

## Digital Billboard Advertising Builds Brand Awareness

Out-Of-Home (OOH) advertising is one of the fastest growing media segments, second only to the Internet. Within this segment, billboard advertising is the largest—representing 65% of the OOH advertising spent in the U.S. (2012).

**OOH advertising is wherever consumers are.** OOH advertising has become a strategic medium (versus historically tactical) that complements the entire media/marketing plan.

Billboard advertising offers a compelling positioning strategy as it improves effectiveness of the brand message and increases engagement in a relevant and contextual way.

According to the *Arbitron OOH Advertising Study*, billboard advertising drives sales:

- Nearly 75% of billboard viewers shop on their way home from work
- More than 66% make their shopping decisions while in the car
- More than 33% make the decision to shop at a store while on their way home

**Advertising mediums are constantly changing.**

Billboards offer a high-value advertising solution that is becoming more relevant as the fragmentation of other media continues. Integrating digital billboards into the advertising mix helps elevate your brand, amplify a campaign and extend your reach at a lower cost per impression.

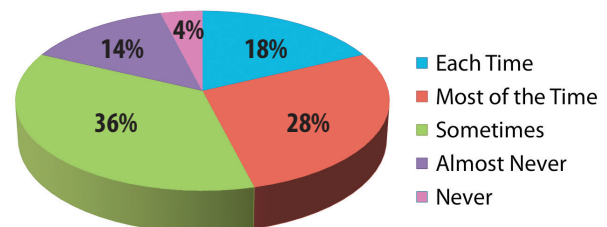
**Digital technologies are changing the way people think and act.** Billboard advertising is keeping pace with the technology. Digital LED billboards, by example, are centered on innovation, delivering the capabilities of memorable impact and targeted, engaging messages. Ultimately, embracing OOH innovation and unleashing its creative potential delivers powerful results.



## Engagement Builds Brands

Billboard ads help consumers connect with brands in highly engaging and effective new ways. Billboards have the opportunity to be influential and are one of the most noticeable forms of advertising. Surveys show that commuters/travelers frequently notice billboard content.

### Engagement with Billboards



Source: [www.oaaa.org](http://www.oaaa.org)

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