

Local Advertisers ↘

QUESTIONS & ANSWERS

Adapt Media

Operator



How does OOH benefit local businesses?

OOH is that wonderful hybrid that allows for mass reach or hyper-targeted local buys, based on a client's objectives. When an SMB advertiser like Peel Career Assessment Services is looking to speak to a defined geographic region and a specific audience cost-efficiently, OOH provides the vehicle (quite literally, in PCAS's bus advertising!) to satisfy all three needs. DOOH also allows the local advertiser to respond immediately to the market – be it to showcase an alternate offer based on changes in demographic traffic or a menu change triggered by time of day.

As a literal and immediate benefit to local business, Adapt has also just created a Welcome Back package for SMBs in direct response to a request from Dev, our profiled local advertiser. As he said, local advertisers have supported OOH in the lean times and he calls on the entire OOH industry to do the same now that each small business is struggling to emerge post-pandemic. We heartily agree, Dev!



CLIENT | PEEL CAREER ASSESSMENT SERVICES

Why do you choose OOH/billboards?

What are the benefits?

I use OOH for its abilities to reach key geographic regions as well as its facility to hit specific demographics. I need my advertising to speak directly to newcomers to Canada and Generation Z looking for their very first jobs. My OOH choices do this ably through bus advertising in Brampton and Mississauga, along with Adapt Media's DriveTest Centre poster advertising in both cities.

How has the medium helped grow the PCAS business?

OOH advertising has the unique ability to be tangible and allows our clients to visualize themselves using our services. And, because I feature my own face prominently in all my OOH ads, it shows that I am willing to put my own image behind the capability of this company; they are a profound personal endorsement of PCAS's ability to deliver defined results. OOH advertising is the visual representation of our efficiency and skill in career placement. I can't tell you how many times I'm recognized on a daily basis through those ads and how often our customers comment that those ads drew them to our business.

What advice do you have for other local/independent business owners looking to leverage OOH as an advertising medium?

OOH is the ideal way to leverage its geographic proximity to your business but it's also essential to understand your target's daily journey and how those ads can fit into their consciousness. I would recommend OOH as an eminently cost-efficient way to capitalize on one's smaller budget as an SMB.

Target Outdoor



Operator

How does OOH benefit local businesses?

- Local business's can advertise in high traffic locations at a reasonable and affordable price.
- On DOOH local advertisers can change copy to suite the products with time of day targeting.
- DOOH can highlight up coming events.

CLIENT | THE GOOD WATER COMPANY

Why do you choose OOH/billboards? What are the benefits?

Provides a nice addition to our existing local marketing/branding. Paper billboards have never been of interest but we feel the electronic option is much more effective and the prime location made it viable.

How has the medium helped grow your business?

Not specifically, but it is a worthwhile addition to our local marketing plan.



Impact Billboards

Operator



How does OOH benefit local businesses?

Here at Impact Billboards, we have come up with an OOH offer for local businesses looking to advertise their brand during the economic recovery here in Alberta. Instead of our regular rates, we have come up with a "Supporting Local" plan that affords local businesses a chance to utilize OOH, while having a smaller budget. As a local business ourselves, we understand the importance of supporting local. This is why we have reserved slots on our boards that are divided into three, so local businesses can share the weekly cost of the boards. This opportunity allows local businesses to see the benefits of OOH to build their brand, and is only available to local businesses in our region. So far, the feedback has been nothing but positive.



CLIENT | NISKU FORD

Why do you choose OOH/billboards? What are the benefits?

We choose to use Billboard advertising because we find it a great low-cost solution with extremely high visibility rates.

How has the medium helped grow your business?

We have seen excellent results from targeted campaigns that we have run from time to time, as well as the everyday presence of our ads adding to our brand recognition. We frequently get comments from our customers old and new about our billboards.

What advice do you have for other local/independent business owners looking to leverage OOH as an advertising medium?

My advice would be to really check out OOH advertising as it is very cost effective. Also, keep the message simple as people are driving by at a fast pace. Simple and to the point will yield great results.



Stellar Outdoor

Operator

Stellar

How does OOH benefit local businesses?

OOH benefits local businesses by providing a highly visible, informative advertising presence to potential clients within their local areas. Having a local billboard demonstrates greater than other mediums that your business is part of the community! This is particularly important for many of the smaller communities and less populated regions in which we operate.



CLIENT | FIRST NATIONS TECHNICAL INSTITUTE

Why do you choose OOH/billboards? What are the benefits?

We choose outdoor billboard advertising because of the overall impact they have on stakeholder awareness.

How has the medium helped grow your business?

As an advertiser, billboard advertising is an ideal asset to our advertising strategy. It provides us the ability to be present within regions of importance to our operations. It helps to expand our reach and we can tailor messaging to support our efforts.

What advice do you have for other local/independent business owners looking to leverage OOH as an advertising medium?

We gravitate towards succinct messaging to catch the eyes of drivers and passengers. Given that driving is often a contemplative time, the simple statements and calls to action on our billboards tend to stick and resonate with them.

**Outdoor
advertising has
been an impactful
advertising
choice for FNTI!**

Directwest

Operator

directwest —

How does OOH benefit local businesses?

OOH is a great way to keep your business top of mind with consumers travelling throughout their day. It is important to remind existing customers know that you are open for business or to let those new, potential customers who you are.



CLIENT

SASKMILK

Why do you choose OOH/billboards? What are the benefits?

Billboards are visible to most demographics, while connecting to consumers we want to reach and connect to. Our reach penetration is to the shopping basket consumer and the fragile consumer that has not made their decision yet. OOH and billboards are top of mind while driving and connecting subconsciously or consciously. The benefit is the ease of changing the digital message almost immediately.

How has the medium helped grow your business?

Consistency of having our message top of mind, the awareness, and the lack of wear out due to the ease of changing the message and the ability to personalize the message or that there is no limitations to the creative element of what is posted, a blank canvas to speak to consumers.

What advice do you have for other local/independent business owners looking to leverage OOH as an advertising medium?

Dependent on location OOH / billboards can speak to your regular consumers as well to new consumers. The consumers driving by regularly will see the message, educating them of the services or product subconsciously. OOH / billboards are very visible and can not be turned off or channel changed 'Advertising in your face'. An opportunity to educate without the consumer knowing. But the graphics need to be memorable, simple and connecting to a need. The power of advertising.

Thank You!

Want to be featured in COMMB's next Q&A?

↙ **Get in touch!**

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