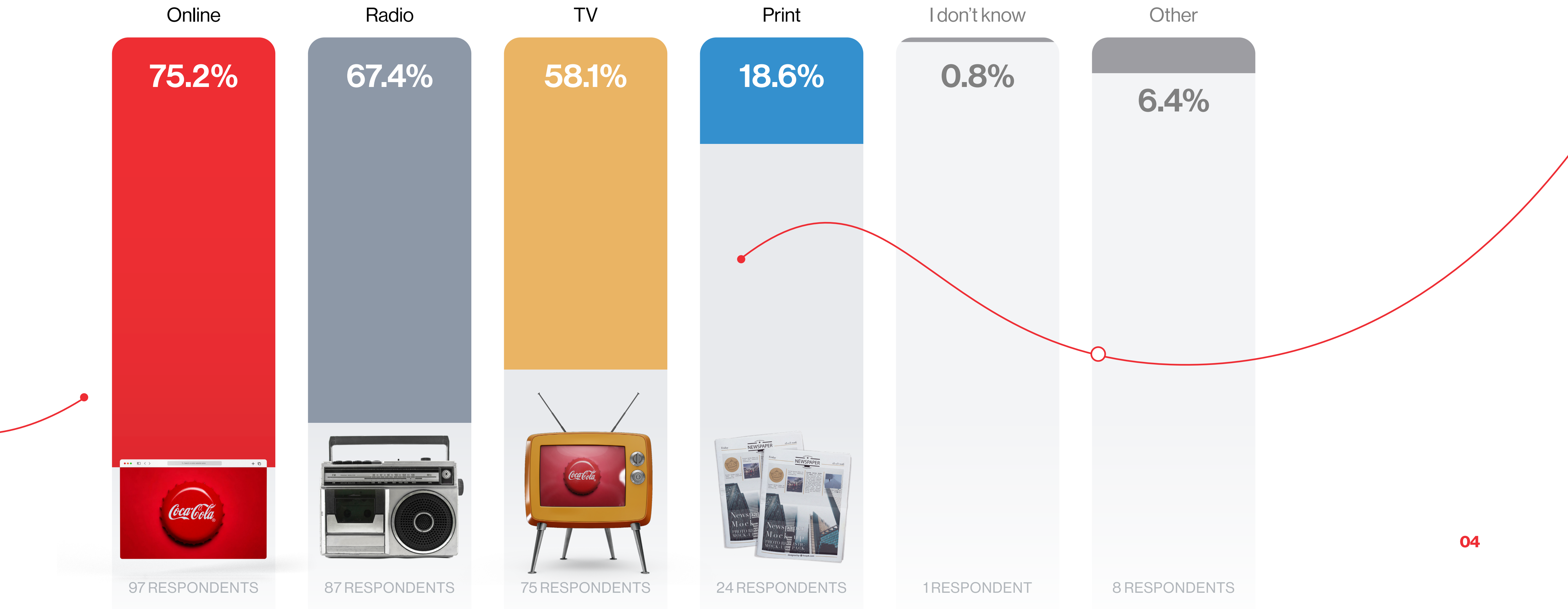
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This particular survey focuses on the integration of OOH within the media mix by agency planners and buyers as they collaborate with their brands and partners. By delving into their planning habits, preferences, and opinions of the OOH media, our aim is to illuminate the intricacies of their decision-making processes.

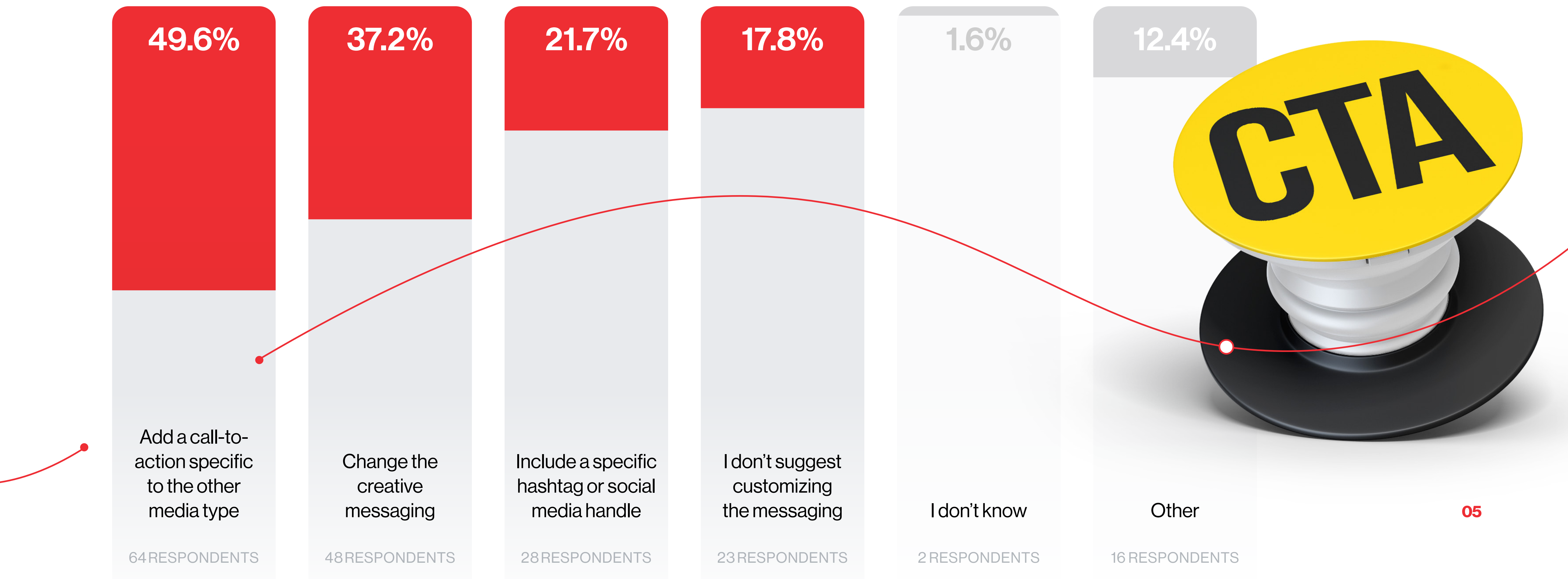
Furthermore, we've meticulously categorized our findings into two distinct audience groups based on individual responses. These tailored 'profiles' offer valuable insights into the planning habits and perspectives on OOH advertising of these groups, empowering media owners to foster stronger understanding and collaboration with their agency partners.

Survey Findings

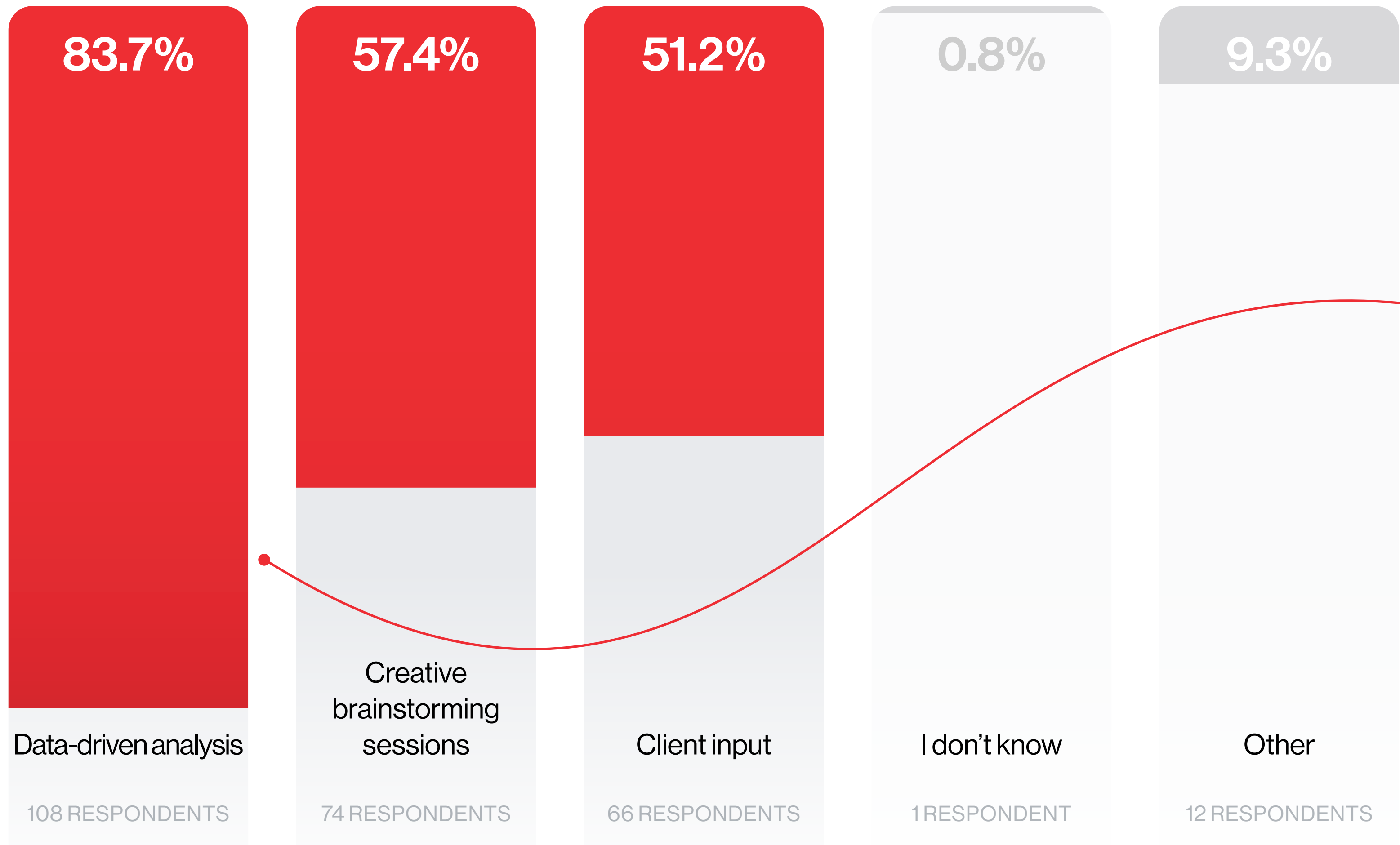
Which of the following media types do you think **works best when combined with out-of-home advertising?**



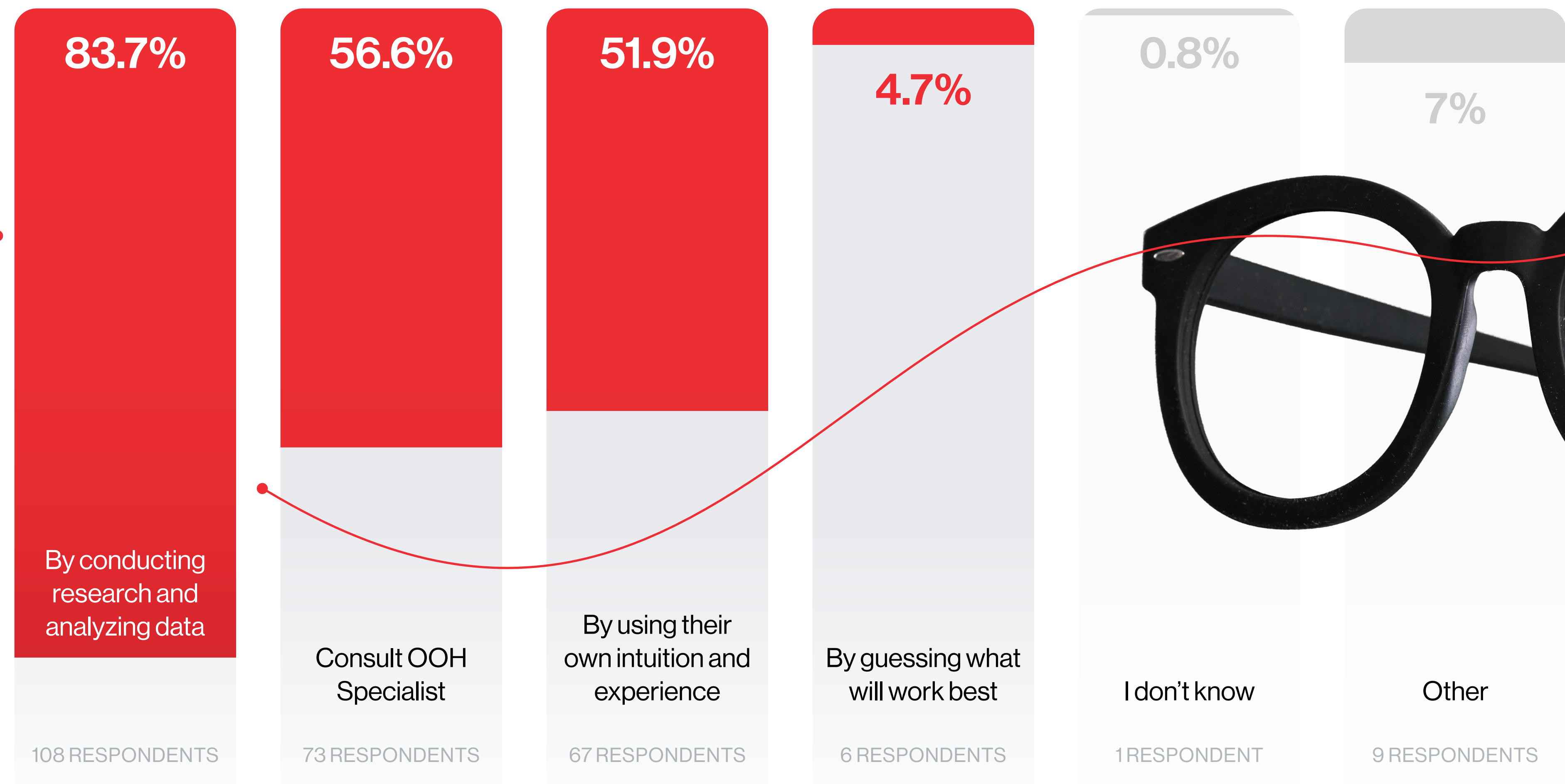
In what ways do you suggest **customizing the out-of-home advertising message** when combining it with other media types?



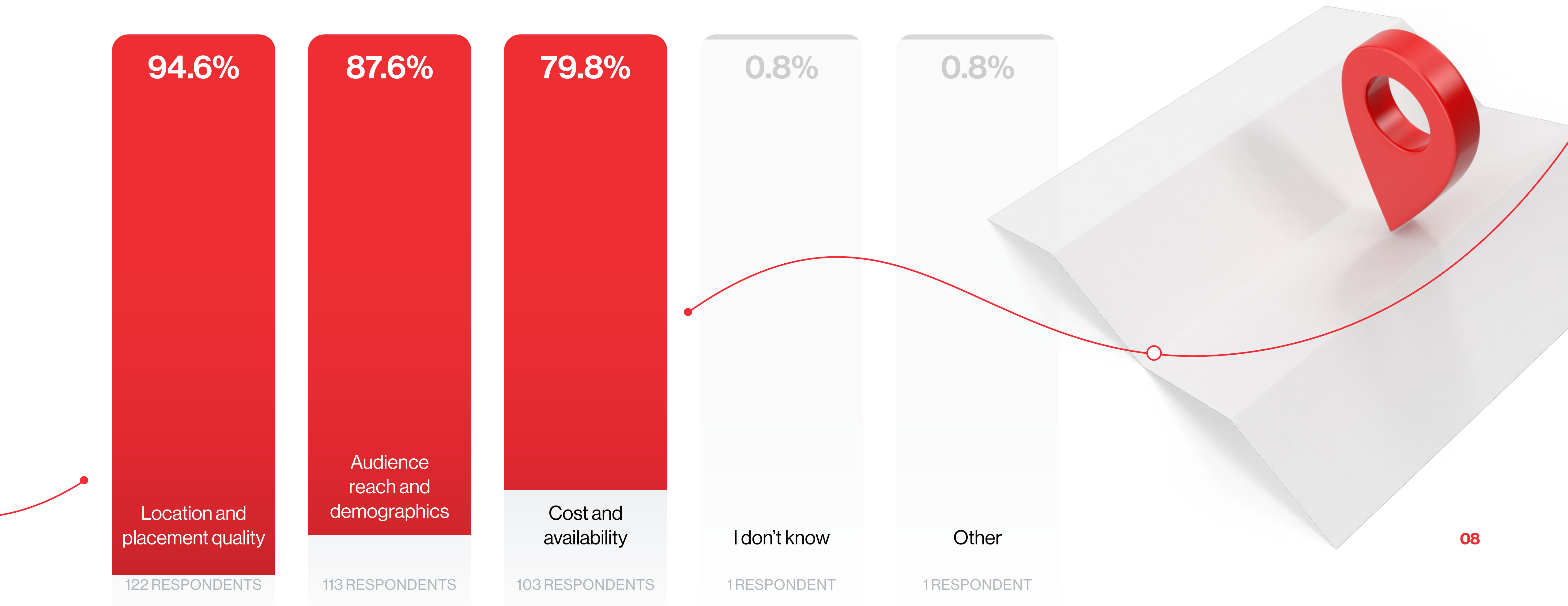
What is your process for **selecting other mediums** in your media mix when considering OOH?



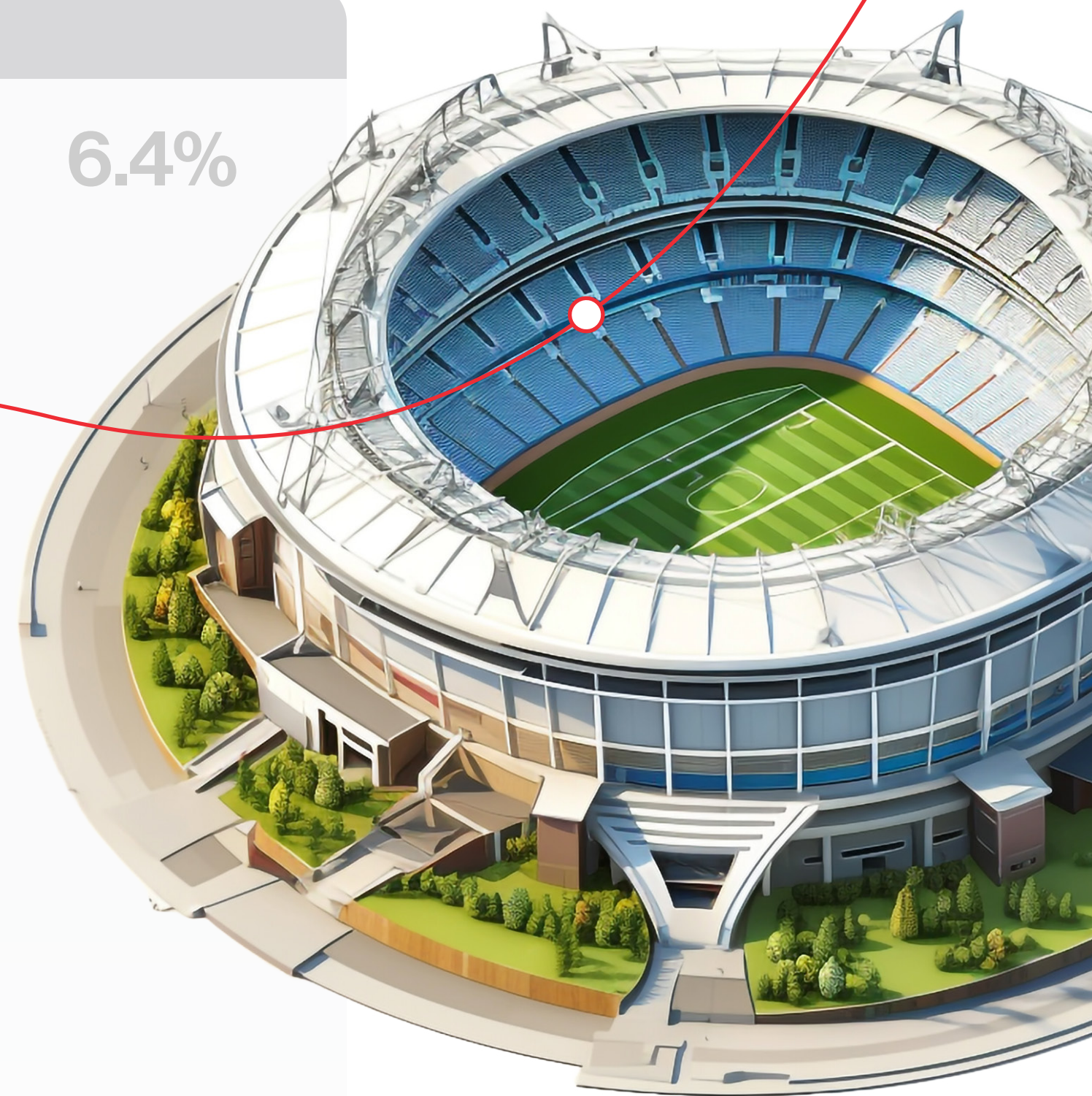
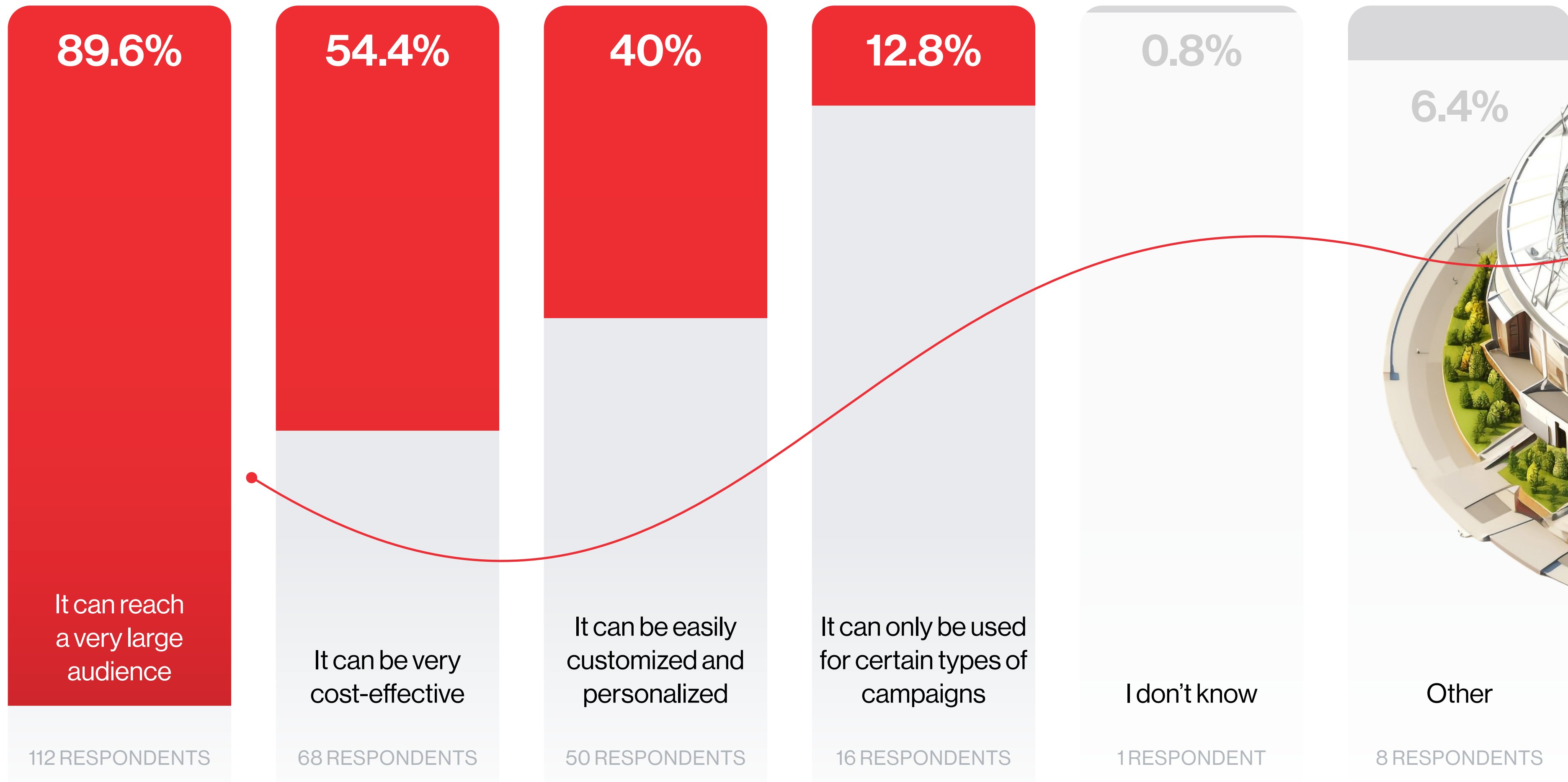
How do agencies typically **determine the best out-of-home advertising channels** (static, transit, digital, programmatic, place-based) for a campaign?



What factors do agencies typically consider when evaluating media properties for out-of-home advertising?

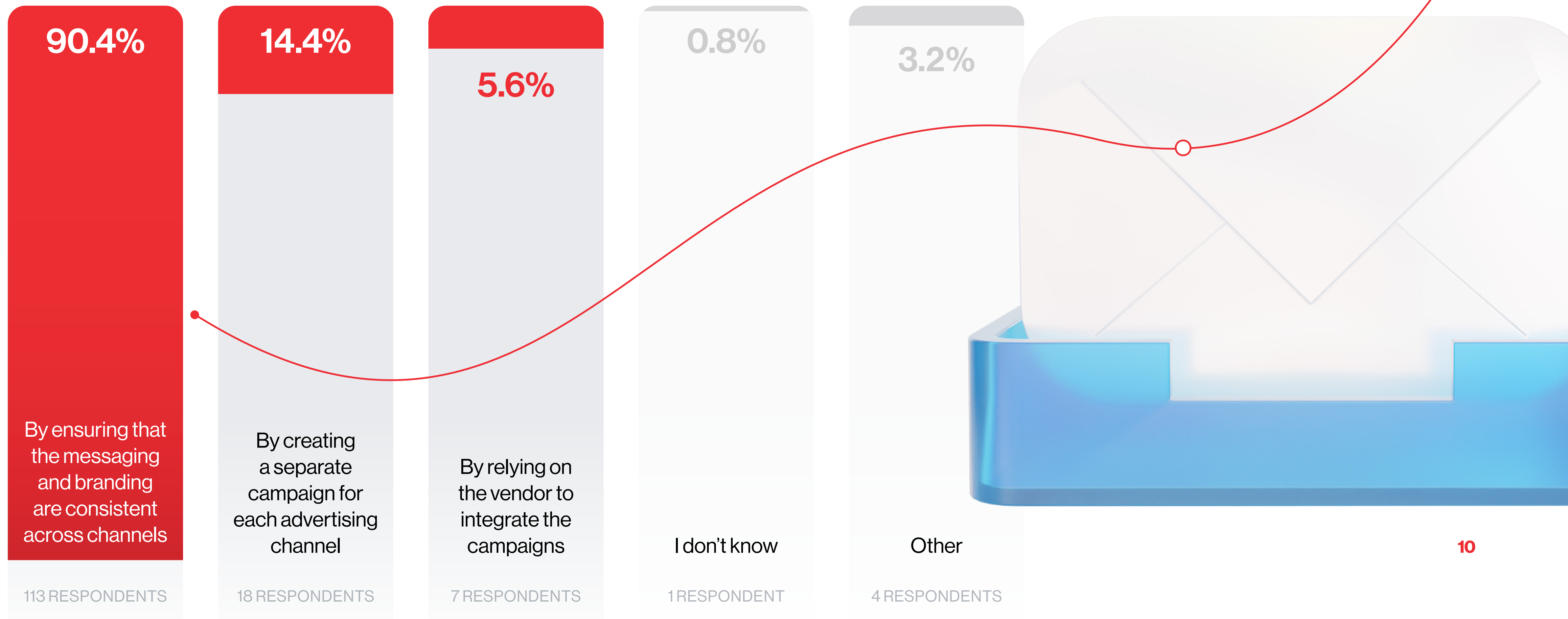


What is one potential **advantage** of using **out-of-home** advertising for a campaign?

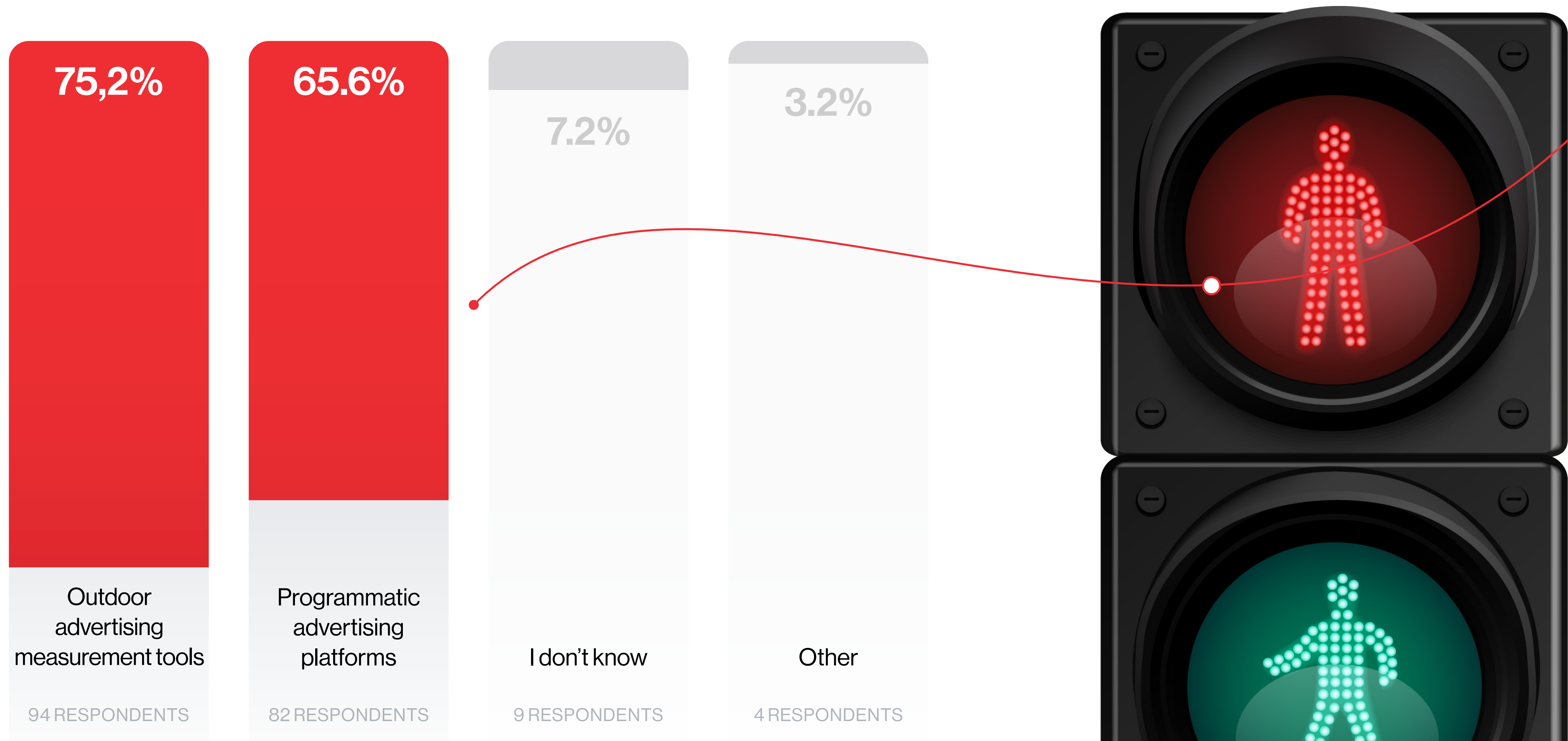


How do agencies typically ensure that out-of-home advertising campaigns are **integrated with other advertising channels?**

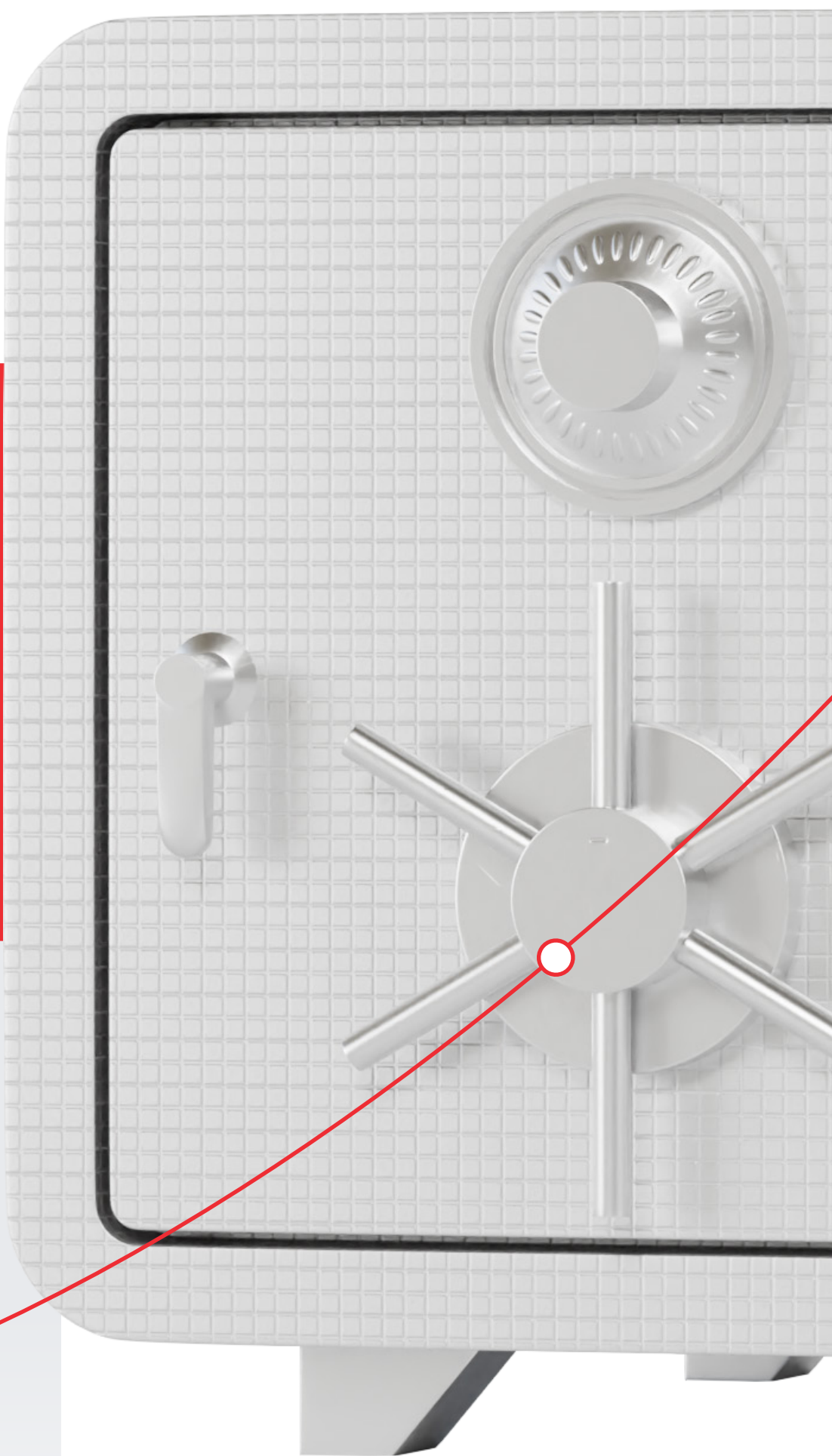
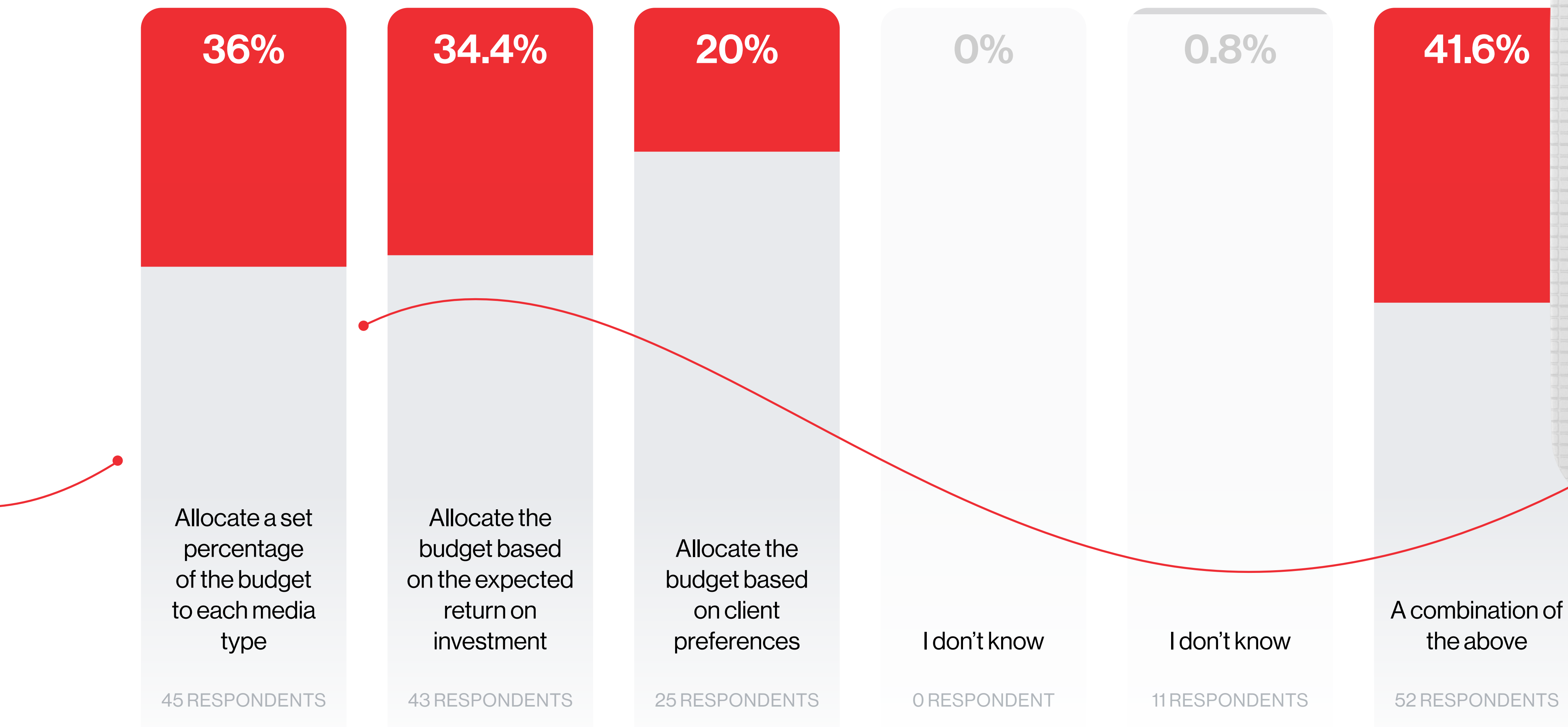
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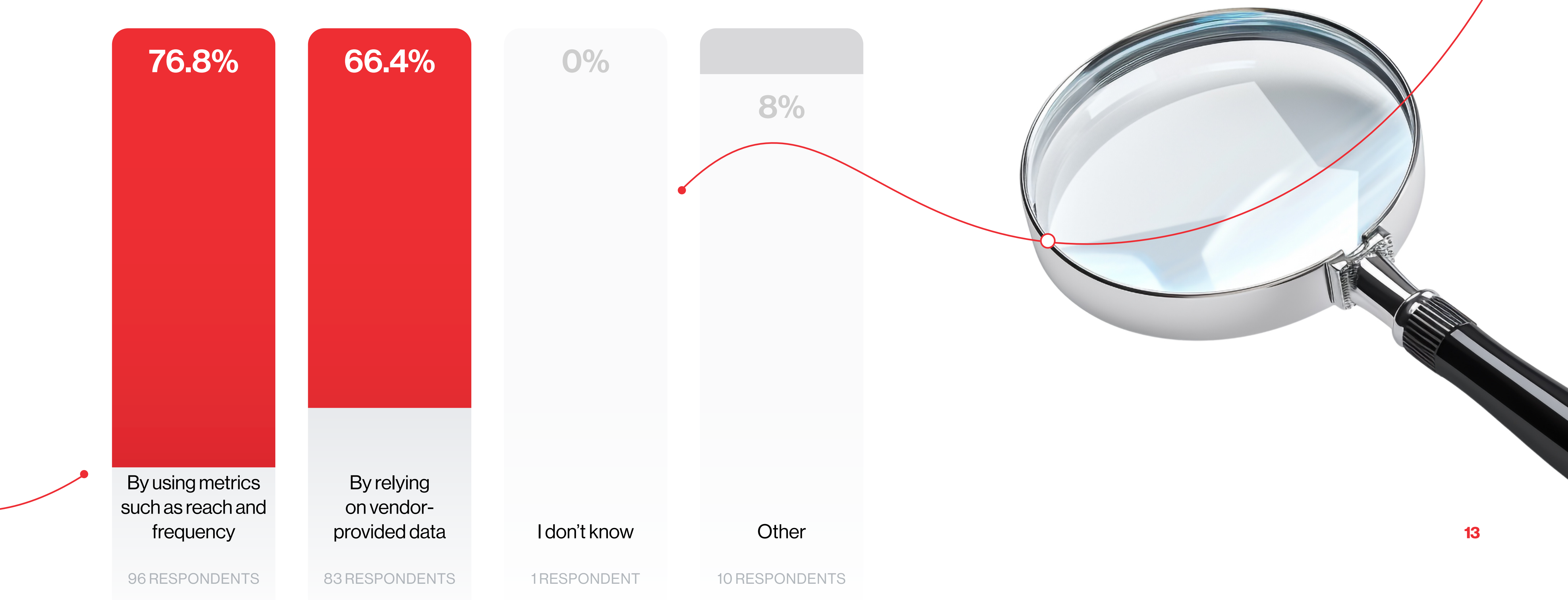
What **technology or tools** do agencies typically use to **optimize out-of-home** advertising campaigns?



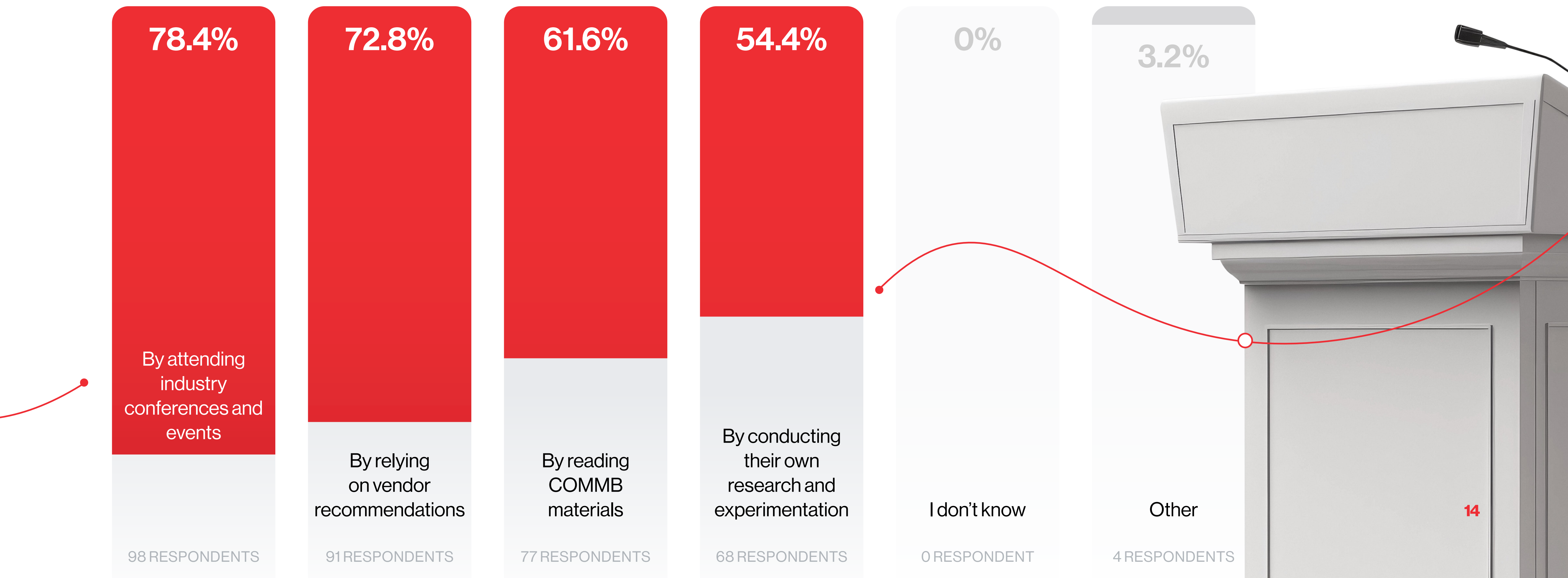
How do you **balance the budget** when combining out-of-home advertising with other media types?



How do agencies typically **measure the success** of an out-of-home advertising campaign?



How do agencies **stay up-to-date with the latest trends and innovations** in out-of-home advertising?



Cluster Analyses

After the survey results, the COMMB team analyzed the data received from the survey respondents and found two unique groups. See below for responses between both specific groups and their most common answers.

These insights can guide tailored marketing and engagement strategies for each cluster, optimizing communication and offerings based on their distinct preferences and decision-making processes

GROUP 1

Uncovered is characterized by a balanced approach, with a strong emphasis on creative brainstorming when choosing medias for their clients' media mix strategy. They prefer using specialized measurement tools when optimizing OOH campaigns. When it comes to OOH education, they stay informed on OOH trends through research and industry materials. They moderately value customization in messaging and are moderately inclined towards cost-effective strategies for their OOH clients.

GROUP 2

Relies heavily on intuition and personal experience for decision-making when it comes to integrating OOH in their media plan. They prefer using programmatic advertising platforms to optimize OOH campaigns and emphasize customization and personalization for their clients' OOH advertising campaigns. They significantly rely on vendor-provided data for measuring campaign success and show less preference for conducting their own research.

COMMON TREND BETWEEN GROUPS

Both groups consult OOH specialists when planning campaigns and rely on client input for their media mix references.

In Conclusion...

The survey results uncovered multiple notable trends amongst agency respondents:



Want to **be a part** of our surveys?

COMMB is looking to grow their database of responders in hopes to uncover opportunities of growth for the Canadian Out-of-Home industry. Want to be a part of our incentivized surveys?

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