

Digital out of home (DOOH)

The IAB asked marketing decision makers about their attitudes towards DOOH

DOOH definition

‘Any digital screen in a public space displaying paid for advertising content. This could include anything from the adverts you see on the digital screens at the side of bus stops through to the Piccadilly Lights in London’

Methodology

Conducted by YouGov on behalf of IAB UK

Quantitative method:



YouGov[®]

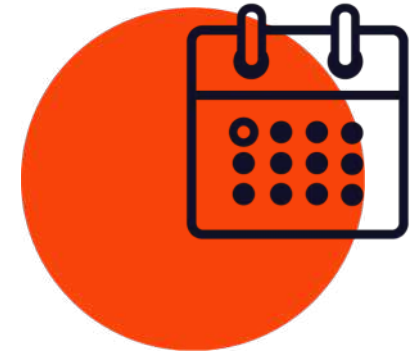
Marketing decision makers omnibus

Sample:



504 marketing decision makers
across a range of different company
sizes and sectors

Dates:



11 – 15 April 2019

Five key takeaways

1. 41% of marketing decision makers are responsible for OOH campaigns, of which 36% are using DOOH
2. DOOH is unlocking new budget with 19% of those who are spending on it drawing on new sources
3. Spend on DOOH is set to increase over the next year with 32% upping budgets
4. Awareness of the capabilities of DOOH are low among marketing decision makers in general, but higher for DOOH marketers
5. DOOH rates highly across a range of key metrics including brand safety, being GDPR compliant and delivering contextually relevant messages

Survey results

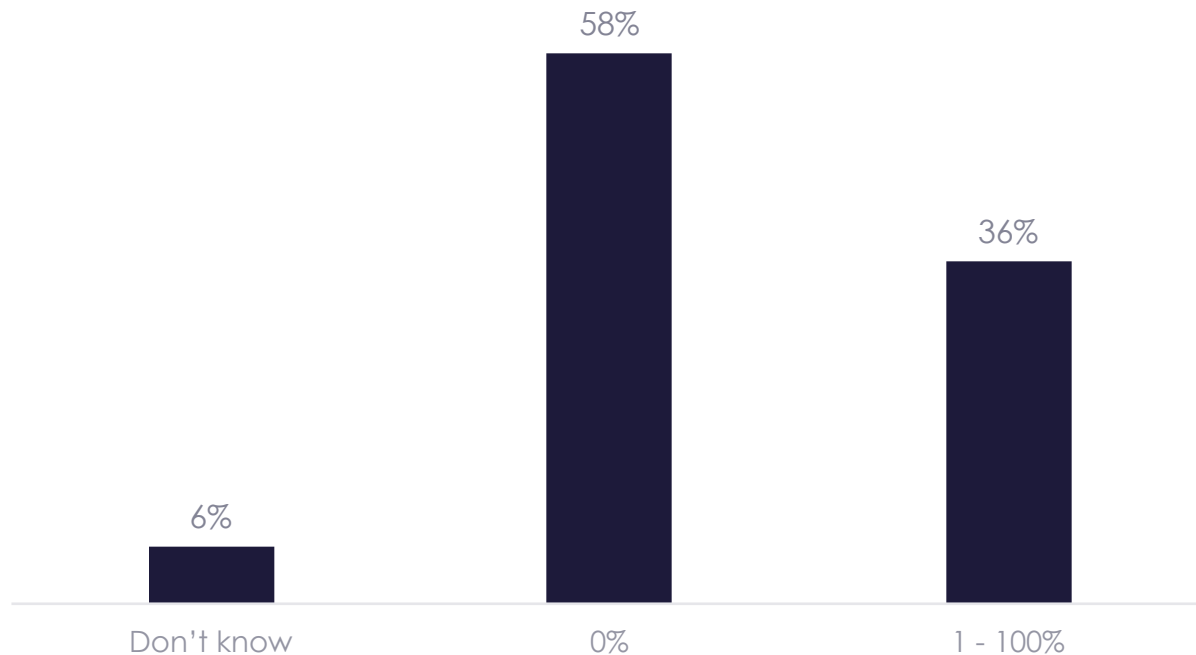
Almost half of marketing decision makers are responsible for out of home advertising campaigns

41%

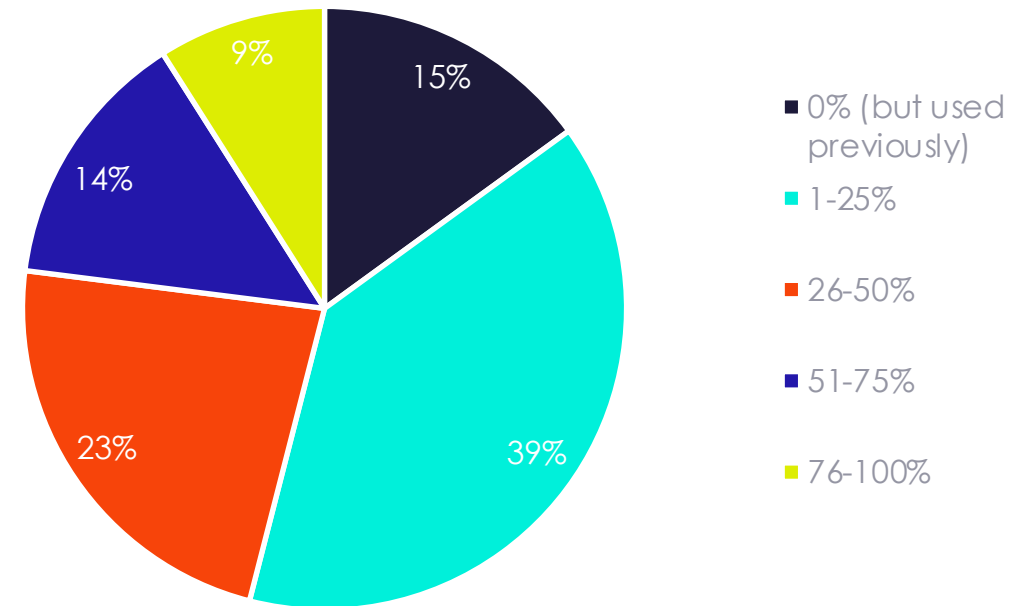
of marketing decision makers are responsible for the buying or planning of out of home advertising campaigns

36% of those responsible for out of home are spending on DOOH

Approximately what % of your business's yearly marketing budget is spent on DOOH?



Break out of budget splits for those marketers currently spending on DOOH*

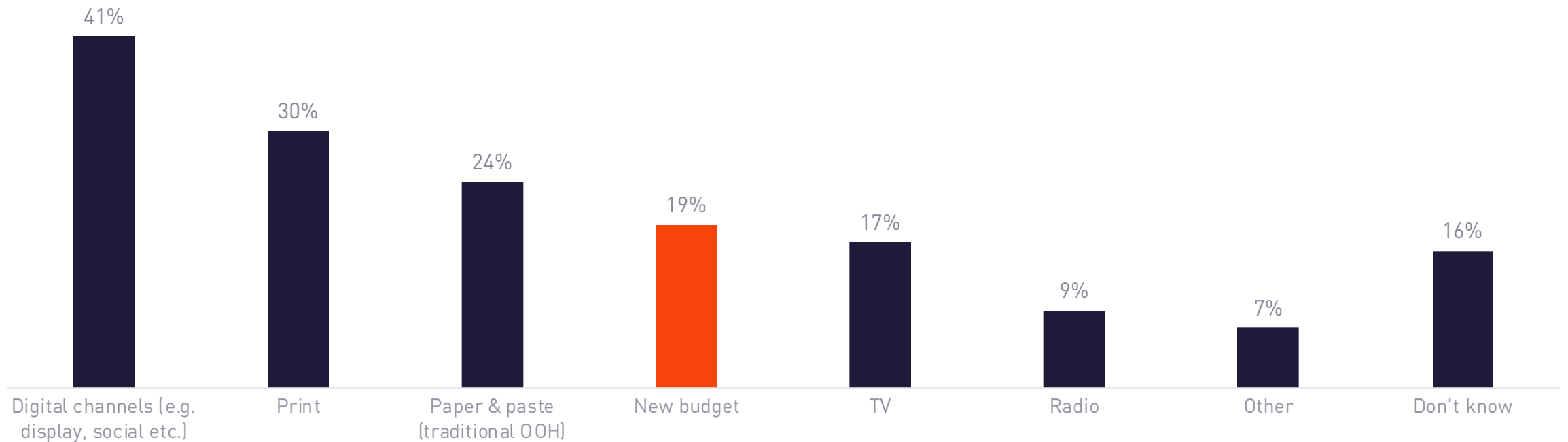


Base: All marketing decision makers responsible for the buying or planning of out of home advertising campaigns (205)

*Base: All marketing decision makers responsible for the buying or planning of out of home advertising campaigns with don't know / 0% (never used DOOH) removed (87)

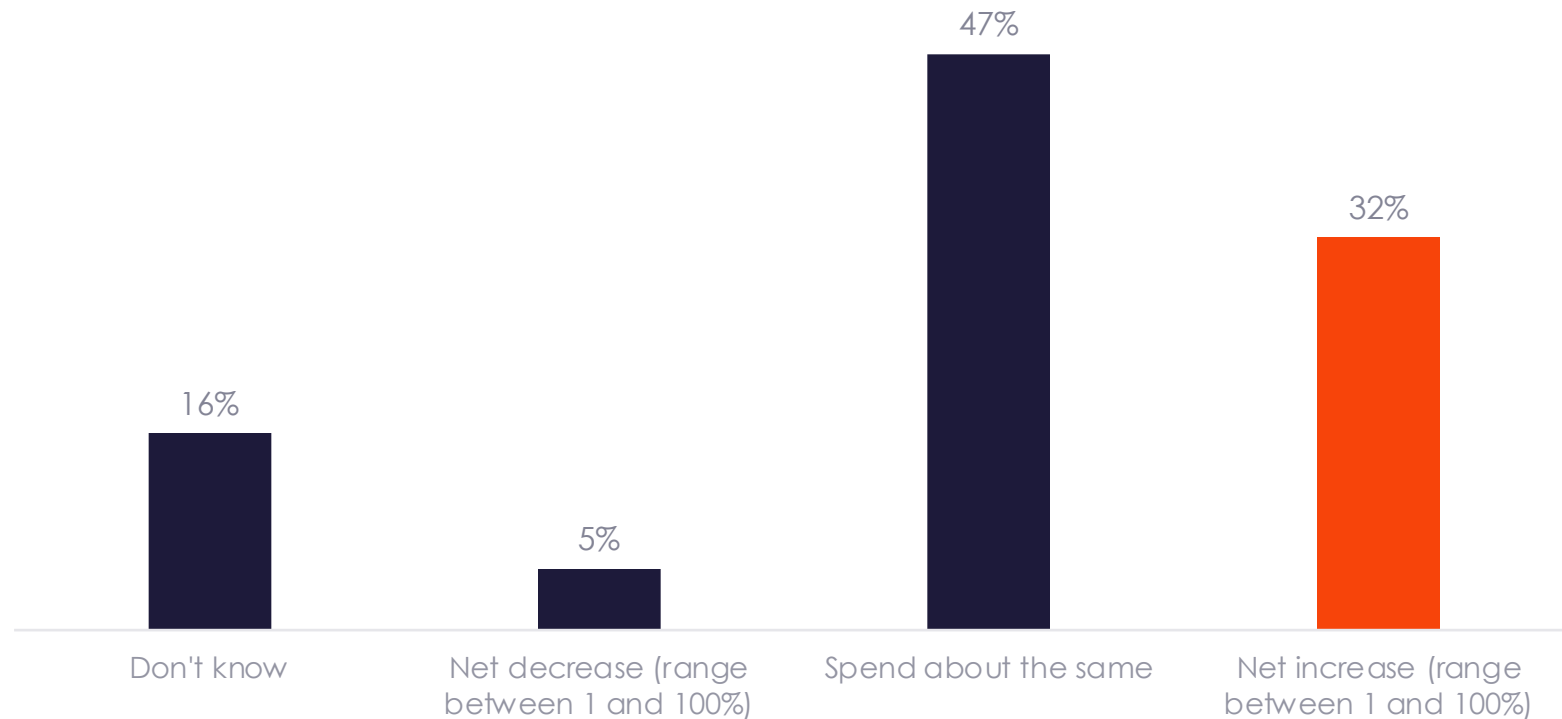
DOOH is unlocking new budget

Where is your spend on DOOH advertising coming from? (non-binary)



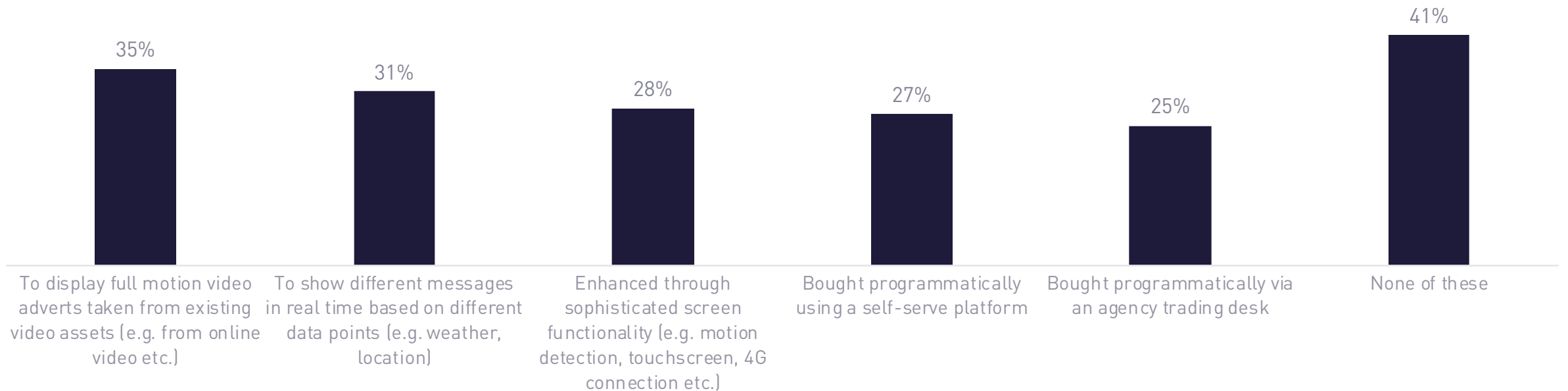
Those budgets look set to increase

By approximately how much, if at all, is your business planning to increase or decrease its spend on DOOH advertising over the next 12 months?



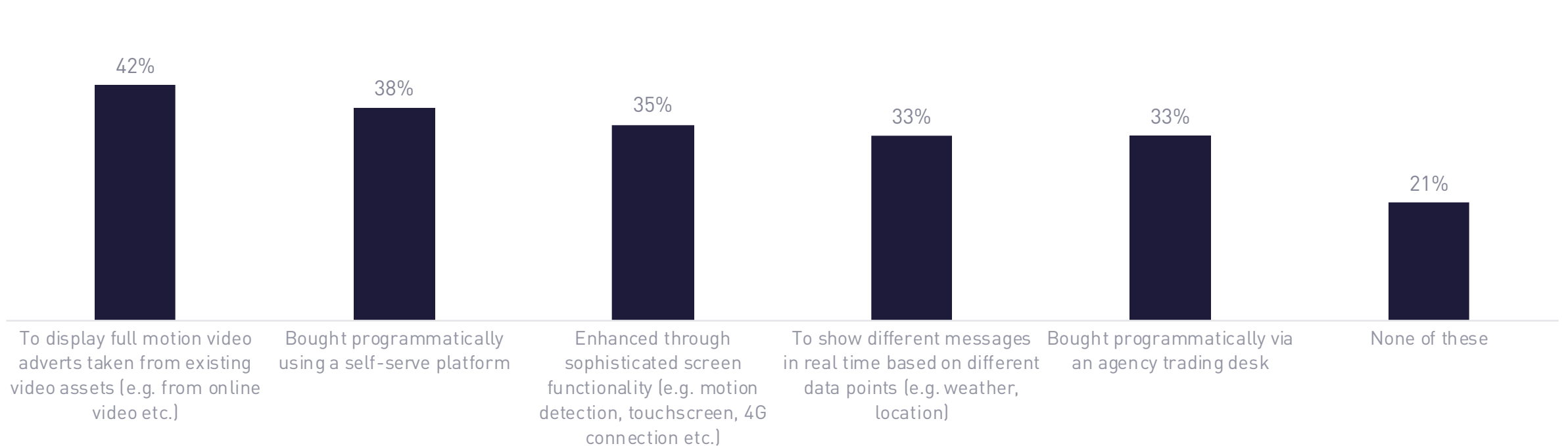
Awareness of the capabilities of DOOH is low among marketing decision makers

Before taking this survey, which, if any, of the following ways DOOH advertising can be used were you aware of? (please select all that apply)



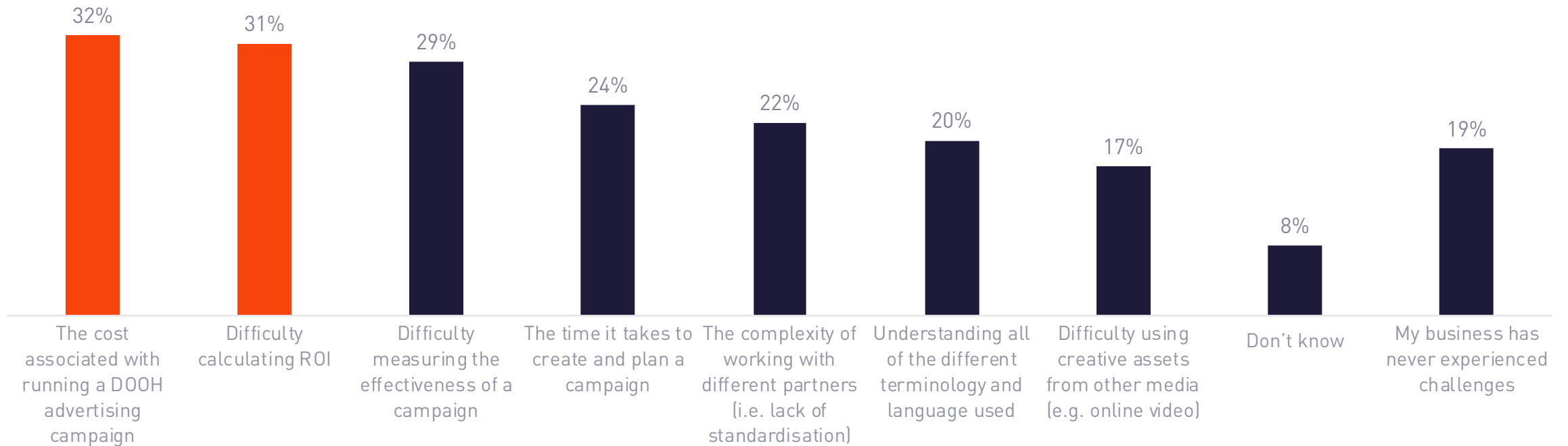
Awareness of the capabilities of DOOH is low among marketing decision makers (data cut for those currently spending on DOOH)

Before taking this survey, which, if any, of the following ways DOOH advertising can be used were you aware of? (please select all that apply)



Cost and calculating ROI are cited as the two biggest challenges

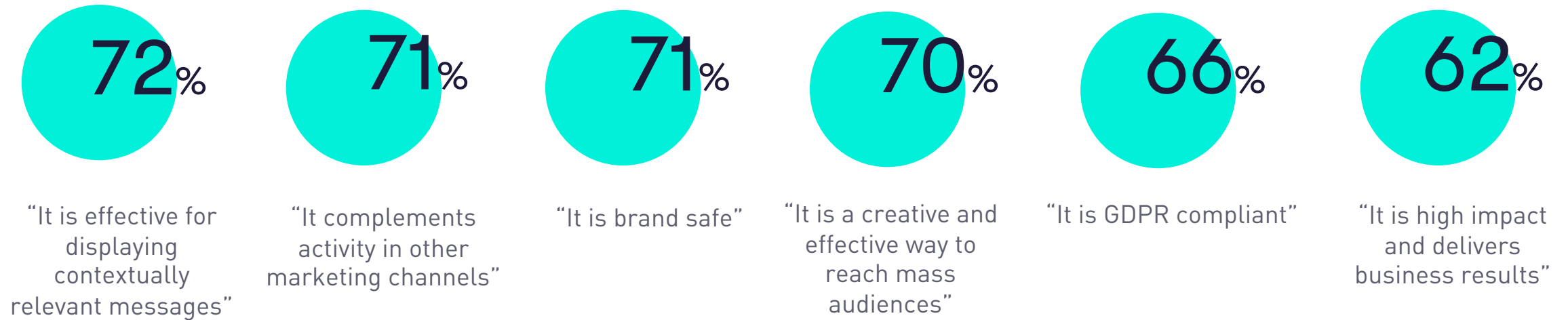
What challenge, if any, has your business experienced when running DOOH advertising campaigns?



There is a positive perception towards DOOH across key metrics

To what extent do you agree or disagree with the following statements about DOOH advertising?

Net agree:



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research@iabuk.com for more details