

The Competitive Advantage of Out-of-Home Advertising for C-Level Decision Makers



Out-of-Home (OOH) advertising — once viewed as a static, untrackable medium — is now one of the most effective, data-rich channels in the marketing mix. With the rise of Digital OOH (DOOH) and real-time measurement technologies, OOH is not only comparable to digital and social media — it often surpasses them in driving brand lift, recall, and real-world action. This paper presents C-level leaders with a strategic look at why OOH deserves a central place in modern media strategy.



The C-Level Perspective: Key Business Questions

- Where can I drive the greatest ROI for my media spend?
- How do I balance performance marketing with brand building?
- What channels truly drive long-term growth and recognition?

OOH answers all three.

1. OOH Outperforms in Brand Lift and Real-World Action

Brand lift studies, widely used by firms like Nielsen, Kantar, and MFour, consistently show:

49%

increase in overall campaign effectiveness with DOOH compared to static formats

73%

of consumers view DOOH ads favorably, and 76% take action after exposure

40%

stronger digital engagement when OOH is paired with online campaigns



By comparison:



Digital/social ads are often blocked, skipped, or scrolled past



Email and search deliver short-term ROI but lack long-term memory effects



Strategic Takeaway:

OOH wins on memorability, visibility, and driving mid-to-bottom funnel behaviors



2. DOOH Measurement Rivals Digital and Social

Modern DOOH offers C-level visibility into:

- **Impressions served and verified exposure** via mobile location data
- **Store visit lift** and **app install tracking**
- **Cross-channel attribution** through geo-triggered audiences

This measurement parity enables true media mix modeling and optimization.



Strategic Takeaway:

DOOH provides the transparency and data modern CMOs demand, with fewer privacy risks



3. Cost-Efficiency and Competitive Advantage

When compared by cost per thousand impressions (CPM):



OOH CPMs are **30–60% lower** than premium digital or CTV placements



OOH's cost per acquisition (CPA) **drops significantly** when used to reinforce online efforts



Integrated OOH-TV campaigns yield 27% higher ROI than TV alone

Brand marketers from Nike, Coca-Cola, and Amazon increasingly use OOH to anchor campaigns.

4. Brand Lift Studies: The Gold Standard of Truth

Unlike click-throughs, **brand lift studies measure real impact**:



Ad recall

Message association



Purchase intent

Brand favorability

OOH regularly outperforms digital in these studies because:

- It can't be skipped or hidden
- It commands attention in premium physical environments
- It reinforces brand salience with high-frequency exposure



Strategic Takeaway:

Invest in brand lift measurement to isolate real effectiveness — not just vanity metrics



5. MFour: The Premier Provider for OOH Brand-Lift Studies

Why MFour Leads the Industry

Validated, High-Quality Data

- Surveys on the Go® app enables real-time, GPS-validated exposure tracking
- MFour's vConsumer Panel™ has a 0.4% respondent rejection rate, vs. 25%+ industry average

Proven Campaign Outcomes

- **Ritual Vitamins OOH Campaign:** 85% lift in brand awareness, 70% ad likeability
- **Quip Transit Campaign:** 48% aided recall, 78% consideration, 82% rated good-to-excellent
- **Hardware Brand:** 54% recall, 34% purchase intent lift, 157% surge in store visits
- **Jack in the Box:** 31% unaided awareness lift, 55% ad recall, 1.3M in-store visits

Scale, Speed & Benchmarking

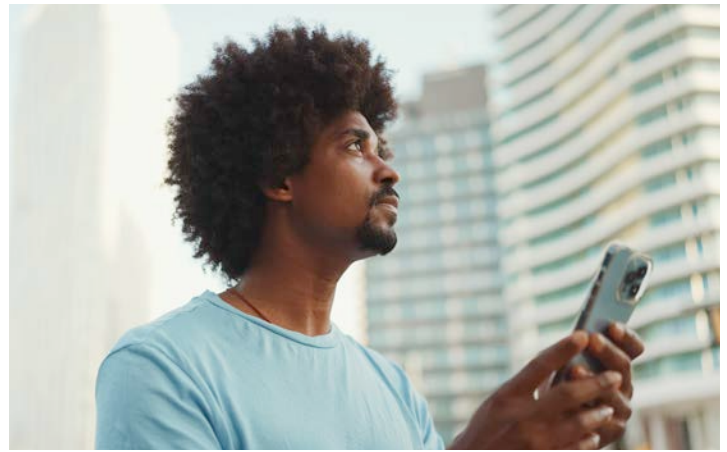
- Over 1,000 brand studies, 600,000+ completed interviews across 15 OOH categories
- Access to normative benchmarks across industries

Superior Methodology

- Double opt-in GPS geofencing
- Real-time exposure-to-survey matching
- Full-funnel insights, including store visits and digital behavior

Strategic Advantage for C-Level Executives

- Unmatched Data Integrity
- Evidence-Based Outcomes
- Benchmarking & Transparency
- Full-Funnel Attribution



6. Why C-Level Executives Are Shifting Spend to OOH

- **Brand safety:**
OOH avoids toxic content and ad fraud.
- **Sustainability:**
DOOH screens and LED boards offer greener alternatives.
- **Innovation & prestige:**
High-profile placements build brand equity.

Companies leading the shift: **Apple, McDonald's, Spotify, Netflix** — all investing in DOOH.

Conclusion: OOH is a Strategic Powerhouse

The future of advertising isn't digital-only. It's hybrid — and OOH is the physical foundation of omnichannel success. With rising performance, full-funnel measurement, and high consumer trust, OOH is no longer a complement — it's a strategic lead channel.

C-Level Imperative:

Reassess your channel mix. Prioritize OOH. Demand brand lift studies. Measure what truly matters — with MFour leading the way.

Strategic Advantage for C-Level Executives

- **Unmatched Data Integrity:** Few providers match MFour's geo-validation and near-zero rejection rates.
- **Evidence-Based Outcomes:** MFour delivers statistically rigorous lifts in brand and behavior, supported by compelling case studies.
- **Benchmarking & Transparency:** Access to validated OOH performance norms empowers confident investment decisions.
- **Full-Funnel Attribution:** From exposure to action, MFour captures every step of the consumer journey.

