

OUT-OF-HOME CAPTURES CONSUMER'S ATTENTION & GENERATES RETURN ON INVESTMENT

Consumers are spending **most of their time outside** their homes: commuting, working, at school, shopping, dining and exercising. A strategic and well – executed out-of-home campaign can help you **reach and engage** these active consumers and **generate R.O.I.**

OOH MOVES PRODUCT: PENGUIN BOOKS

Penguin used a combination of **transit shelters and subway station posters** to promote two book launches - a departure from their usual print efforts.



Results:

Both books hit the **Bestsellers List week 4** of the campaign

A large **order was secured** with a major retailer.

Penguin Books **confirmed two more campaigns.**

[Watch the interview with the Marketing Director of Penguin Books Canada.](#)

OOH ADDS INCREMENTAL REACH & INSPIRES ACTION: YARDSALE FOR THE CURE

An idea that grew into a national phenomenon to raise money for breast cancer research, The Yardsale for the Cure ran an **OOH campaign using framed posters and digital screens in resto-bar, health-club and elevator networks, transit shelters and interior transit, as well as TV and radio.**



Results:

OOH Delivered **Incremental Reach:**

Over half of those who saw the OOH advertising did not recall the TV ads
Almost three quarters of those who saw the OOH advertising did not recall the radio ads.

Those who saw the campaign were inspired to act. They were:

- 2.5x more likely to go to the website
- 10x more likely to host a Yardsale
- 3.5x more likely to donate items to a Yardsale
- 2.5x more likely to make a financial donation

[View the story of the Yardsale for the Cure](#)

CREATE BUZZ, PR & HITS TO WEBSITE: MENTOS MAKE YOUR WORLD GO ROUNDER

Based on the success of the Mentos Gum launch, which used OOH as the primary medium and **generated coverage in over 50 media properties and blogs** worldwide, the client chose to buy OOH again.

In order to reach their **target of youthful, active, urban consumers, street level, subway station posters and resto-bar networks** were selected. Messaging promotes new flavours and a contest call for entries to help drive brand direction and a ‘Make Your World Go Rounder’ event late summer.



The **strategy is working** – Mentos reports **more than 100,000 hits to their website**, with a few weeks to go in the campaign.

WINNING CREATIVE

The **Marketing Awards** honoured **James Ready Beer, The Dairy Farmers of Canada and Yellow Pages Group with Gold** for select OOH creative executions and integrated campaigns, at the Toronto event held earlier this month.

To view creative for all winning entries, [click here](#).

The **Outdoor Media Association (Australia)** held their inaugural Outdoor Awards earlier this month. They received **more than 220 entries from 60+ creative agencies** across the country. **Saatchi and Saatchi won for their Toyota Yaris** campaign: The client donated two-thirds of each billboard to a range of charities under the tag line: “Uses less, gives more.”



To see the complete list of winners, [click here](#).

For more information on how OOH can generate results for your ad campaign please contact:

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