

3 COMPELLING REASONS TO ADOPT OUT-OF-HOME ADVERTISING IN 2017

With the New Year comes the inevitable slew of our own personal resolutions: go to the gym more, spend more time with family and enough with the doughnuts already! But have you made a solid set of resolutions for your business endeavors this year? If you're ready to include growing your ROI in 2017 into your list of resolutions, it's certainly worth considering the benefits of out-of-home marketing (OOH) if you haven't already.

As marketers, we can get tied up into the minute details of advertising — tracking and analyzing clicks, shares and likes — but our most lucrative marketing opportunities could be bigger than what lies on the small screen. Here's why embracing OOH advertising in 2017 is worth the effort:

1. THE MEDIUM SHOWS CONSTANT GROWTH

A sign as to which ad mediums will survive and which will fail is their ability to adapt to the changing marketing climate. In this regard, OOH continues to prove that it has what it takes to thrive in 2017 and beyond, showing steadily growth and increasing success.

In fact, according to the latest Advertising Association and Warc figures, ad spend in digital OOH has grown 30.5% in the last year alone!



2. IT'S A HIGHLY ADAPTABLE MEDIUM

Much of OOH's success is due to the fact that it leaves a great deal of room for creative expression.



Take, for example, Sparkling Ice's award winning 2016 ad campaign.

Sparkling Ice used wrapped buses, taxi tops and door wraps, wrapped trolleys and billboards to display its colorful advertisements in a way that separated each ad from its surroundings.

The company also employed several interactive aspects into the campaign, using hashtags and calls-to-action on many outdoor ads to make customers a part of the conversation.

Sparkling Ice shows us how much potential OOH has for customer engagement and creative expression. Brands willing to step up to embrace that creative challenge will certainly reap the benefits.

3. IT'S SURPRISINGLY UNINTRUSIVE, ACCORDING TO A RECENT POLL

4 out of 5 people who claimed social media and TV ads weren't to their liking said they did, however, approve of ads on London Underground. That's because, when done right, outdoor ads enhance customers' daily activities rather than interrupting them. They stand out from the crowd in a bold way without risking invasiveness.



OOH continues to prove its ability to add enjoyment, creativity and entertainment to successful ad campaigns. So, when hashing out your 2017 ad strategies, it's best not to overlook the many benefits that OOH has to offer.