



2017 OOH Planning Guide



What is out-of-home advertising?

Out-of-home advertising is any type of communication that reaches consumers outside their home.

What is traditional out-of-home media?

Traditional out-of-home media is comprised of aerial/inflatables, bus shelters, digital advertising on telephone or PDAs, mobile marketing, billboards, walls or bulletins, sampling/street teams, telephone kiosks, transit and vehicle wraps.

What role does out-of-home media play in a larger campaign?

Out-of-home media reaches people during their daily commutes and when they are on the go. Consumers are exposed to fewer forms of traditional media as they spend less time at home. Out-of-home media is used to cut through the clutter to reach consumers outside of traditional media.

Why should transit advertising be chosen over other forms of out-of-home media?

Not only are transit ads less expensive than billboards, their mobility creates greater reach and impressions. Transit advertising builds brand awareness quicker than other mediums as ads are more easily seen. Rather than competing with other commercials or ads lined up one after another, transit ads receive less competition and allow you to reach consumers more easily.

The large blank canvas of transit ads creates unorthodox possibilities & opportunities to reach consumers.

What is included in traditional transit advertising?

Transit advertising includes bus, shelter and bench advertisements.

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What type of campaign is best for you?

Brand Awareness Campaign:

The goal of a brand awareness campaign is to increase your brand's familiarity with consumers. Brand awareness increases consumers' ability to recall your brand and its message.

If you are part of a highly competitive industry, a brand awareness campaign can help you break through the clutter to reach your target audience.

We typically recommend that brand awareness campaigns run for six months or longer in order to saturate the market with your brand message.

Strong Incentive Campaign:

Strong incentive campaigns are great for businesses looking to create strong conversions. This means that if you are looking for a quick increase in foot traffic, web traffic or sales you need to create an incentive that is strong enough to encourage consumers to act.

Strong incentive campaigns can be shorter than our regular recommended time frame of 6 months if they have a limited time offer that creates a sense of urgency.

An important factor in creating a Strong Incentive Campaign is the number of transit ads used to spread the message. If your time frame is short, a larger number of ads should be used to saturate the market with your offer.

Interactive Campaign:

Transit advertising offers unique possibilities for interactive campaigns. Shelter and bench ads allow bus riders and pedestrians to interact with creative media.

An example of an interactive campaign would be creating an ad that prompts pedestrians to take a "selfie" with the media that is then shared on social media platforms.

The duration of an interactive campaign will depend on the goal of the campaign. Brand awareness campaigns should not be shorter than 6 months. Messages that have a limited time frame may require a larger number of installments for maximum reach.



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Seasonal Campaign:

Seasonal campaigns are great for industries that require an increase in seasonal employment and promote unique offers during the holidays.

One of our clients, a Chevrolet dealer, used transit ads to promote their 2017 models during November and December of 2016.

Seasonal campaigns have an opportunity to use unique messaging that speaks directly to consumer needs at a specific point in time.

Event Focused Campaign:

Event focused transit ad campaigns are typically used before and during an event. Advertising before an event creates momentum and can direct your audience where they can find more details.

Creating momentum before an event is important for generating results that translate into ticket sales and audience size.

We typically recommend starting promotion at least a month prior the event. Depending on the size and scope of your event promotion could begin as much as 6 months prior to the start date. Ultimately, if your promotion begins closer to the event we may recommend increasing the number ads chosen to influence reach and results.

Public Awareness Campaign:

Transit advertising is a great medium for public awareness campaigns as they reach: pedestrians, drivers and bus riders. Transit ads reach individuals of all income levels.

If you are seeking to reach the masses a transit ad campaign comprised of bus, shelter and benches can help you achieve your goal while cutting through interruption media.

Similar to brand awareness campaigns, we recommend that public awareness campaigns run for 6 months or longer to ensure message retention.



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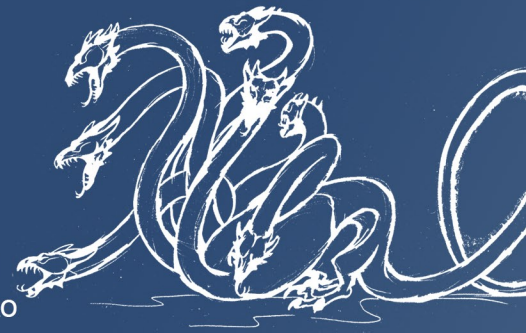
MONSTER MIX

What monster mix is right for you?

Hydra Mix

Full Wrap - Half Wrap - Back Attack – Shelter - Bench

Our Hydra Mix is a fusion of full wrap advertisements that are paired with smaller ads to create maximum reach. A full wrap ad creates a 360-degree experience allowing your brand message to reach drivers and pedestrians on all sides.



The Hydra Mix can create a strong stand-alone out-of-home campaign.

Sphinx Mix

Half Wrap - Back Attack - Curb and Driver Side - Shelter and Bench

Our Sphinx Mix is a medium scale campaign that combines mobile and static ads to create maximum saturation of your market. The Sphinx Mix is a great companion to larger scale campaigns looking for out-of-home options. It is also a great way for small business to create strong local brand awareness.



Unicorn Mix

Back Attack - Para-Transit - Curb and Driver Side – Shelter - Bench

Our Unicorn Mix is a small-scale campaign that is highly recommended for small business. This mix of static and moving transit advertisements can create positive results for long-term brand awareness or short-term incentive based campaigns.



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