

OOH for the Holidays ↘

# QUESTIONS & ANSWERS

MEDIA  EXPERTS **touché!**



# Intro

The holidays are approaching with in-store and online shopping ramping up! Did you know that **OOH contributes the most to driving footfall traffic** — with an average uplift of 80– 120% (compared to cross-device advertising (web and mobile) at 6–39%).

Source: [\*\*Footfall Attribution Benchmarks Report\*\*](#)

Out of Home (OOH) is important for brands who want to impact the retail decisions of their audience. We've gathered insights from 3 top OOH agencies on their perspective of utilizing the medium to reach shoppers in time for the upcoming holiday season.

## Media Experts



**Kareem Boulos**, Group Account Director, **MEDIA EXPERTS**

The Holiday Season is traditionally one of the **highest grossing seasons for OOH**. In your opinion, why?

The Holiday Season is typically one of if not the busiest time of year for advertising, and with Black Friday becoming more of a tentpole event over the past 15 years, even more so. As such is also one of the most media cluttered times of the year and OOH has the unique ability to give a campaign a feeling of dominance in a city if it's done properly, allowing a brand to stand out from the crowd. This combined with the unique opportunity to include seasonal/uplifting/holiday messaging makes OOH an ideal choice for this time of year.

busiest time of year  
for advertising



What advice do you have for a **brand looking to incorporate OOH** during the holiday season?

There is a lot of competition in market at this time and brands have to seize the opportunity to make a splash. Traditional GRP levels likely won't be enough to break through; multiple formats, multiple messages will all help brands get noticed. Capitalize on the massive frequency OOH can provide, the entire campaign doesn't need to be communicated in a single billboard. Multiple messages across a consumer's journey can ladder up to the full story. Also, it's a fantastic time to go beyond the campaign message and spread a little holiday cheer, and awaken the little kid in all of us.

# brands have to seize the opportunity to make a splash

In a recent interview, a global DSP shared the power of DOOH's reach and versatility especially during seasonal campaigns i.e. Black Friday. What advice do you have for a brand marketer who has promotions that require **various creative and messaging**?

DOOH allows retailers to get more tactical in the OOH space. Typically, OOH has been thought of primarily as a "branding" medium, as getting into specifics of products/price points can be tricky when dealing with competitive price adjustments or inventory issues. DOOH gives the flexibility to adjust these things (almost in real time) ensuring the most relevant message is always live.

## During the holiday season, how far in advance do you recommend **booking media space**?

There is no such thing as too early. We've worked with clients where we've booked a year in advance to ensure we kept the most iconic placements from the previous year. This shouldn't be done blindly as it's not ideal to have to cancel right before deadlines, but most of our partners have been flexible to allow for adjustments as the year progresses and things change. The worst thing to happen is to have a plan and a budget and no inventory to execute it with.

## What is your **favourite thing about static billboards**? Can you share one example of one you thought was impactful?

These are my favorites! There are almost limitless possibilities, from reflective materials, addition of extensions or lights, using multiple locations in proximity for a domination effect. One execution that has always stuck with me was a transit shelter ad for bird seed, the creative was simply an image of the packaging of the seed, however on top of the shelter they added a food tray full of seed that attracted birds throughout the city, so when you saw the execution you saw proof that birds loved this brand of seeds, such a simple (an inexpensive) idea but high impact (although maybe not so much fun for those waiting for a bus).



# limitless possibilities



# Touché!



Brittany Khan, Associate Director, **TOUCHÉ!**

The Holiday Season is traditionally one of the **highest grossing seasons for OOH**. In your opinion, why?

I think the answer to this one is quite simple, during the Holiday timeframe people are out and about and in the mood or mindset to shop - which means it's the perfect time to reach them with outdoor placements. Through the use of OOH we can easily target the shoppers, the socialites on their way to holiday parties, those travelling through the city centres on their way to the airports and so much more. It really is the perfect time to reach a wide array of individuals and encourage them to think of your brand.

perfect time  
to reach people

How is OOH **best optimized for holiday** campaigns? (*Black Friday/Boxing Day/Christmas etc*)

OOH can best be optimized for these types of holiday events through a variety of strategies, for one we would typically recommend contextual placements near store locations or those of your competitors as well as leveraging audience based buying where possible to help enhance the value of our OOH ads. Next, it's important to ensure that the creative is fun but it could also be helpful to incorporate a sense of urgency when it comes to specific sales events such as Black Friday or Boxing Day to drive consumers to the store which can easily be done through countdown messaging in DOOH due to the format's level of flexibility.



## What advice do you have for a brand looking to **incorporate OOH during the holiday season?**

Start planning early - as in months in advance! The Holiday season is an extremely competitive time, so if you want to secure the best placements and efficient rates- you need to start early. On top of this, in order to break through in one of the most popular time frames from a media investment perspective - you will also need to consider out of the box creative formats that can distinguish you from competitors and remain top of mind during the shopping season. However, these creative formats typically require specific boards that are often the first to sell out & they usually come with extended lead times that you should always aim to get ahead of.

# coupons and promotions via QR codes

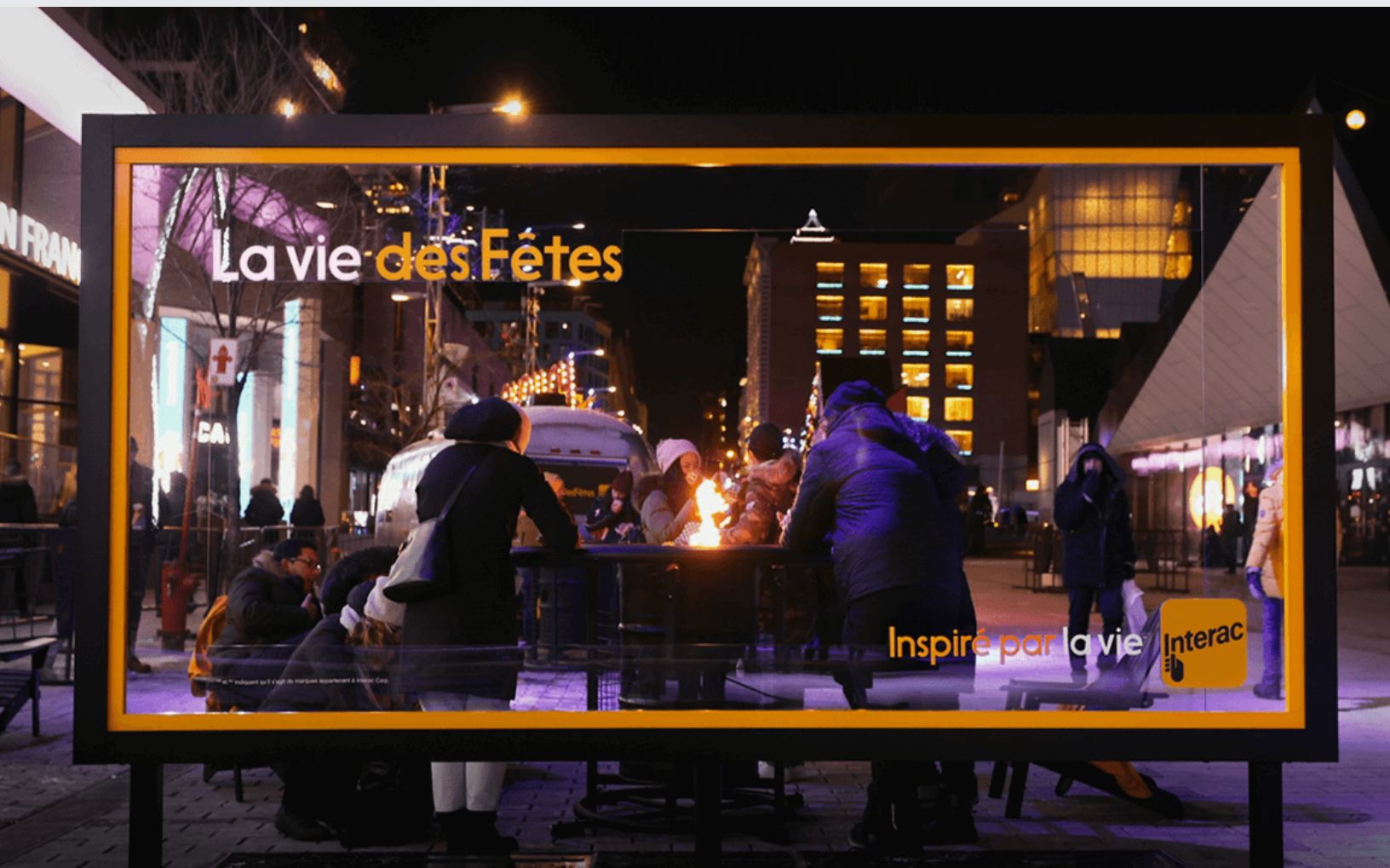


In a recent interview, a global DSP shared the **power of DOOH's reach and versatility especially during seasonal campaigns** i.e. Black Friday. What advice do you have for a brand marketer who has promotions that require various creative and messaging?

I think a lot of the advice I would give ties back to how brands can best use OOH for their upcoming holiday campaigns. When it comes to promotions we know that a lot of consumers are interested in coupons and promotions via QR codes. QR codes have had a massive level of growth in the past 2 years and it's something that we as media professionals should continue to capitalize on, especially during the Holiday season to help drive users right to site to view all current promos and sales events. Of course, due to the nature of shorter lead times, increased flexibility and consistent targeting data - if there is a need to highlight a variety of creatives and messaging - programmatic digital OOH is definitely going to be a key contributor to a seamless and successful campaign.

## During the holiday season, how far in advance do you recommend **booking media space**?

This year, many of our partners have flagged that there has been an uptick in static with most of their billboards having been sold out for months. For example, many of our brands are finalizing their Q4 plans and beginning to look at Q1 of 2023 - we have noticed that many static placements are already sold out for the remainder of the year into 2023. The same can be said for digital OOH as supply continues to become more limited across all suppliers. This is a trend we expect to continue into the New Year as Canadians are returning to balance which has led to a return of traffic, commutes etc. which warrants a return to OOH investment. Therefore, in order to secure the best inventory - we always aim to push for quicker approvals that would allow us to ideally purchase ad space within 3-4 months ahead of campaign launch. Especially when it comes to static or innovative executions which often require longer lead times.





What is your **favourite thing about static billboards**? Can you share one example of one you thought was impactful?

Following the pandemic, we know that many advertisers are more likely to invest their dollars into DOOH due to greater flexibility, therefore the growth and bounce back we are seeing in OOH is largely due to the digital OOH segment. However, there is still a value we see in continuing to incorporate static OOH into our media plans. A key benefit is the fact that these units are typically exclusive to you- meaning that you're not part of a 10-30 second loop that includes other advertisers. With static OOH you are able to fully own the space and allow consumers to engage with your ads for as long as they want, when they want. A great example of this is one of my personal favourite static OOH placements from the mattress brand Casper who leveraged static placements in the form of sleep puzzles to promote their brand. This was an extremely captivating campaign that simply would not have had the same impact had it been done in a digital form. Consumers could easily stop and spend 15 minutes or so racking their brain with laser focus to solve the riddles without having to wait for them to come back up in a loop, which made the experience that much more enjoyable. I think it's also important to note that static OOH still makes up the majority of available billboards across Canada. Especially in the smaller markets which is key to allowing brands that we partner with at Touché to reach their audiences such as Canadian Tire, that has stores in these smaller markets or Diageo whose products are available nationwide.







**Sheri Rogers**, SVP Business Solutions, **HORIZON**

The Holiday Season is traditionally one of the highest grossing seasons for OOH. In your opinion, why?

The increased OOH activity during the Holiday Season is directly linked to its importance for retailers and brands. For many retailers, the Holiday season is a make-it-or-break-it season for their bottom-line representing 30%+ of their annual sales. OOH continues to be an excellent way for brands to create awareness for promotions, influence in-market purchases, and expand their digital presence and transactional opportunities across e-commerce.

## make-it-or-break-it season

What advice do you have for a brand looking to incorporate OOH during the holiday season?

It begins with understanding your customers, how they engage with OOH, the environments that best reach them, their path to purchase and their purchase preferences. With more and more transactions occurring online OOH is not only a great awareness and foot traffic generator but an additional sales funnel with the right mix of inventory, creative and backend transactional capabilities.

During the holiday season, how far in advance do you recommend booking media space and is there a specific product (for example, static can be limited in space - please reference any advice you have for static billboards).

Booking guidelines are dependent on the OOH strategy. Large format spectaculars or dominations, particularly static ones, are very sought after and book quickly; I recommend a minimum of 3-6 months should you have specific geographical preferences; even more in major urban markets. I would equally recommend locking other static units (Posters/TSAs etc) by August for the Holiday period to ensure quality inventory. DOOH and pDOOH provide greater flexibility from a booking perspective, but given it's an extremely high demand period, if it's possible to get ahead of the rush, you will have access to greater inventory and better negotiations/ added value with vendor partners.



# Thank You!

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