



AI in OOH Advertising: Public Receptiveness and the Future of Innovation

Lisa Covens, MA, CAIP



We are one of
North America's
fastest-growing market
research companies.

8

offices in Canada
coast to coast and
the USA, and over

600

employees, including

235

consultants.

Last year, we conducted

5,626,037

online surveys and

249,523

telephone surveys.

LEO is the largest proprietary
online panel, with over

500,000

members in
North America.



Leading the **AI Revolution** in **Market Research**

Our leadership in innovation is evident in our commitment to AI. We're leveraging AI to refine our expertise, offering our clients cutting-edge research products and solutions.



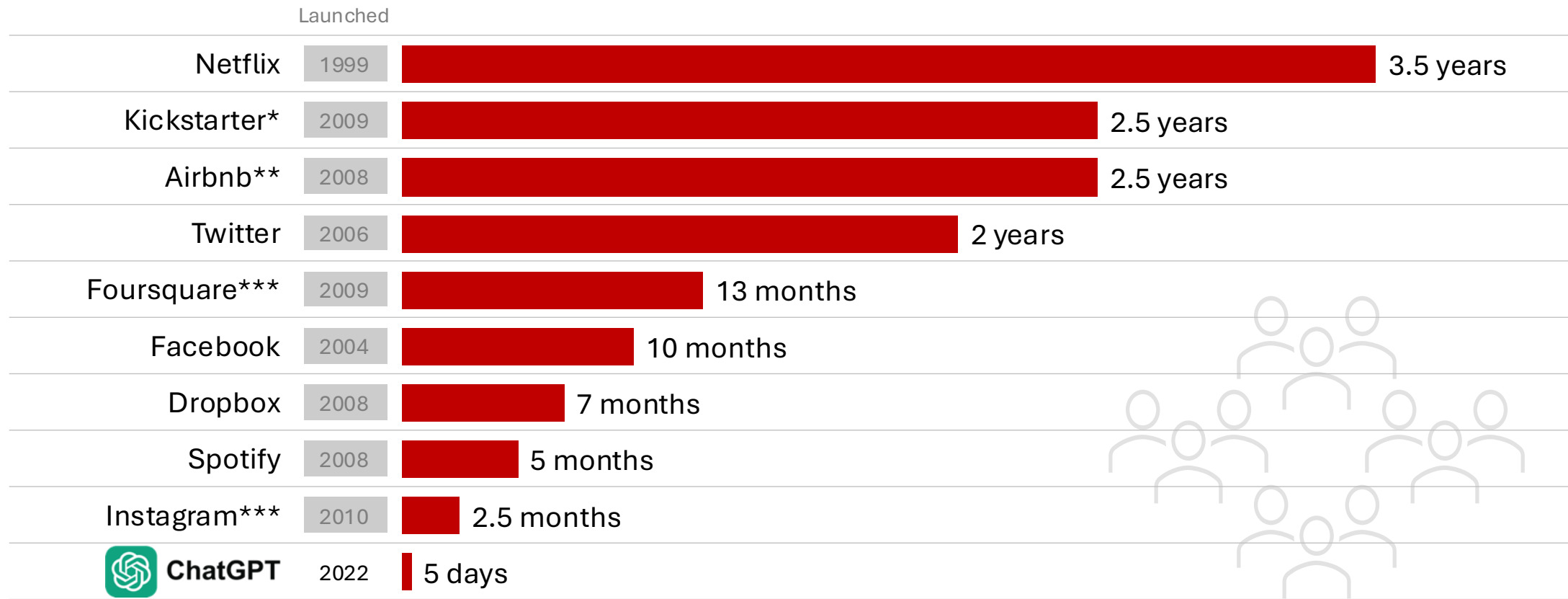
1.1

Research



ChatGPT Springs to One Million Users

TIME IT TOOK FOR SELECTED ONLINE SERVICES TO REACH ONE MILLION USERS



*One million backers; **One million nights booked; ***One million downloads

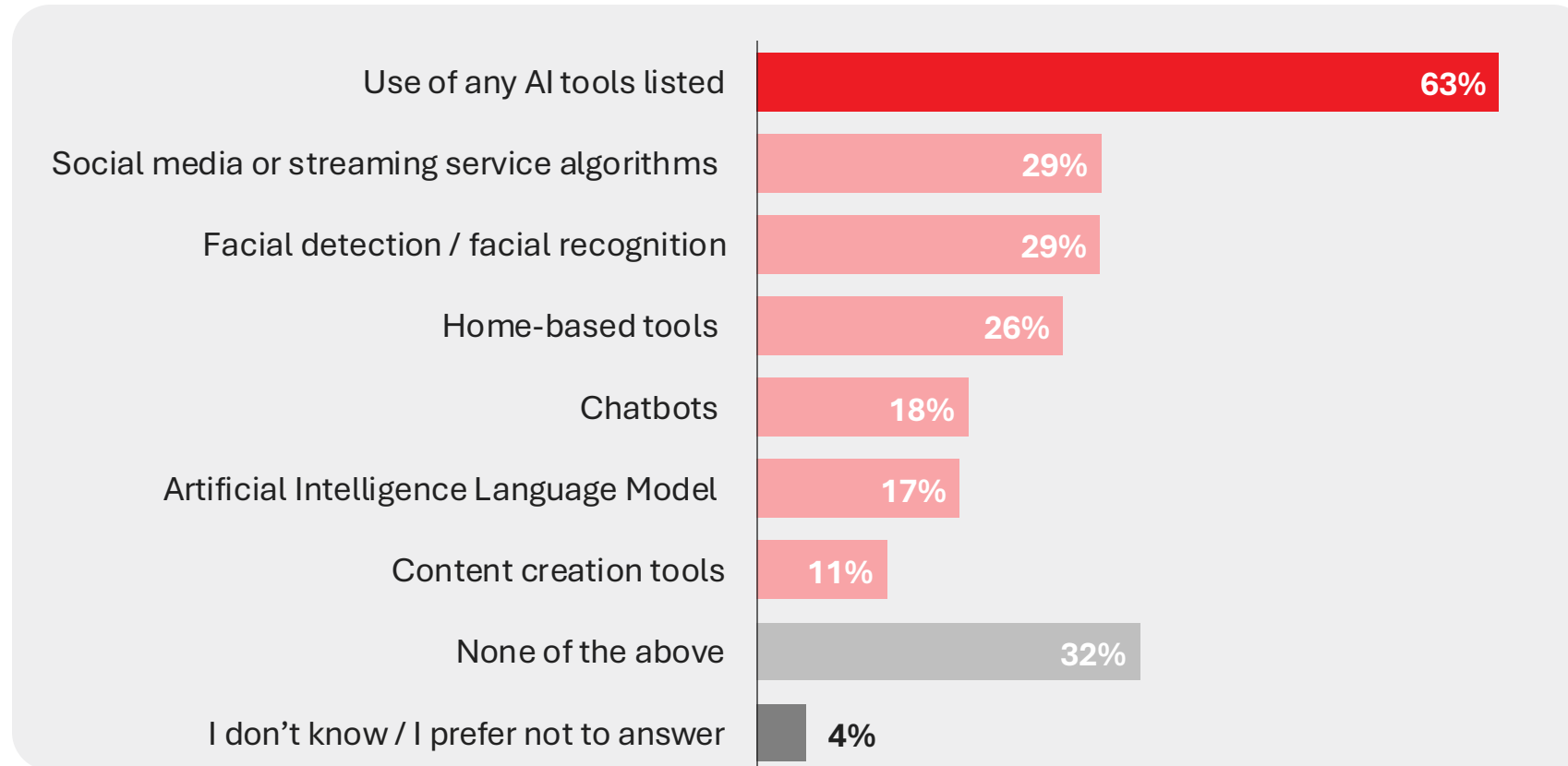
To what extent do you agree or disagree with each of the following statements about AI tools?

Source: Company announcements via Business Insider/LinkedIn, compiled by **statista**

Use of AI Tools

Q1. Which of the following AI tools do you use in your daily life?

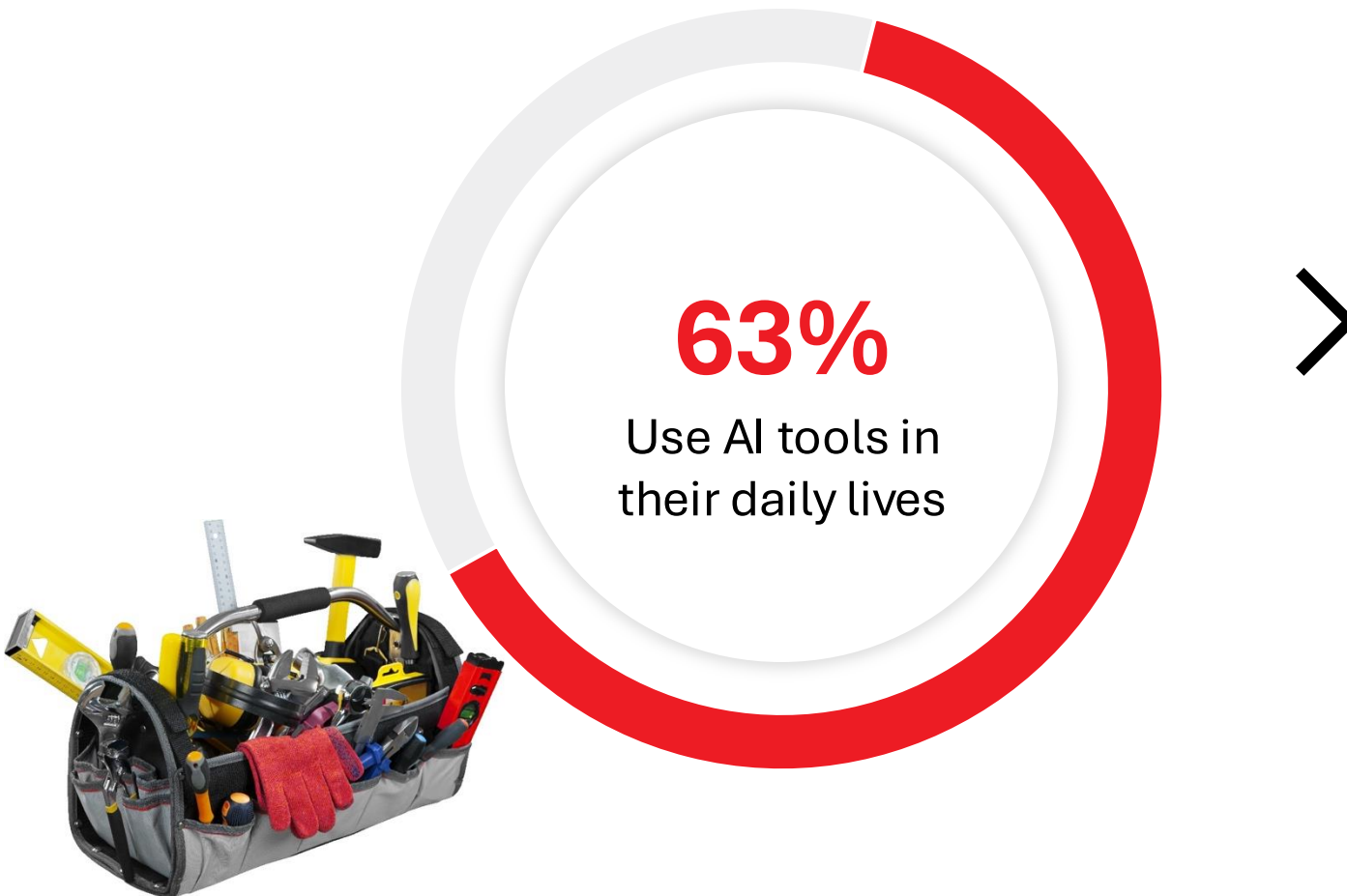
Base: All respondents (n=1525)



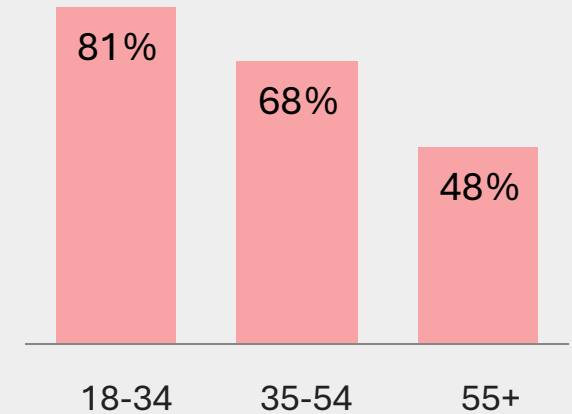
Use of AI Tools

Q1. Which of the following AI tools do you use in your daily life?

Base: All respondents (n=1525)



Use of AI tools by age
by age

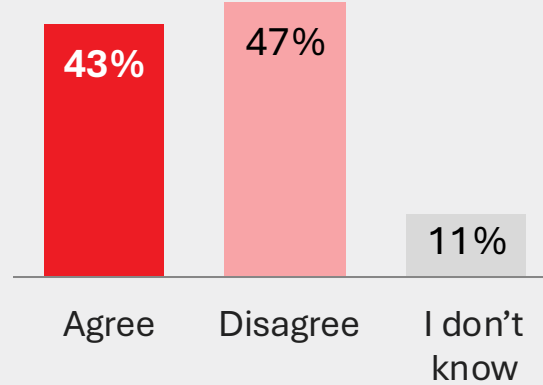


Interest in Using AI

Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

I am interested in using AI for **day-to-day** household tasks

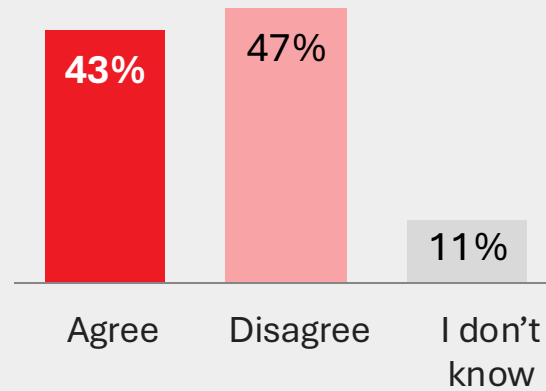


Interest in Using AI

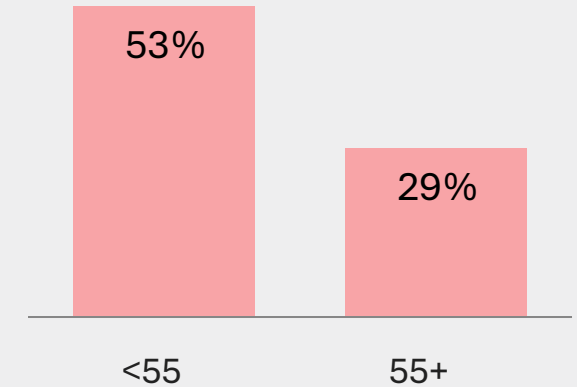
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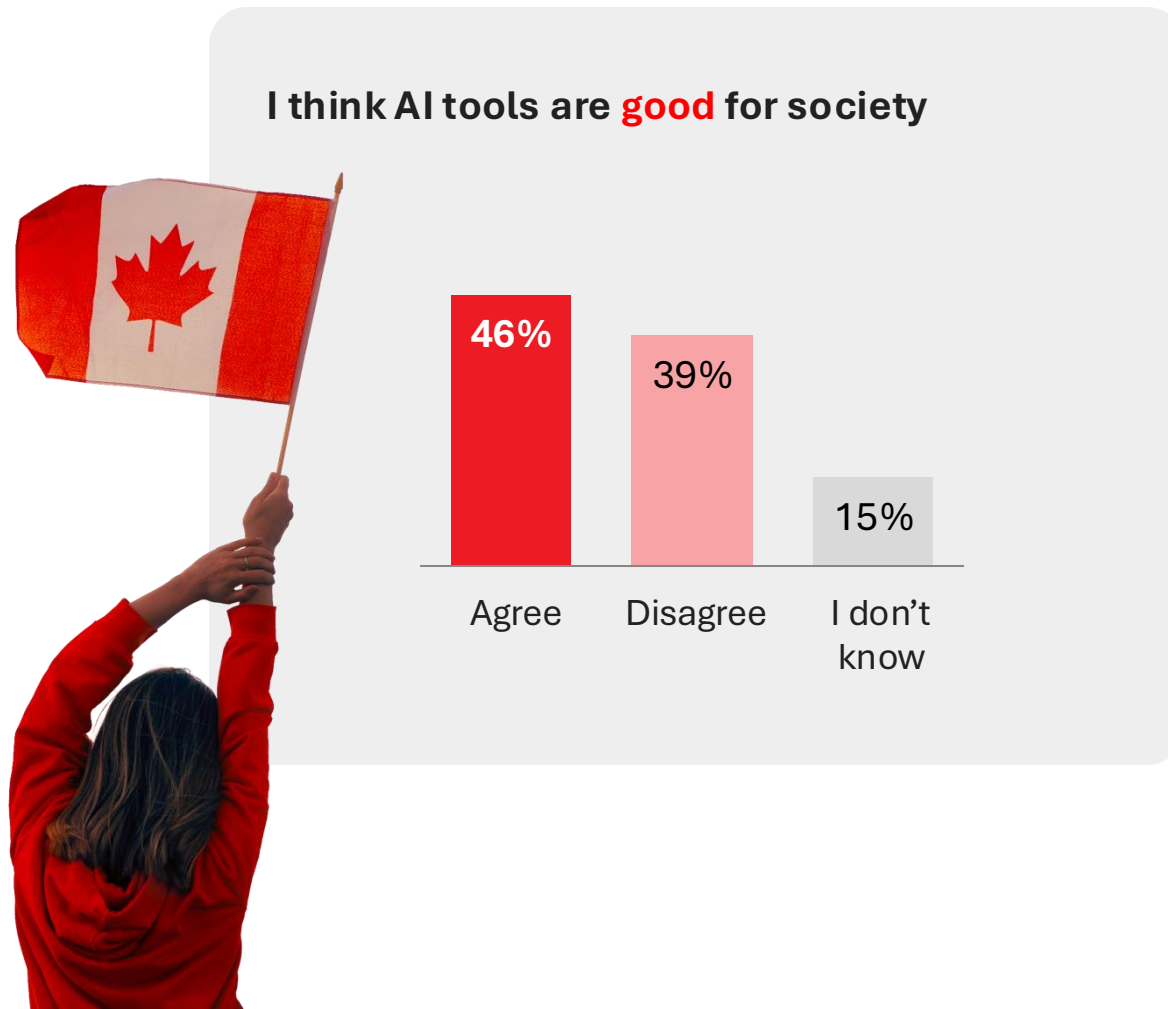
% Agree
by age



AI Tools

Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)



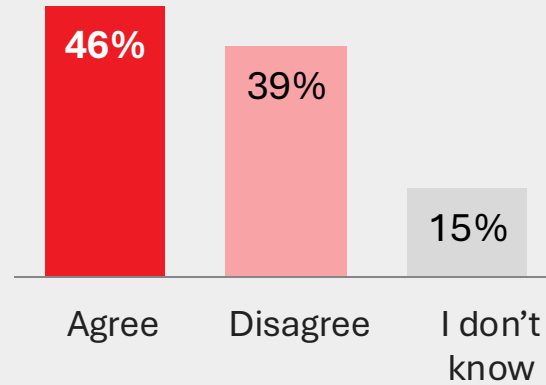
AI Tools

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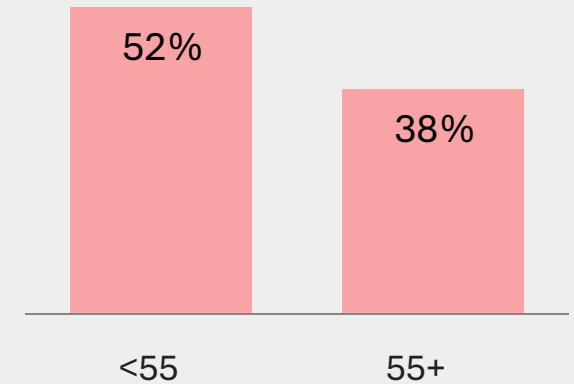
Base: All respondents (n=1525)



I think AI tools are **good** for society



% Agree
by age

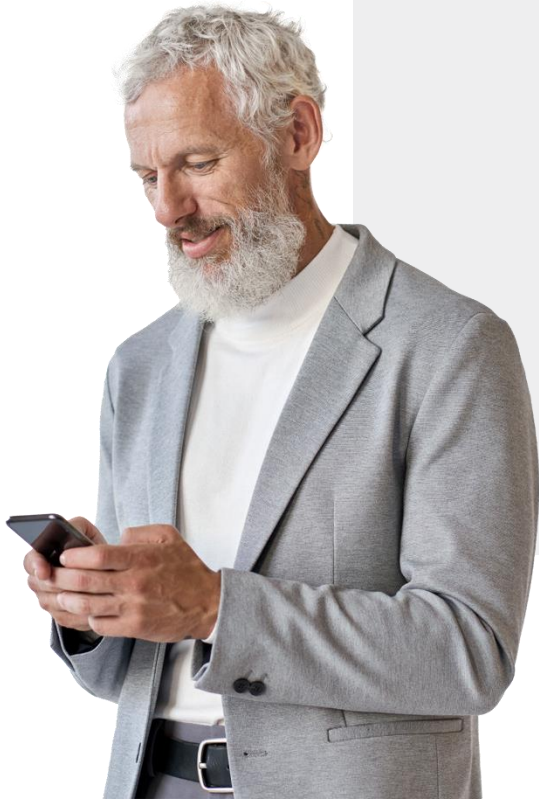
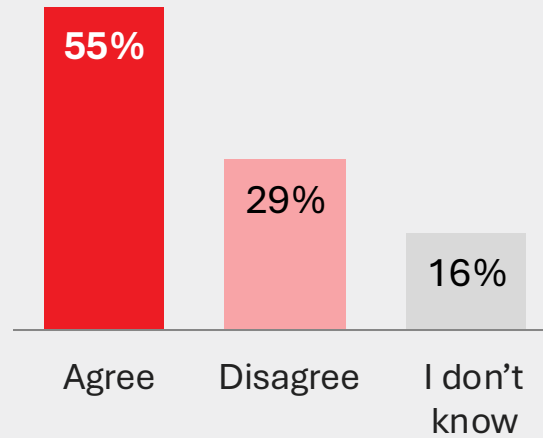


Leveraging AI Tools

Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

I believe companies in Canada **should use AI** to their advantage

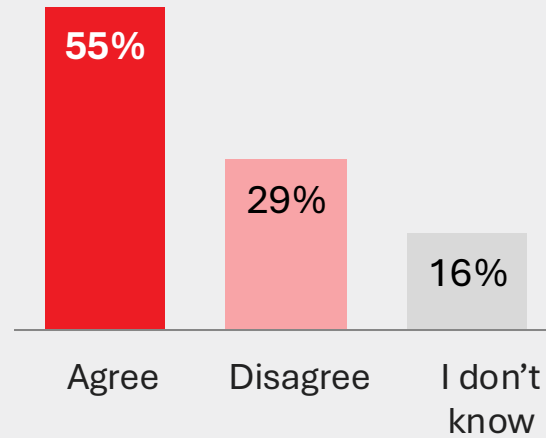


Leveraging AI Tools

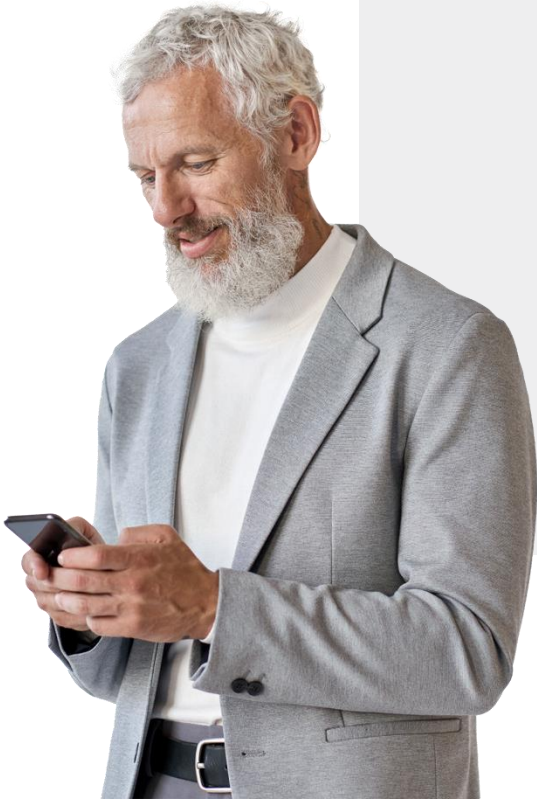
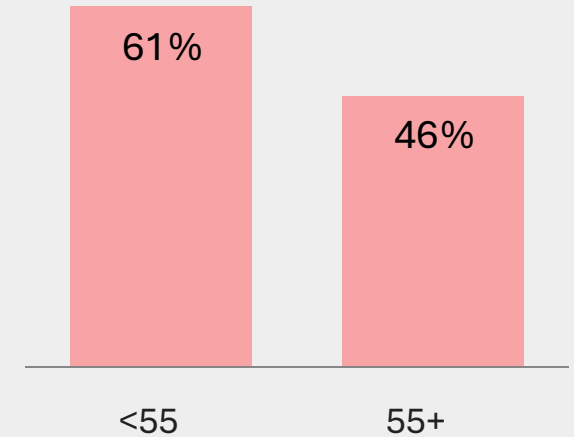
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% Agree
by age

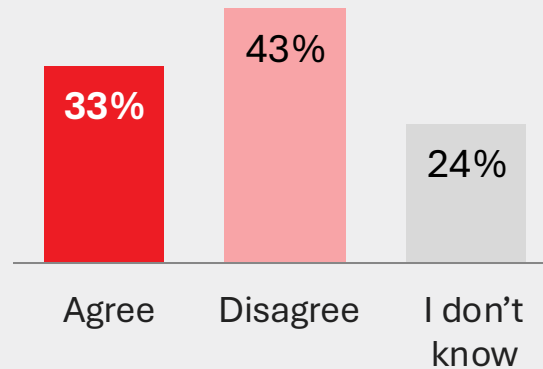


Identifying AI Generated Ads

Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

I can tell the **difference** between out-of-home advertisements that are created by human designers versus those generated by AI

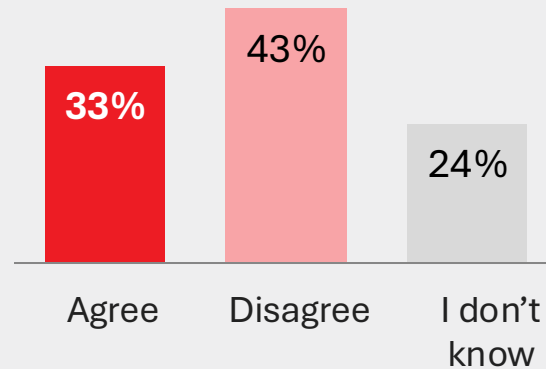


Identifying AI Generated Ads

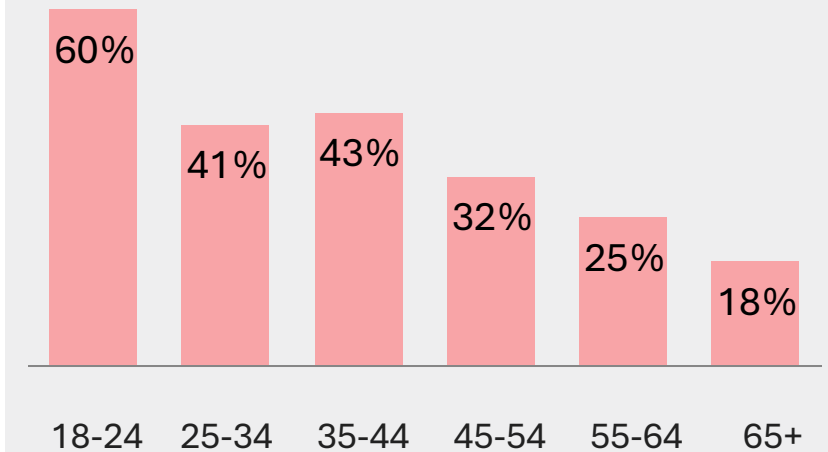
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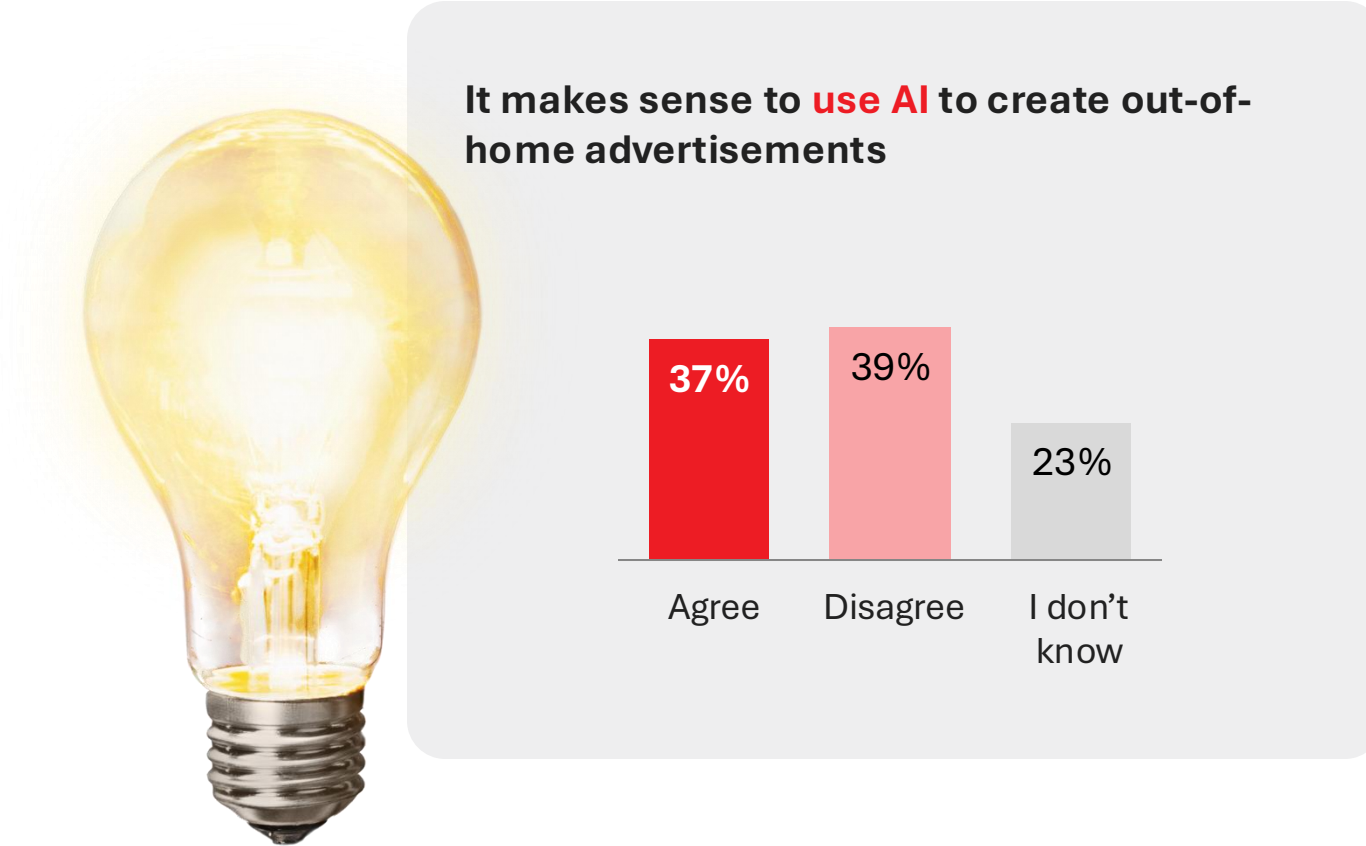
% Agree
by age



AI for Out-of-Home Advertisements

Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)



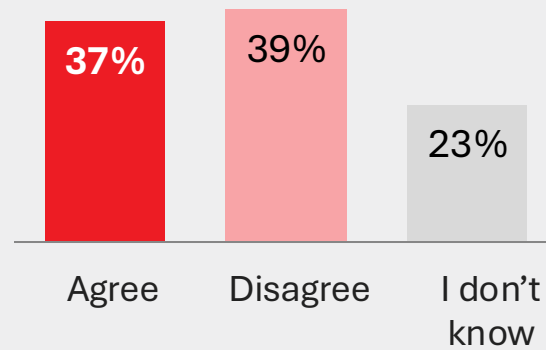
AI for Out-of-Home Advertisements

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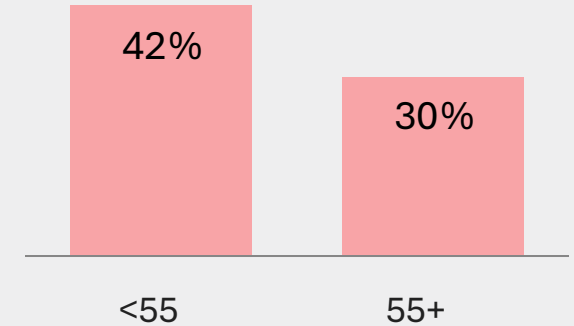
Base: All respondents (n=1525)



It makes sense to **use AI** to create out-of-home advertisements



% Agree
by age

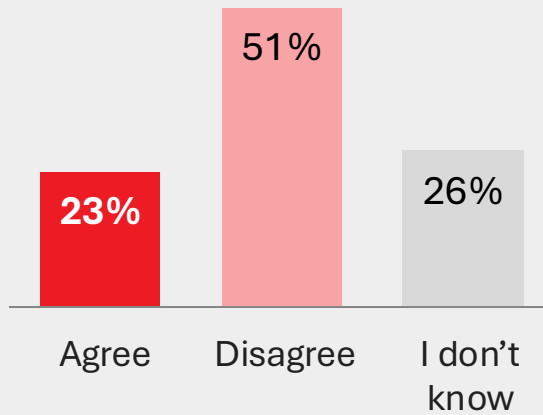


AI Advertisements – Effectiveness and Relevance

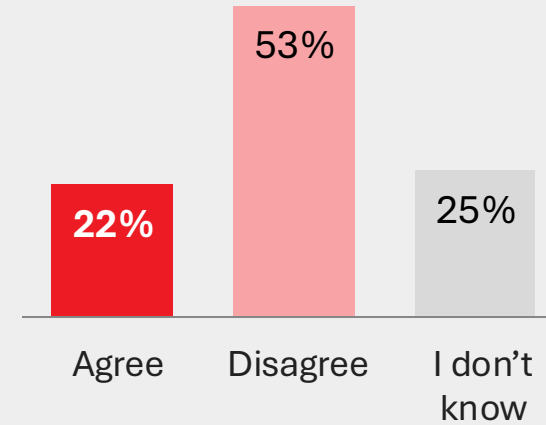
Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

AI-generated out-of-home advertisements are more **effective** than those created by human designers



AI-generated out-of-home advertisements are more **relevant** than those created by human designers

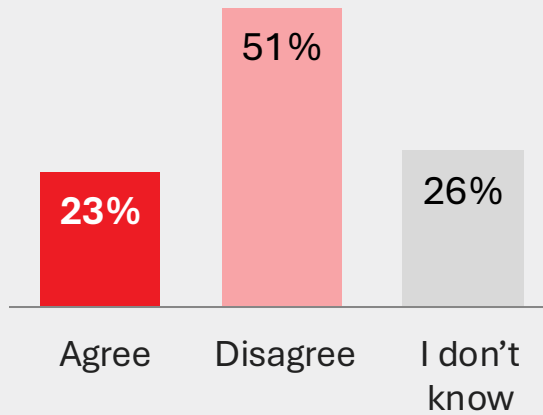


AI Advertisements – Effectiveness

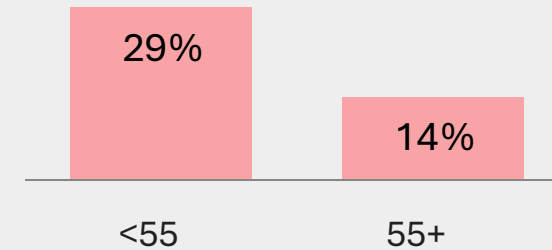
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% Agree
by age

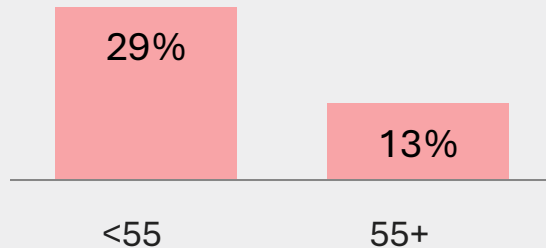


AI Advertisements – Relevance

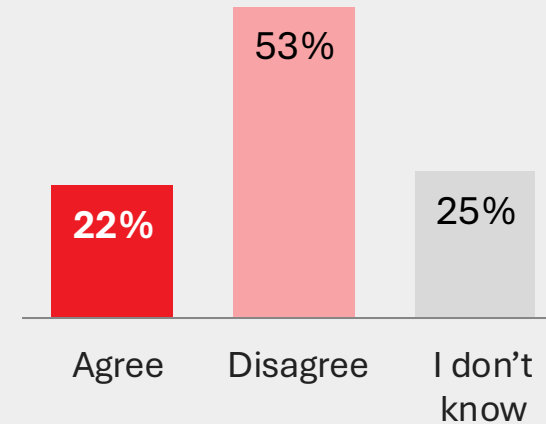
Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

% Agree
by age



AI-generated out-of-home advertisements
are more **relevant** than those created by
human designers

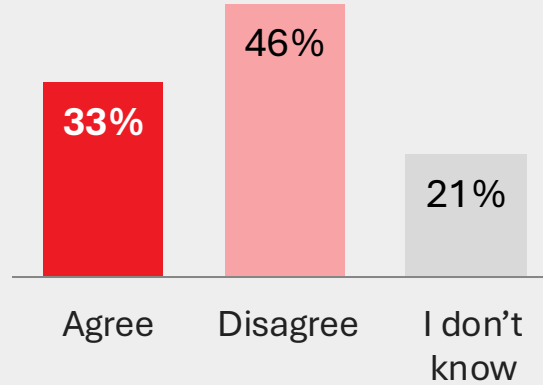


Trust in AI – Engagement and Relevance

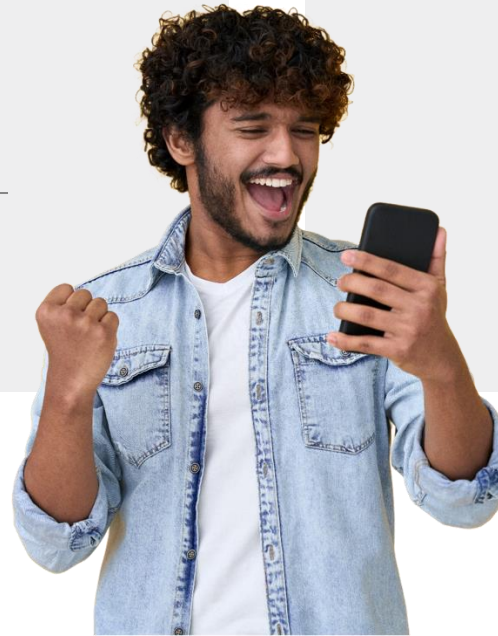
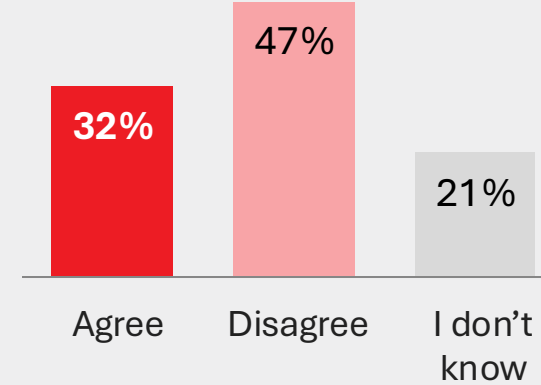
Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

I trust AI to create **engaging** out-of-home advertisements



I trust AI to create **relevant** out-of-home advertisements

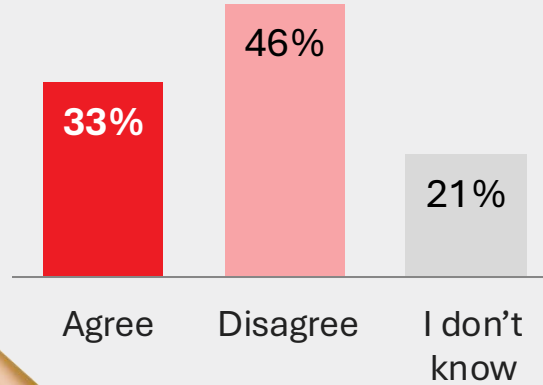


Trust in AI – Engagement

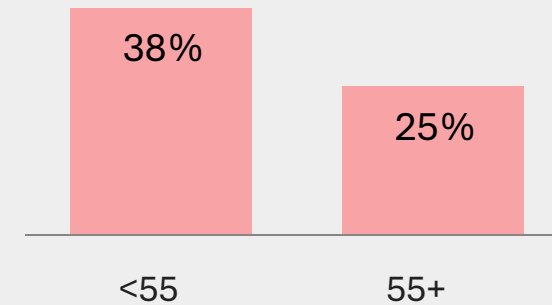
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I trust AI to create **engaging** out-of-home advertisements



% Agree
by age

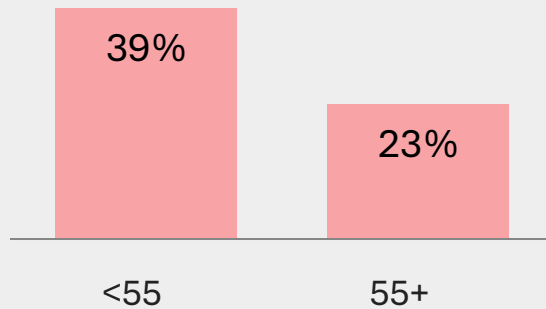


Trust in AI – Relevance

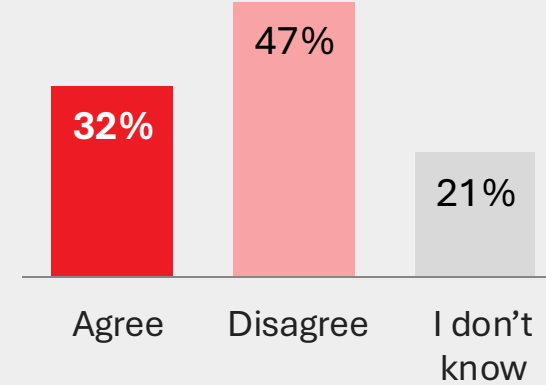
Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

% Agree
by age



I trust AI to create **relevant** out-of-home advertisements

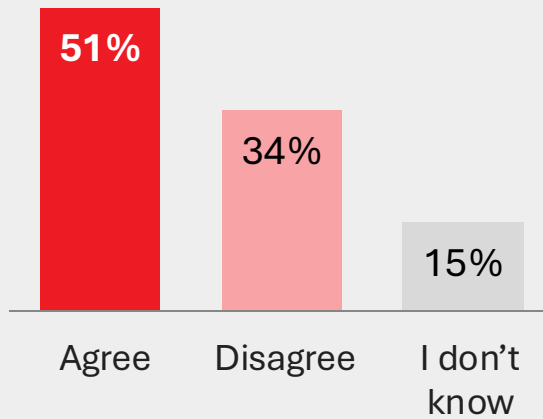


Enjoyment of Out-of-Home Advertisements

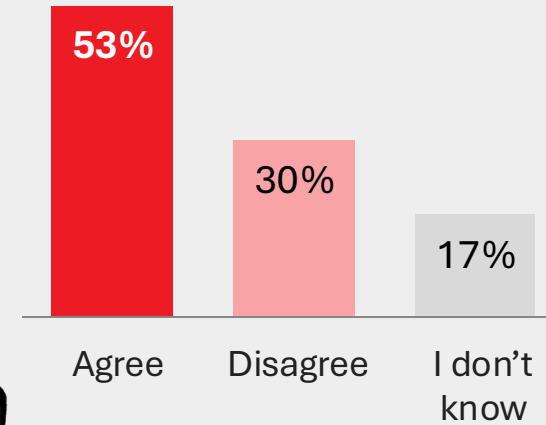
Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

I enjoy seeing out-of-home advertisements that are **personalized** to me



I enjoy seeing out-of-home advertisements that are dynamically based on **real-time data**

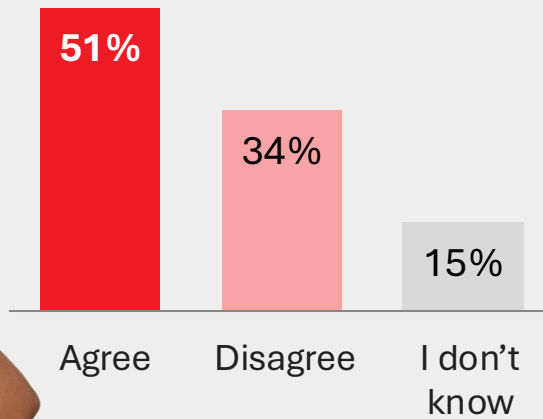


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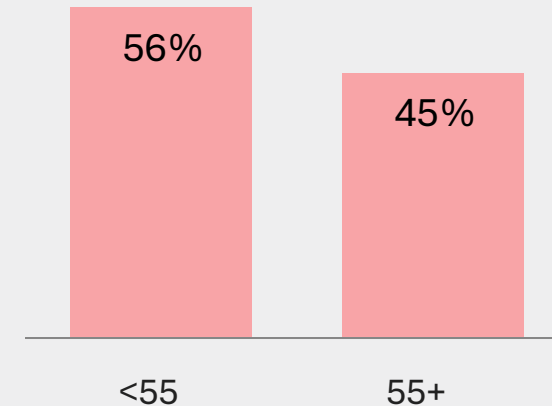
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% Agree
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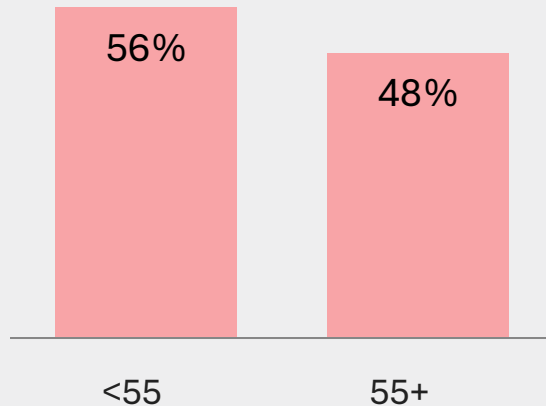


Enjoyment of Out-of-Home Advertisements

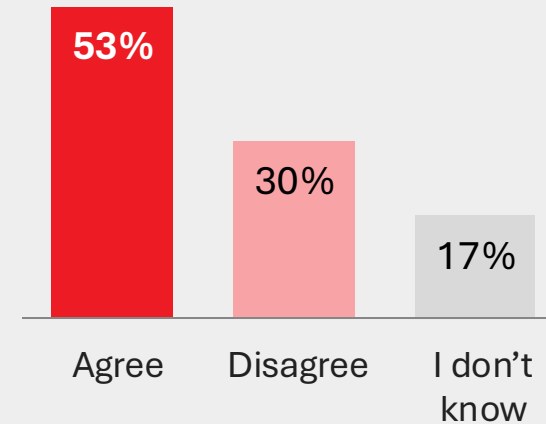
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Base: All respondents (n=1525)

% Agree
by age



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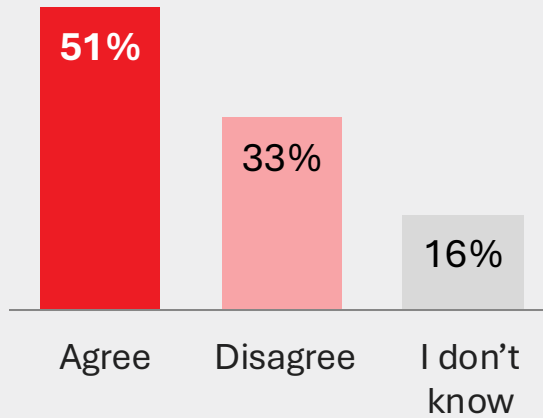


Out-of-Home Ads – Promoting Engagement

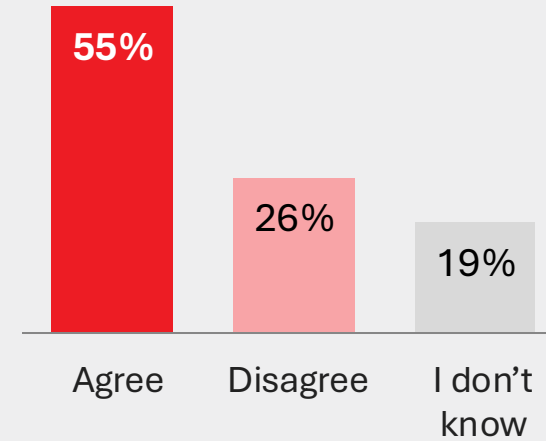
Q2. To what extent do you agree or disagree with the following statement:

Base: All respondents (n=1525)

Out-of-home advertisements that are **personalized** to me are engaging



Out-of-home advertisements that are dynamically based on **real-time data** are engaging

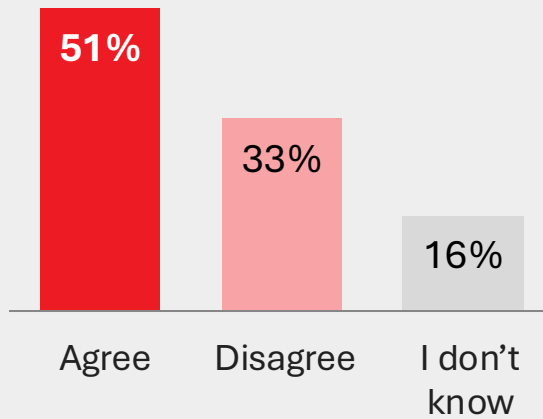


Out-of-Home Ads – Promoting Engagement

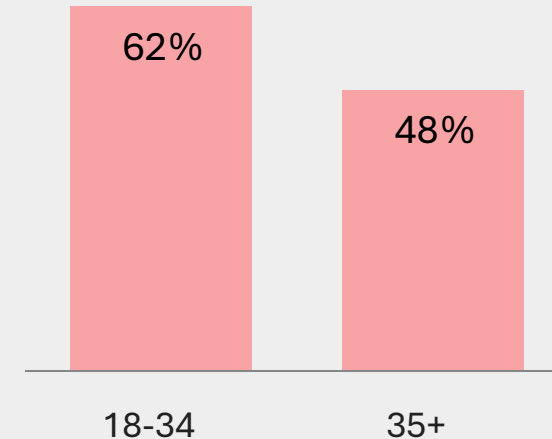
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% Agree
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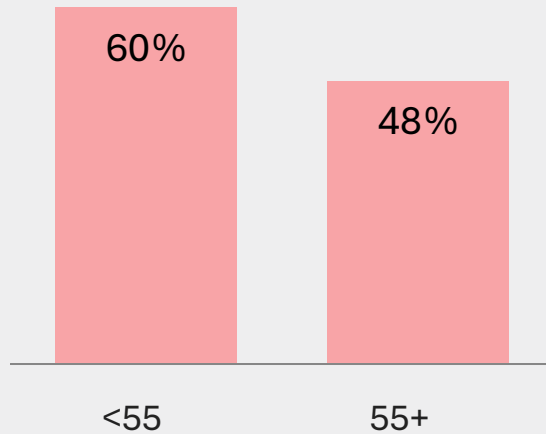


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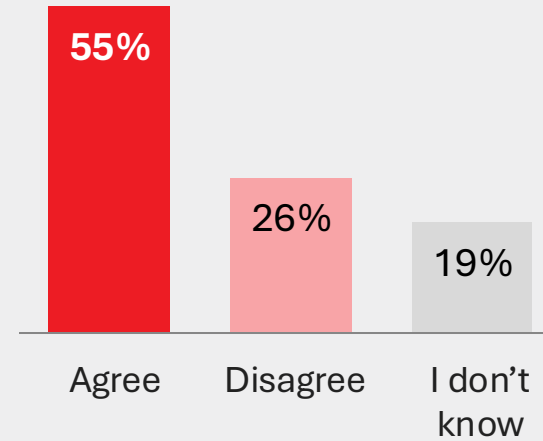
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% Agree
by age



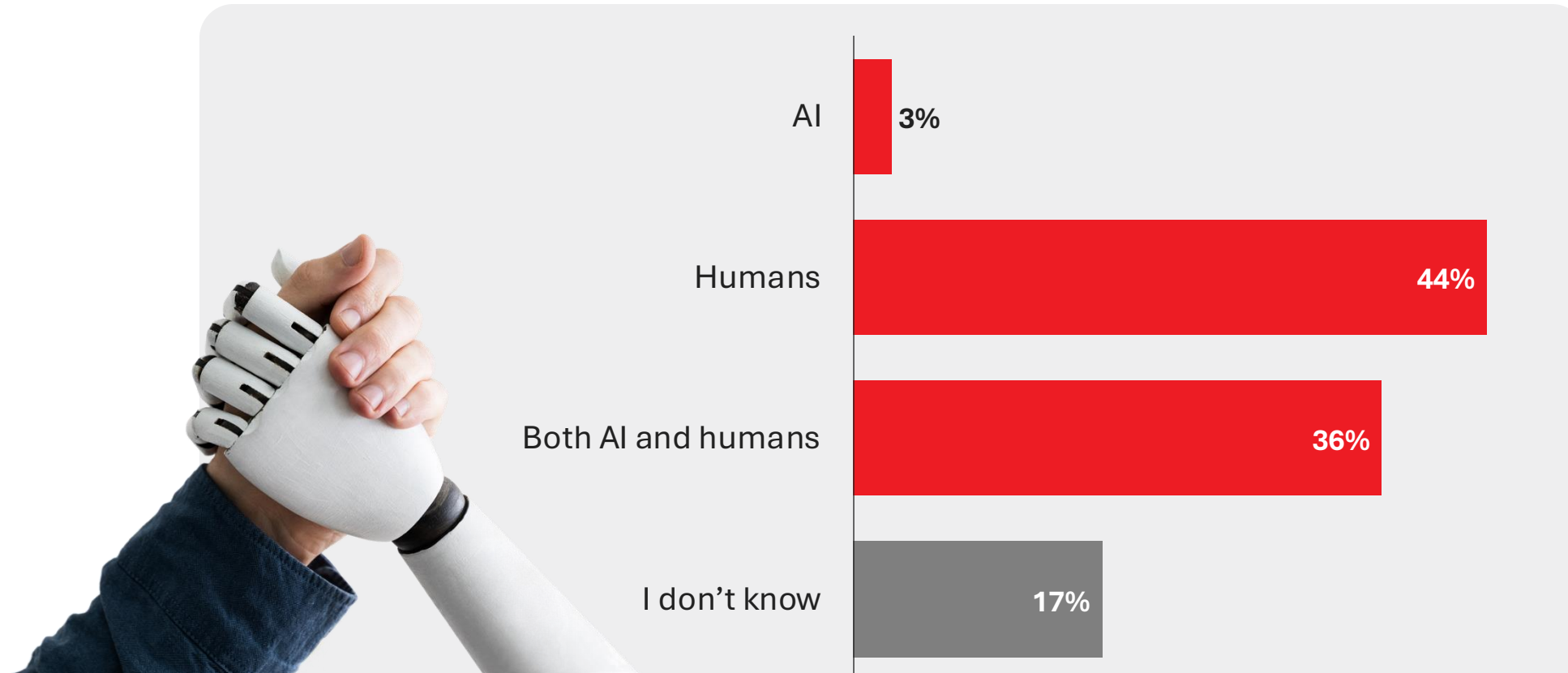
Out-of-home advertisements that are dynamically based on **real-time data** are engaging



Out-of-Home Advertisement Preferences

Q3. Do you prefer out-of-home advertisements to be created by AI, humans, or both?

Base: All respondents (n=1525)



Are Canadians Receptive to AI in Out-of-Home Advertising?

1

The majority of Canadians **are using AI**, even if they don't realize it.

2

There is **support** for using AI in out-of-home advertising, especially among younger Canadians, who find AI-driven ads more effective and relevant

3

When we change our language to refer more specifically to **personalization** and **real-time** advertising, enjoyment and engagement increases.





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