

How to Use Advertising's **OG** Medium to Your Advantage



*Don't Call it
a Comeback!*



Marketing is essential to any business, and these days, there are many different avenues one can take when it comes to advertising. One of those is out-of-home marketing, and it's making a comeback in a big way.

Discover why so many businesses and marketers are turning to out-of-home (OOH) placements as a marketing channel, as well as how it perfectly balances brand awareness and performance marketing. We'll also be looking at omnichannel advertising: what it is, how it's different from multi-channel advertising, and its diverse range of benefits. We'll wrap up with a few tried and tested OOH marketing strategies you can begin implementing today to see the results for yourself!



Why Brands are Choosing to Go OOH

Nowadays, the classically-recognized top-of-the-funnel advertising platform, OOH, not only helps boost brand awareness but is now driving real results, similar to what was seen at the beginning of the digital marketing era.

Let's look at four main reasons why this ad platform is making a significant comeback and how marketers today – digital, performance, and brand – can all benefit from it.



It Works

Put simply, OOH works. The faster-paced, tech-driven advancements in communications means society has become more visually-oriented. This means a digital billboard will have more of an impact on audiences than a written promotion in a magazine or website.

A recent report commissioned by the Outdoor Advertising Association of America (OAAA) measured consumers' online actions taken after being exposed to six different advertising platforms – OOH, TV, video, radio, display, and print. The results painted some interesting comparisons between how different platforms are used and what results they can drive.

For example, when it comes to driving search results, marketers may think video or TV would be the most impactful medium by far. However, 41% of US adults reported using a search engine to look up information after seeing an OOH ad.

Additionally, many digital marketers are under the impression that to drive conversions (app downloads, website visits, online purchases), they need to make use of display ads. But OOH and TV advertising outperformed display on each conversion tactic in the study.

OOH also made a stand-out performance, coming in as the #1 platform in driving social and video posts. This makes sense because consumers are not going to take screenshots of display ads on their phones and repost them, but they will stop to take a picture of clever brand advertisements while they are out living life.



■ Digital Ads are Tougher

The performance of digital ads is on the decline with an influx of companies shifting to online marketing during the pandemic. This caused an increase in competition which created higher digital ad costs for demand generation marketers. According to a recent survey, 77% of marketers agree increased online focus during the pandemic made SEO competition tougher. A majority also indicate that having to compete with massive brands for search positions resulted in declining returns for digital ads.

In addition to search display, social media costs increased for marketers as well. Onescreen.ai's Chief Revenue Officer explained Facebook (Meta) and Google campaign costs increased significantly during the 2021 holiday season. This phenomenon also meant consumers were inundated with digital advertising. A majority of marketers from the same survey believe poor performance in digital advertising is a direct result of consumers' digital fatigue and general distrust of digital ads.

On top of all that, there is another huge risk in the world of digital media. In 2022, digital ad fraud in North America is estimated to account for \$23B in wasted marketing dollars. Which is more than double the size of the total US OOH ad spend. Let that sink in...

■ OOH Is Back In The Game

It would be a mistake to think the pandemic didn't also impact the out-of-home advertising industry. During peak lockdown, travel on the road, on subways, or in stores was at a near standstill. Therefore, the typical OOH advertising mediums simply were not meeting marketers' needs. However, the US has long since been returning to normal - as is OOH advertising.

According to the monthly mobility reports provided by Geopath and Motionworks, consumer movement is starting to pick back up. In their latest report, the percentage of people leaving their homes on an average day in April is above that of March 2021 – up to 88% of the US population.

Now that things are opening up and people are going back to work, out-of-home is experiencing a resurgence, which resulted in OOH spending increasing by 72% in the first quarter of 2022. It wasn't just an overall increase in marketing budgets post-pandemic but also a result of marketers seeking new channels to reach their goals. Brands like Sunday Scaries and BelliWelli became just two of the many brands to devote upwards of 20% of the marketing budget on OOH media buys while average spend is still 4% across all industries.

■ Reliable Metrics

While some of this information may sound familiar, something more unheard of is the measurability of OOH advertising. That's because it is relatively new and still not perfected in many versions of OOH.

At Wrapify, we interrupt this pattern with a software that provides measurable statistics. It's not just total impressions but consumer actions too. Using the Wrapify Attribution Suite, brands can attribute what exposure to Wrapify vehicles affects site visitation, online conversion, in-app conversion, and retail foot traffic.

With Wrapify, you can also use the exposed audience for retargeting. With physical retargeting, brands can trigger audio, mobile, display, connected TV, native, and video advertising from exposure to Wrapify vehicles. This feature is a perfect addition to any marketing mix, activating a complete omnichannel campaign.

When you think about a successful marketing campaign, you weigh several factors: “is it the right audience? The right time?” “Is it measurable?” “Will there be ROI?” All of these are important to consider. And while you may think only certain campaign types can give you all these answers, the resurgence of OOH is here to make you think differently!

Key Takeaways

- OOH helps boost brand awareness but is now driving real results.
- 41% of US adults reported using a search engine to look up information after seeing an OOH ad.
- OOH is the #1 platform in driving social and video posts.
- 7% of marketers agree that increased online focus during the pandemic made SEO competition tougher.
- In 2022, digital ad fraud in North America is estimated to account for \$23B in wasted marketing dollars.
- OOH spending increased by 72% in the first quarter of 2022.
- With Wrapify, you get measurable statistics and can use the exposed audience for retargeting.



What OOH Can Do For You (Hint: It's More Than You Think)

Now, many people believe OOH is great for brand awareness, and while they aren't wrong, it has much more to offer than just brand awareness.

Just like any other advertising effort you make, there should be metrics of performance in order to justify costs. No matter what your goals or success metrics may be, it likely never simply stops at "brand awareness." No matter what, top-of-funnel branding initiatives without a clear path to purchase will negatively impact conversion. Alternatively, building your company over the long term will be impossible if you solely concentrate on the bottom of the funnel.

That is why, for all marketers, the two-for-one deal of brand building and performance marketing is the key to making your ad dollars work harder for you.

I'm going to be uncovering the details and benefits of OOH, but first, I want to make sure we're on the same page because up until a few months ago, "OOH" wasn't an acronym I was familiar with.

■ What Is OOH, Really?

Out-of-home advertising is any sort of visual ad a consumer might see while outside their home. The first thing that comes to mind with OOH is usually billboards, but that is only one of its many forms.

It can be anything from billboards to digital signs at a bus/metro stop to wraps on buses, trucks, or vehicles. It is one of the oldest forms of advertising, which might be the reason marketers think the measurement techniques would be outdated. But over the last several years, innovators in the space have created ways to measure OOH advertising to help marketers understand overall performance.

So, how exactly does out-of-home advertising balance brand building and performance marketing?

■ How Is It Measured?

Out-of-home advertising has evolved beyond its former “impressions only” measurement style. Thanks to something almost everyone has – a smartphone – we can now measure exposure to offline media. Mobile Ad IDs (or MAIDs) created by Google and Apple utilize location-based services to capture an exposed audience. While the audience member remains completely anonymous, the MAIDs help marketers to track whether exposure to an offline advertisement triggered another action, such as a website visit, an online sales conversion, an app download, or footfall at a physical location.

Conversion doesn’t always happen immediately after exposure to an OOH advertisement, but the ads can increase the effectiveness of other marketing channels. Therefore, the MAIDs can also be used in a marketer’s retargeting efforts for a full omnichannel strategy.

That’s how adding out-of-home advertising into your entire marketing strategy can have many positive effects besides the traditional role of boosting brand awareness. Basically, there’s never been a better time to rethink how your company uses OOH advertising to its full potential. In today’s digital age, OOH advertising can go beyond its traditional role of brand awareness. When you use this medium correctly, it can boost all your marketing efforts.

■ How Do I Use It?

I touched on this briefly earlier, but wrapped transportation, or “Digital Moving Out Of Home” (DMOOH), has been gaining traction recently. Since it’s mobile, it provides reach and frequency to create large AND targeted exposed audiences.

As opposed to other DMOOH services, at Wrapify, we do all of the heavy lifting. We bring a fresh take to the out-of-home channel with the combination of our wrapped vehicles alongside media measurement, physical audience targeting, and data insights - all within one platform.

With Wrapify, OOH advertising can be a top-of-the-funnel brand awareness play with bottom-of-the-funnel results. Not only do we create outdoor advertisements that move, but we also give you data on how they translate to conversions. This can help give you that “one-two!” punch when it comes to successful ad strategies.

Key Takeaways

- Many people believe OOH is great for brand awareness,
- For marketers, brand building and performance marketing are key.
- Out-of-home advertising is any sort of visual ad a consumer might see while outside their home (i.e., billboards, digital signs at a bus/metro stop, wraps on buses, trucks, or vehicles, etc).
- We can now measure exposure to offline media with Mobile Ad IDs (or MAIDs).
OOH ads increase the effectiveness of other marketing channels.
- Digital Moving Out Of Home (DMOOH) has been gaining traction recently.
- DMOOH provides reach and frequency to create large and targeted exposed audiences.
- OOH advertising can be a top-of-the-funnel brand awareness play with bottom-of-the-funnel results.



Enhance OOH with digital tactics

Offline advertising is as good as online advertising. However, relying on one advertisement channel may not increase your sales as much as you would like. But what if there was a way to combine the two for the best results? That's where omnichannel advertising comes in.

About 86% of buyers switch between two channels often, shopping online and offline. All the more reason to combine your marketing channels for the success of your business. To stay on top of your game, you must provide customers with a consistent experience across all touch points.

■ Tag-Team: Virtual and Physical

As a marketer, you need to know what omnichannel advertising can do for your business. Omnichannel advertising combines multiple communication channels to create a uniform brand experience. It encompasses both physical and digital options. Many industries can effectively use this strategy, including retail, finance, healthcare, and technology.

At the heart of omnichannel advertising is connected customer, product, and sales data. This makes it possible to create detailed consumer profiles. Marketers can see how customers interact as they go from one channel to the next. It also allows them to develop unified buying experiences.

■ Let's Make One Thing Clear

Omnichannel marketing should not be confused with multichannel and cross-channel marketing. The three terms seem to represent the same thing and are sometimes used interchangeably, but they are not the same. They all include acquiring, engaging, and retaining customers through different channels, but there is a slight difference.

With multichannel, all communication channels operate separately from one another. There is no connection between them. However, in cross-channel marketing, there is a link between a few communication channels.

Omnichannel advertising is significantly more advanced because all channels work together. But how do you know which one is the best fit for you? To figure that out, we first need to look at some of the differences between omnichannel and multichannel marketing.

The most fundamental difference is the customer. Omnichannel advertising puts the customer at the center to ensure the best relationship with your brand.

The multichannel strategy simply tries to advertise across as many channels as possible. On the other hand, the omnichannel approach combines all channels to completely engage customers.

The other difference between the approaches is consistency. Because of omnichannel's focus on customer experience, customers receive a similar experience and message on all channels.

A consistent message and brand image allow for deeper brand ties by creating a sense of familiarity. Omnichannel advertising aims to promote campaigns across channels to multiple audiences. In addition, it ensures an easy purchase experience for consumers.

One thing many marketers agree on is that omnichannel advertising is the real deal. Having and enabling all these channels isn't bad. However, the goal should be a seamless experiences for your customers.

■ Let's Talk Benefits

One of the many benefits of omnichannel advertising is an increase in customer loyalty. Customers make purchases from the companies they respect and believe in. Omnichannel advertising aims to give a similar experience across all channels. It also provides a unique experience for every individual. This strategy boosts customer loyalty by improving customer satisfaction and experience.

It also boosts brand awareness by emphasizing consistency in advertising. This makes sure your customers see your brand in the same way across all channels and devices. This consistency helps your buyers remember your brand and, as we all know, a deep sense of brand memory will boost your potential consumer's possibility of making a purchase.

An omnichannel strategy increases brand recognition, customer loyalty, and repeat purchases. Businesses gain and keep new customers through personalized content. Increasing customer numbers means more business and more revenue. At Wrapify, we help you connect online and offline advertising channels to achieve real results. Drivers in the gig economy earn passive income as we help your business scale higher. We empower your brand by combining our wrapped vehicles with our omnichannel ad tech platform.

■ A Unique Space

We specialize in wrapping cars with ads, but it doesn't end there. We escalate your brand and marketing performance with the Wrapify omnichannel ad platform.

Our platform is one-of-a-kind in the advertising space. It does the unthinkable by measuring your movable outdoor advertisements. It also offers you data visualization, omnichannel retargeting, and attribution reporting.

With these features, advertising could never be easier and more rewarding. Any business would love to get to the right audience in the right location at the right time. And how much more satisfying is it to see how your outdoor advertisement is converting into sales? Wrapify makes this possible in every way.

You can choose to run local, regional, or national campaigns and refine the location by demographics. For example, physical retargeting allows you to trigger advertisements - such as audio, mobile, display, connected TV, native, and video advertising - from exposure to Wrapify vehicles.

Our attribution is omnichannel because we understand every customer is essential. We focus on every conversion, including online, in-app, and foot traffic.

■ What's The Secret?

Our platform compares a control group to an audience exposed to every vehicle in your campaign. The control group was never within the exposure to the vehicle. You can use this information to measure the website conversion from the vehicles we deploy across your target location.

As with online conversion, we use the exposed and control method. It determines the conversion rate of your app based on our platform's omnichannel exposure. This is especially crucial if a lead's first move is to download an app.

Our channel gives accurate information on foot traffic from outside your physical locations. You can measure foot traffic into your store, restaurant, or event from our omnichannel advertising.

Omni-channel advertising has been made more accessible and more rewarding at Wrapify. We do all the hard work for you. Sit back and watch the impact of omnichannel advertising on your business. Contact us today to get started on a successful advertising journey with Wrapify!

Key Takeaways

- With Wrapify, OOH advertising can be a top-of-the-funnel brand awareness play with bottom-of-the-funnel results.
- About 86% of buyers switch between two channels often, shopping online and offline.
- Omnichannel advertising combines many communication channels to create a uniform brand experience.
- At the heart of omnichannel advertising is connected customer, product, and sales data so you can create detailed consumer profiles.
- Omnichannel advertising allows marketers to develop unified buying experiences.
- Omnichannel marketing should not be confused with multichannel and cross-channel marketing.
- With multichannel, there is no connection between channels. In cross-channel marketing, there is a link between a few communication channels.
- Omnichannel advertising is significantly more advanced because all channels work together.
- Omnichannel advertising puts the customer at the center to ensure the best relationship with your brand.
- Omnichannel's focus on customer experience gives customers a similar experience and message on all channels.
- A consistent message and brand image allow for deeper brand ties by creating a sense of familiarity.
- Omnichannel advertising increases customer loyalty.
- Omnichannel advertising boosts brand awareness by emphasizing consistency in advertising.
- An omnichannel strategy increases brand recognition, customer loyalty, and repeat purchases.



OOH Strategies that Work

The goal for any agency is to make a big impression on their clients. But this is becoming more difficult with increased competition, limited ad inventory, and growing campaign requests. That's why you need new, innovative OOH market strategies to succeed against these challenges. Based on the mission you have, here are four market strategies that work (and the specific brand campaigns to back them up!)

OOH on a Shoestring

Let's look at a situation every marketer has been in. Your client wants to advertise in a market with limited OOH inventory. With the ever-growing gig economy, our driver-base can deploy OOH advertising virtually anywhere. We've helped build target audiences in places with limited or scarcely available media like Austin, Raleigh, and even College Station.

For recovery footwear brand OOFOS, they knew WHERE to target high-performance athletes (Ironman), but they weren't sure HOW. The location of the Ironman North American Champion Race was in St. George, UT. With limited media options available, Wrapify helped them overcome these challenges. Just last weekend, they launched a successful advertising campaign that targeted the right audience at the right time.

■ Increasing Sales And Bringing Feet Through The Door

Retailers, CPG, and alcohol brands often want to target distributor zones and key zip codes to drive foot traffic and product sales. These lofty goals can be difficult to achieve and even more to measure. That's where the gig economy and performance-driven ad tech can step in.

For example, TaylorMade aimed to measure sales for its new TP5 golf ball. One of their strategies was to drive wrapped cars around Dick's Sporting Goods stores in DMAs like Atlanta. The result? A 102% lift in visits made to their TP5 product page.

■ Reaching More Specific Target Segments

COVID-19 completely changed America's major metropolitan areas. With less populated city centers and more people working from home, the "donut effect" transformed the suburbs into the new hotspot for target buyers. Wrapify complements core media and gets brands into the suburbs of top markets – where people are spending more time than ever.

When Amazon wanted to drive recruitment in their top 20+ markets, Wrapify created hot zones based on the "donut effect" philosophy. Then, drivers were sent to both the city center and the suburbs of the key markets. This ensured the widest possible audience for the campaign.

"Wrapify has allowed Amazon to reach pockets of key markets that our traditional OOH buys weren't reaching. It's been a great addition to our traditional media mix and we've been impressed with their ability to track performance with foot traffic attribution data."

■ Dominate the market

For larger media campaigns that need a nationwide reach, you need a “surround sound” campaign. This means flooding key markets with your client’s advertising. Wrapify’s campaigns can be amplified in multiple markets at once, penetrating downtown areas as well as suburbs and local neighborhoods.

For sports-betting platform Caesars Sportsbook, they were able to reach markets from NYC to Ann Arbor. Their Wrapify SWARM campaign included super-sized, fully-wrapped ride-share vehicles. They drove around key sporting events, providing the wide audience reach they were looking for.

In conclusion, advertising within the gig economy, ride-share advertising, car advertising, ads on cars, or vehicle wrap advertising (whatever you want to call it) is more than just a one-trick pony. As many brands have experienced, this high-recall OOH medium has been the key to brand building AND measuring performance. To see which OOH market strategies would work for you, contact us for a personalized strategy session.

Key Takeaways

- Wrapify, we help you connect online and offline advertising channels to achieve real results.
- We escalate your brand and marketing performance with the Wrapify omnichannel ad platform.
- Our channel gives accurate information on foot traffic from outside your physical locations.
- Overcome limited OOH budget strategy with Wrapify.
- Increase footfall and sales strategy with OOH.
- OOH helps you to reach market segments.
- Dominate the market with Wrapify OOH platform.