



OMAC :: Out-of-Home Marketing Association of Canada

Consumers' Perception of and Tolerance for Advertising Levels in Specific Media

The results of a new study conducted by OMAC suggest that there is a growing level of irritation and avoidance of advertising that interrupts our personal lives.

72% of Canadians believe they are exposed to “too much” advertising. Television advertising had the highest irritation level at 83%, followed by the Internet at 73%. OOH media (indoor and outdoor advertising) had the lowest irritation level at 26%.

Internet advertising had the highest avoidance level, with 73% of Canadians stating they “always or often” avoid Internet advertising. The media with the lowest levels of avoidance were radio at 46% and OOH media at 51%.

With the information collected on respondent's time spent on various activities outside of the home, the OOH industry can now calculate the 'time spent' and compare OOH media to other media.

Exposure to OOH is favourable when compared to other media. 33% of respondents' weekly media time is spent with OOH compared to 25% of their time spent with TV and 22% of their time with the Internet.

For more information on this study, please contact Rosanne Caron 416-968-3435 x108 or rcaron@omaccanada.ca

Upcoming OOH Events - OOH Day

Topics include: OOH Digital Applications and Future Growth, Guidelines on Creating Effective Digital Communication, New Transit Reach/Frequency Model

Toronto

Wednesday, September 17th

Montreal

Thursday, October 2nd

Vancouver

Tuesday, October 7th

Register on-line at www.omaccanada.ca

OMAC Research Manager

OMAC is looking for a Research Manager for the Toronto office.

Responsibilities:

- Project management of research studies with research committee and suppliers.
- Develop and write communication pieces on research findings.
- Respond to advertising agency, advertiser and OOH member requests for OOH information.
- Present research study findings.

Experience:

- 5 – 7 years advertising research experience in developing surveys, questionnaire design, analysis and presentation of results.
- Excellent analytical skills with ability to translate research data into promotional pieces.
- Superior communication skills – both written and oral
- Bi-lingual – proficient in both English and French
- Presentation creation using PowerPoint
- Knowledge of OOH media an asset.

If you are a highly motivated self starter interested in working in the OOH industry which is growing rapidly through the innovation of new products, networks and technology, send your resume to rcaron@omaccanada.ca

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