

WELCOME

**REDEFINING THE EXPERIENCE OF
REACHING CONSUMERS OUTSIDE
OF THE HOME.**

OUTFRONT/

OOH TODAY

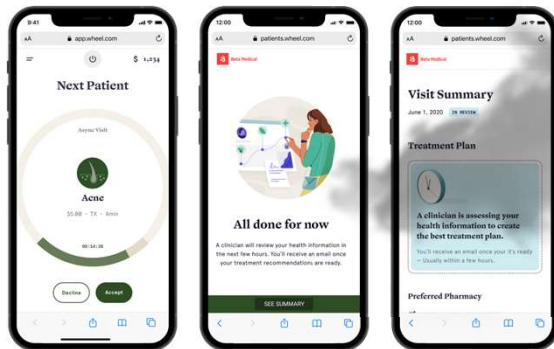
**IT'S A GOOD TIME TO
BE OUT OF HOME.**



OOH TODAY

Consumer habits have shifted.

Digital burnout



Online
everything

Revitalization



Revenge
Spending



OOH TODAY

It's a good time to be out of home.

Revitalized

As consumers plan their return to normal, brands are meeting them where they are – outside the home.

Digitally-driven

The accelerated digitization of OOH means brands can leverage always-on messaging with dynamic, engaging storytelling.

Complementary

While strong on its own, OOH complements other ad mediums, and has been proven to extend the reach and effectiveness of campaigns.

Automated

Programmatic OOH offers data-driven targeting through a DSP of choice to reach key audiences at scale in high impact formats.

Measurable

Attribution solutions provide brands with flexibility to measure success by specific campaign KPIs.



AUDIENCE SHIFTS

The audience isn't changing, how we reach them is.

The way we work and live has shifted, but OOH is still as woven into our lives, our communities, and our daily journeys, more than ever before.

90%

Notice street-level ads more now than prior to the pandemic

41%

Using the subway on both weekdays and weekends

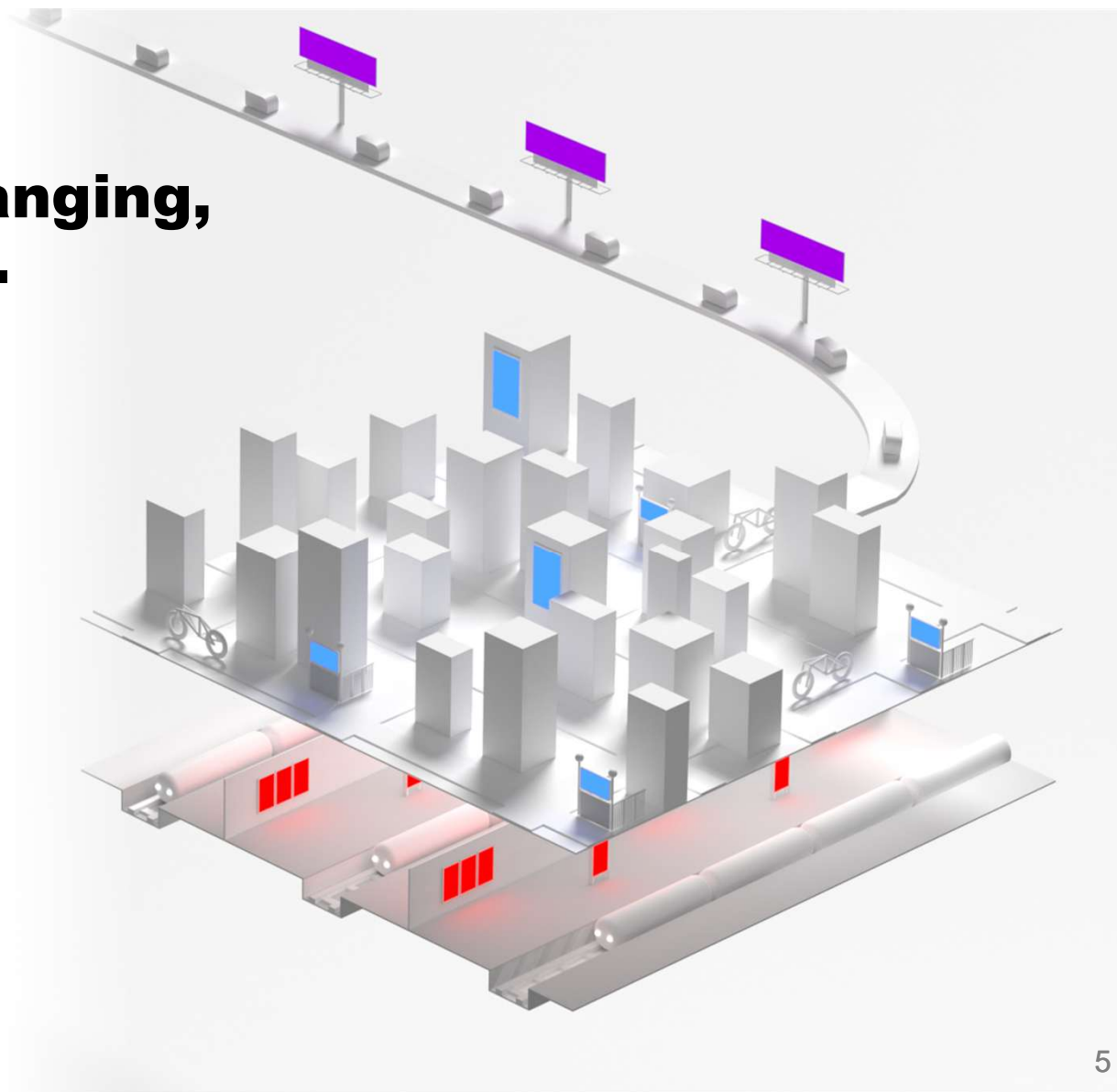
61%

Commute to the office 2-3x each week

75%

Are biking and walking more

SOURCE: MFOUR 2021



AUDIENCE SHIFTS

OOH is woven into the consumer journey.

ROADSIDE DIGITAL

Avg Dwell Time: 2-3 seconds

Use: Information, Brand Reach

DIGITAL STREET FURNITURE

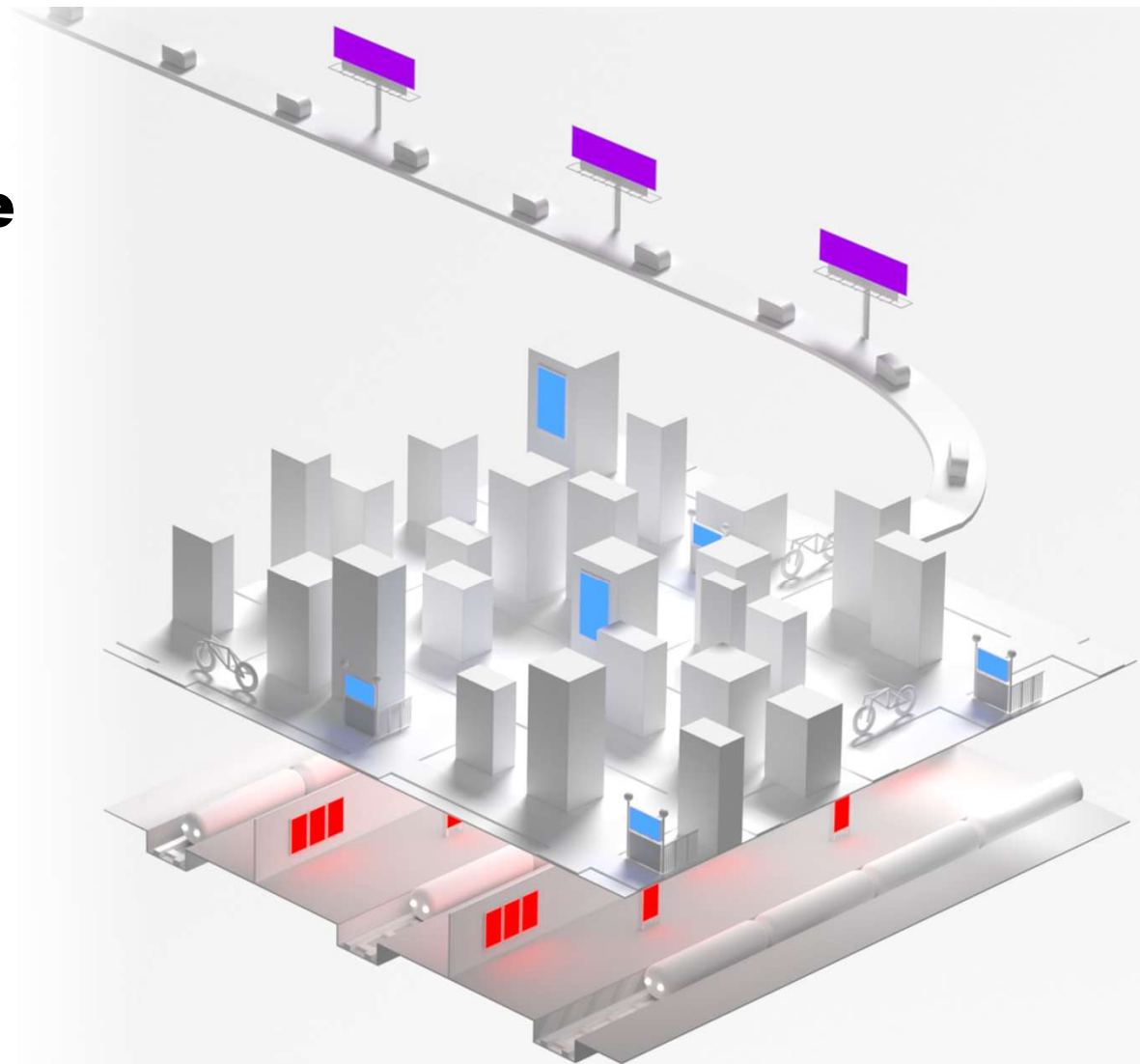
Avg Dwell Time: 6-15 seconds

Use: Location-based contextual targeting

LIVEBOARD NETWORK

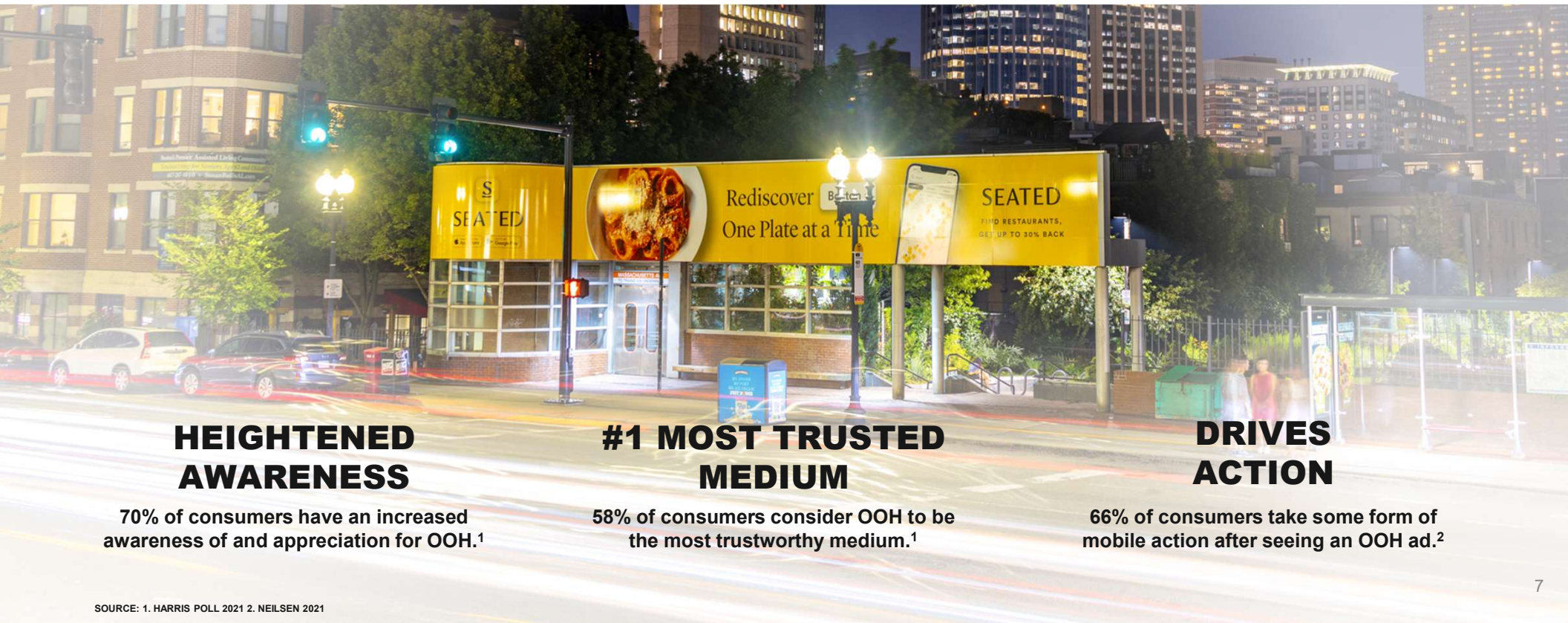
Avg Dwell Time: 7 – 8 minutes

Use: Interactive, Data rich content



AUDIENCE SHIFTS

OOH is more impactful than ever.



HEIGHTENED AWARENESS

70% of consumers have an increased awareness of and appreciation for OOH.¹

#1 MOST TRUSTED MEDIUM

58% of consumers consider OOH to be the most trustworthy medium.¹

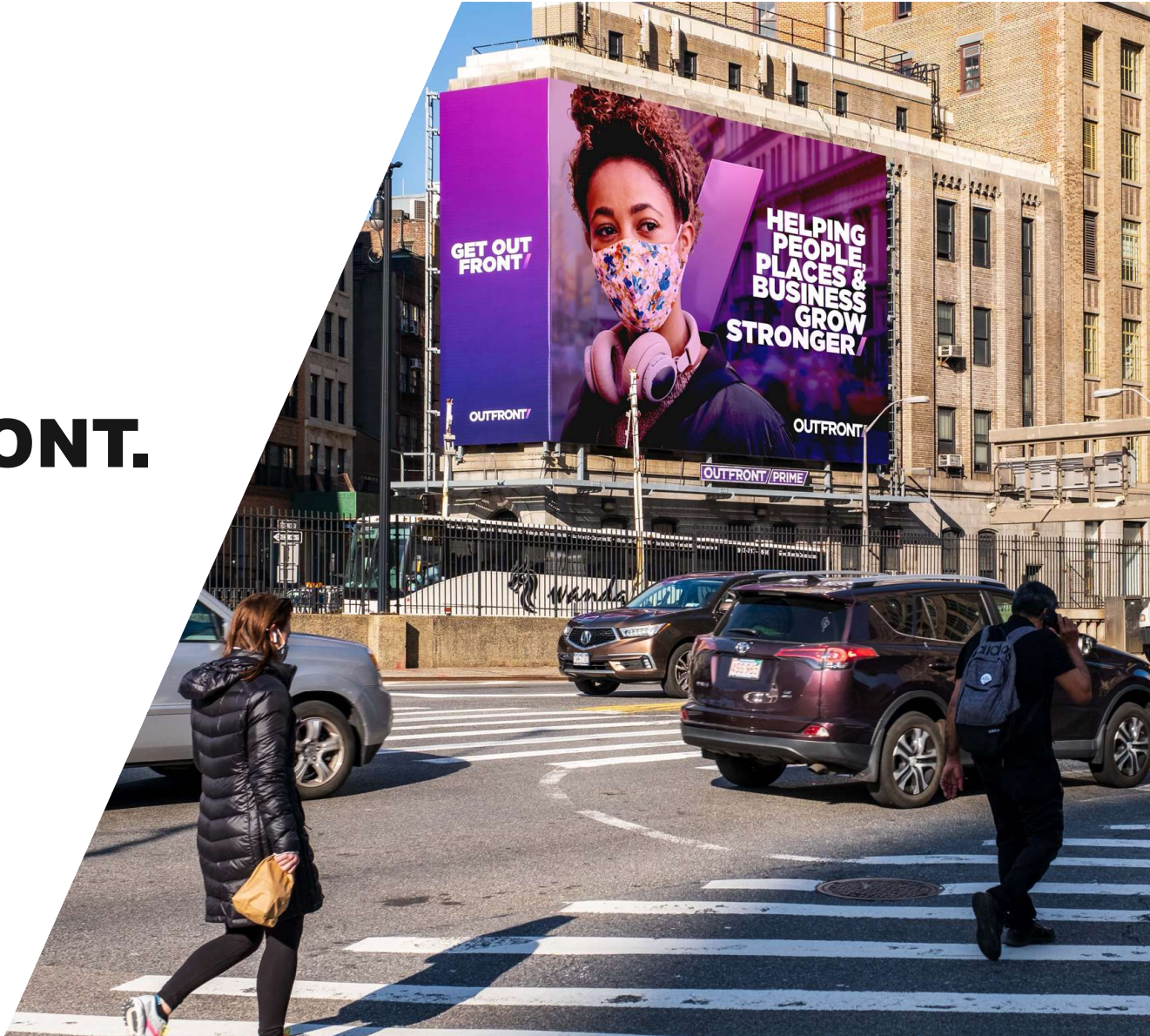
DRIVES ACTION

66% of consumers take some form of mobile action after seeing an OOH ad.²

SOURCE: 1. HARRIS POLL 2021 2. NEILSEN 2021

ABOUT US

WE ARE OUTFRONT.



ABOUT US

Offering national scale + local depth

650K Canvases

Top 50 Markets

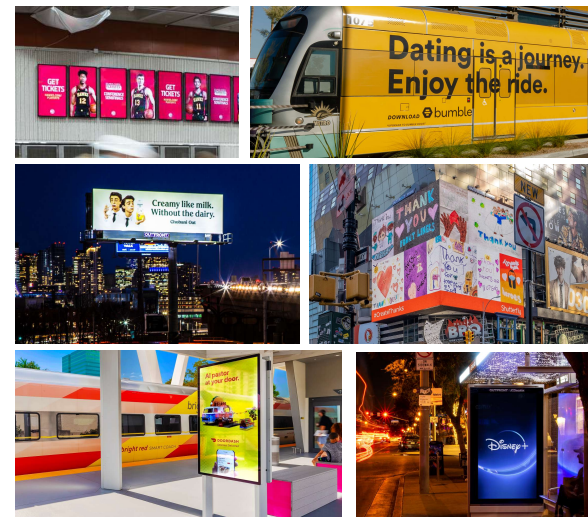
123 DMAs

Americans reached weekly



SOURCE: TELMAR 2021, GEOPATH 2021

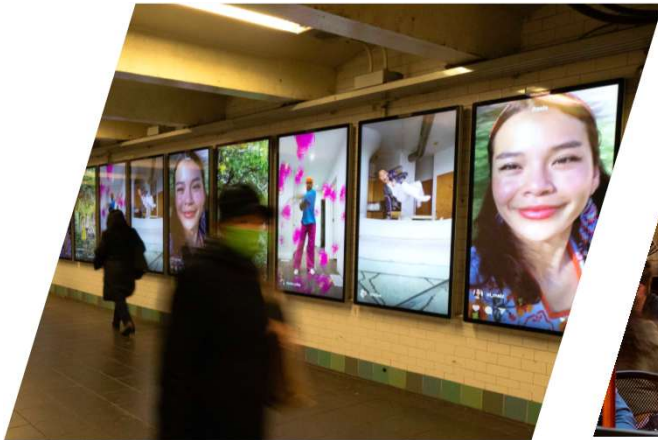
Diverse portfolio of assets



MISSION

Deliver impactful & engaging interactions with audiences as they live their lives.

TECHNOLOGY



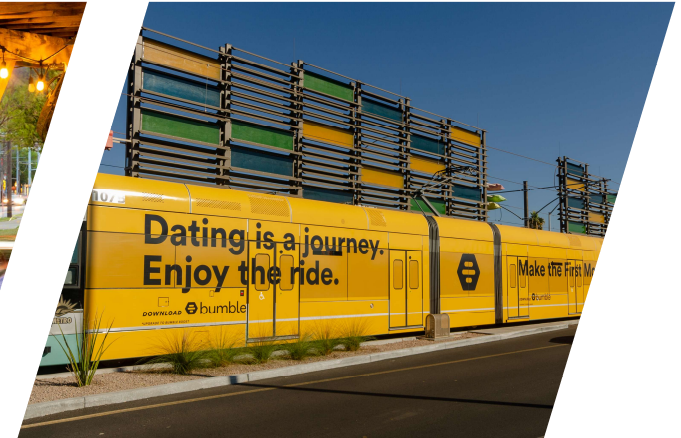
Sophisticated technology enables modern storytelling for brands. Command consumer engagement with programmatic, dynamic, and targeted digital capabilities.

LOCATION



OUTFRONT's national breadth and local depth enables contextually relevant messaging to targeted audiences.

CREATIVITY



Big. Bold. Beautiful. The perfect blank canvas for dynamic and impactful creative.

LEADING THE OOH TRANSFORMATION

THE MODERN OOH MEDIUM.



LEADING THE OOH TRANSFORMATION

Modern OOH Medium

Consumer Engagement



**ABOVE & BELOW GROUND DIGITAL
TRANSFORMATION**



**ADVANCED CREATIVE
TECHNOLOGY**



**INNOVATIVE CONTENT
EXPERIENCES**

Data & Measurement



AUDIENCE-FIRST APPROACH



PROGRAMMATIC



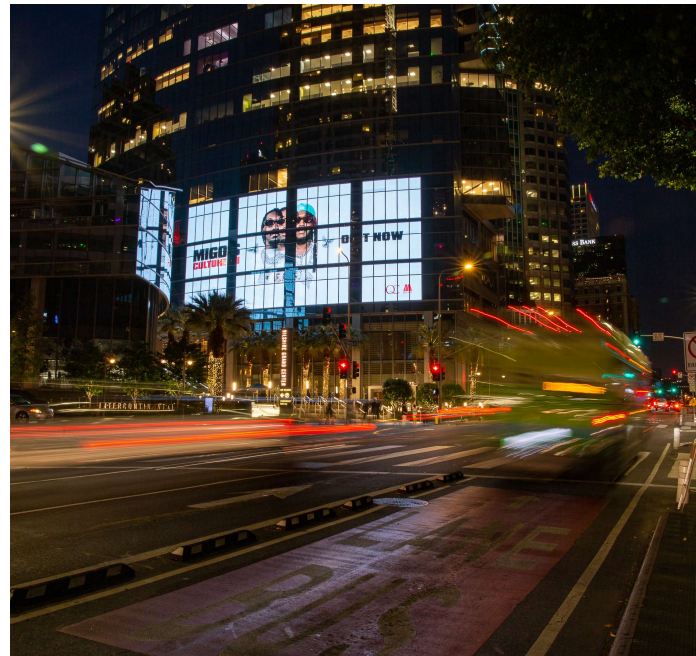
ATTRIBUTION

LEADING THE OOH TRANSFORMATION

Digital OOH is revolutionizing the industry.



Digital billboards, spectaculars, and street furniture are transforming OOH's ability to be nimble, timely, and impactful at scale.



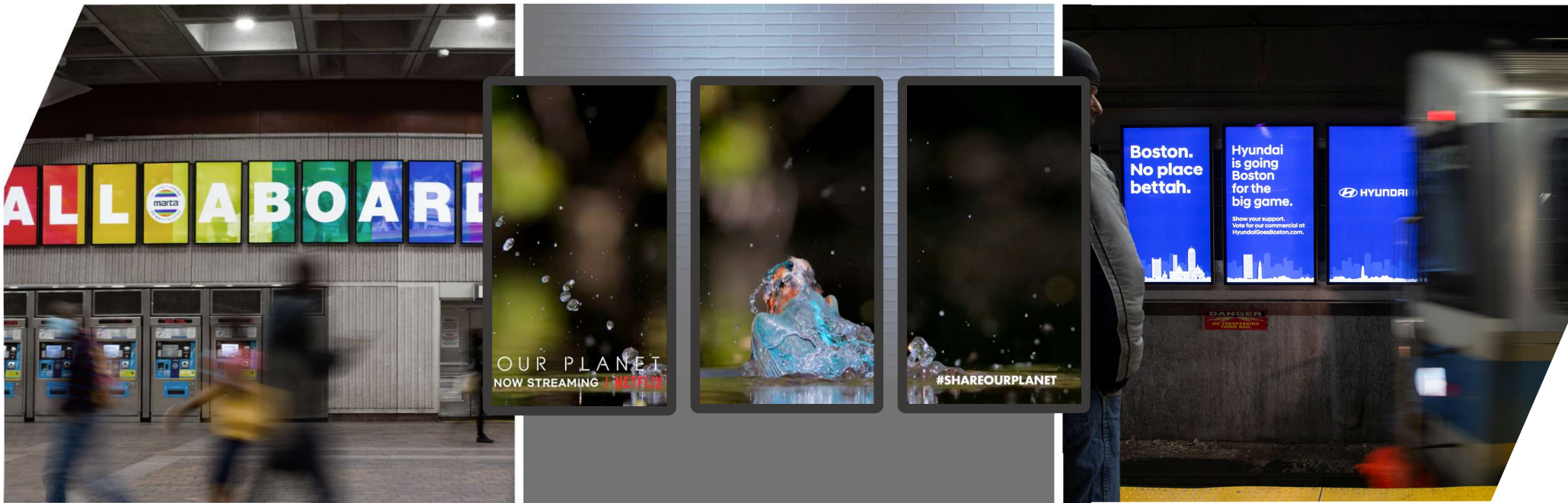
- Full-motion Impact
- Flexibility
- Contextual Relevance



- Engagement
- Efficiency
- Impact

LEADING THE OOH TRANSFORMATION

Cutting-edge technology across all major transit hubs.



OUTFRONT's full-motion video liveboard network offers high-dwell times and unmatched creative potential.

- New York
- Los Angeles
- Boston

- Atlanta
- South Florida
- Minneapolis

- San Francisco Bay Area
- Washington D.C.

ENGAGING CONTENT EXPERIENCES

Redefining consumer experience by serving immersive content



**Digital Design
GOLD CRAFT
2021 OBIE Awards**

Moments by OUTFRONT delivers value to audiences by serving localized and relevant content to increase earned attention.

Current Partners:
NYC The Official Guide MoMA So yUMMy GIPHY ARTSY AXIOS TENNIS CHANNEL

16th & R St NW

GIFTS OF TIME

5 6

THIS WEEK'S GIPHY ARTIST IS @CASPERWAIN

AUDIENCE-FIRST APPROACH

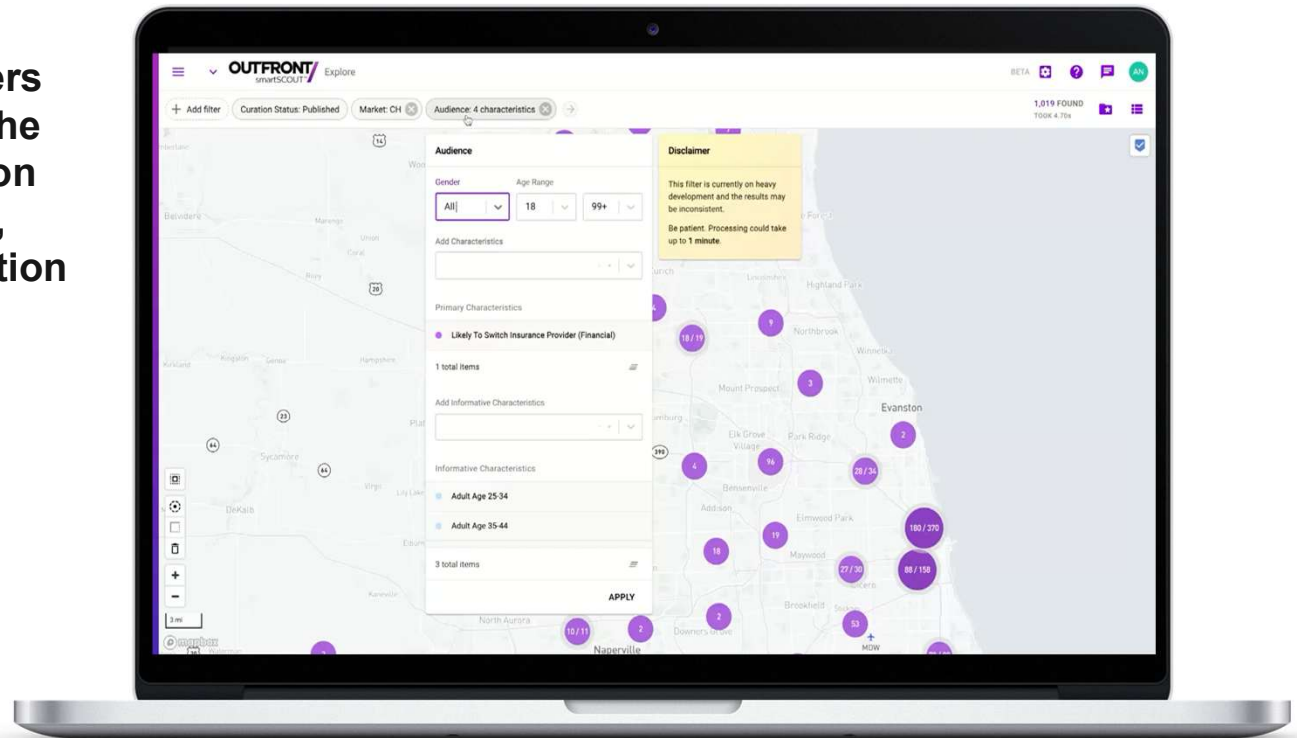
OUTFRONT is powered by audiences.

smartSCOUT™ intelligence discovers and measures target audiences in the physical world by leveraging location data to attribute impression counts, dwell time, and audience segmentation for our above ground inventory.

OUTFRONT
smartSCOUT™

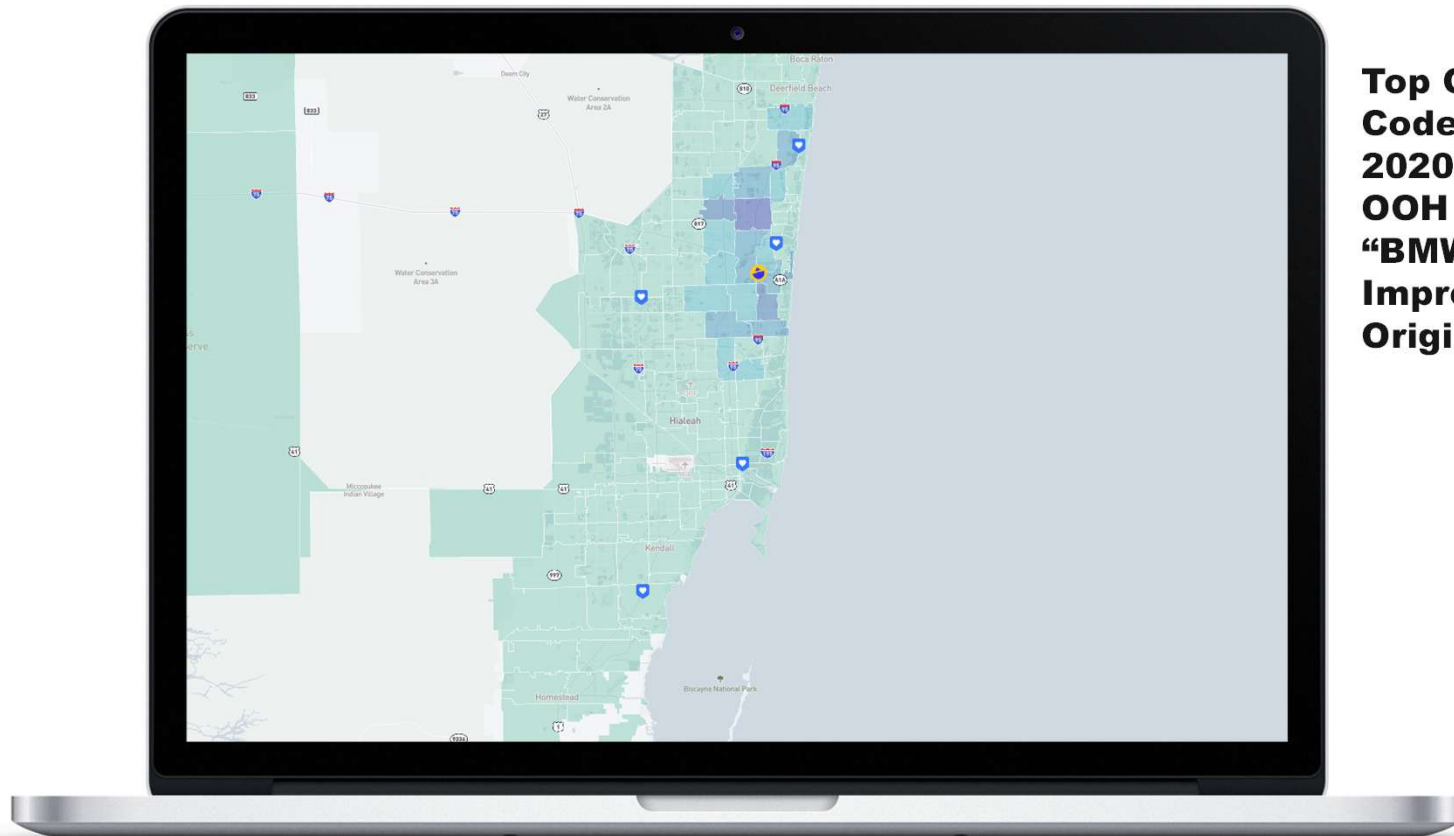
geopath

StreetMetrics™



AUDIENCE-FIRST APPROACH

DMP benefits in action.



**Top Quintile Zip
Codes for BMW
2020 Sales + Top
OOH assets for
“BMW ownership” +
Impression
Origination**

Programmatic at OUTFRONT

Access 1,200+ **OUTFRONT**
large format and roadside
digital billboards*
in the top markets
nationwide.

SSP Partners



VISTAR MEDIA

DSP Partners



AMOBEE



VISTAR MEDIA

*SELECT ABOVE-GROUND TRANSIT ASSETS ARE ALSO AVAILABLE.

PROGRAMMATIC

Transforming OOH with programmatic

Access 1,000+ OUTFRONT Large Format, Roadside Digital Billboards in the top markets nationwide - averaging 991M* impressions.

SSP PARTNERS

VISTAR MEDIA

PLACE EXCHANGE

Hivestack

DSP PARTNERS

Non-guaranteed deals (open exchange and PMP)

VISTAR MEDIA

ADELPHIC
BY VIANT

AMOBEE

verizon
media

MediaMath

Adobe

theTradeDesk

ubimo

AdQuick

Guaranteed deals

theTradeDesk

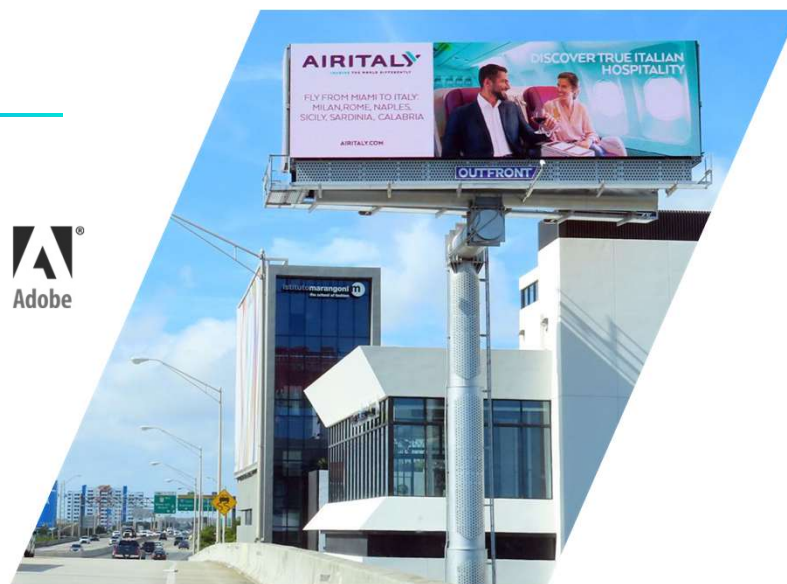
AMOBEE

MediaMath

ubimo

ROKU

*719M impressions for a 4-week campaign (1 flip)



PROGRAMMATIC

Data-driven targeting with mass reach & scale



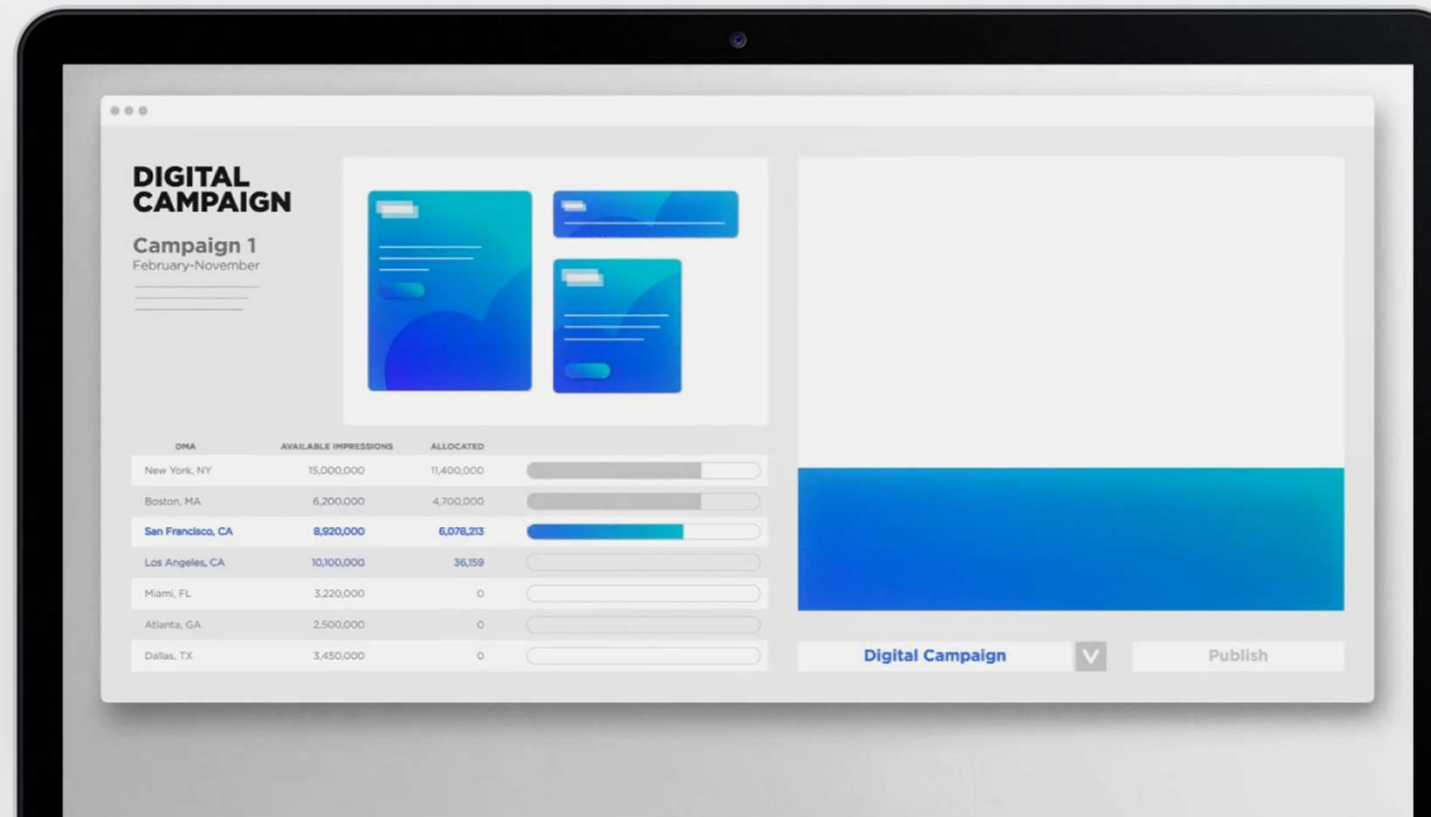
Precision



Automation



Visual Impact



DIGITAL TRANSFORMATION : IN ACTION

Bounce Curl boosted success with programmatic

In Q1 2021, Bounce Curl launched a programmatic campaign to drive awareness, consideration, and purchase intent in Miami, New York, Los Angeles, Chicago, Phoenix, Houston, and Philadelphia. They utilized OUTFRONT's full suite of services, from OUTFRONT Studios creative expertise, to mobile retargeting, to attribution solutions.

 **+47%**
Awareness

 **+21%**
Consideration

 **+18%**
Purchase Intent

 **+5%**
Recommend

 **+20%**
Online Traffic

 **+28%**
Online Store Sessions

 **+7.3%**
Mobile SAR vs. Benchmark

SOURCE: OUTFRONT MOBILE NETWORK AD IMPACT SURVEY, 2021



DIGITAL TRANSFORMATION : IN ACTION

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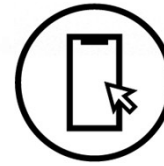
+18%

Purchase
Intent



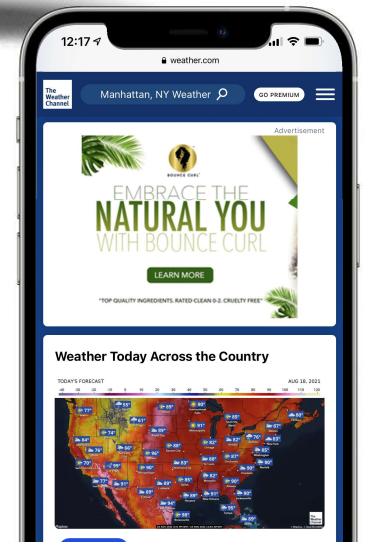
+28%

Online Store
Session



+7.3%

Mobile
SAR vs.
Benchmark



ATTRIBUTION

Evaluate OOH campaign performance across any KPI

THE TRUCK THAT NEVER SETTLES.
THE 2021 FORD F-150

BUILT TOUGH **BUILT Ford PRO**

OUTFRONT

SOCIAL LISTENING **PRESS IMPRESSIONS** **SEARCH** **MOBILE CTR & SAR** **TUNE-IN** **FOOTFALL** **CONSUMER SURVEY** **WEBSITE VISITATION**

INCLUDED SOLUTIONS **PAID SOLUTIONS**

23

ATTRIBUTION

Evaluate performance across any KPI with both paid and earned solutions.

Included

Social Listening
Search
Mobile CTR & SAR
Press Impressions

Additional

Consumer Survey
Tune-in
Website Visitation
Footfall



ATTRIBUTION

Attribution capabilities enable integration across multiple data partners.

Including but not limited to...

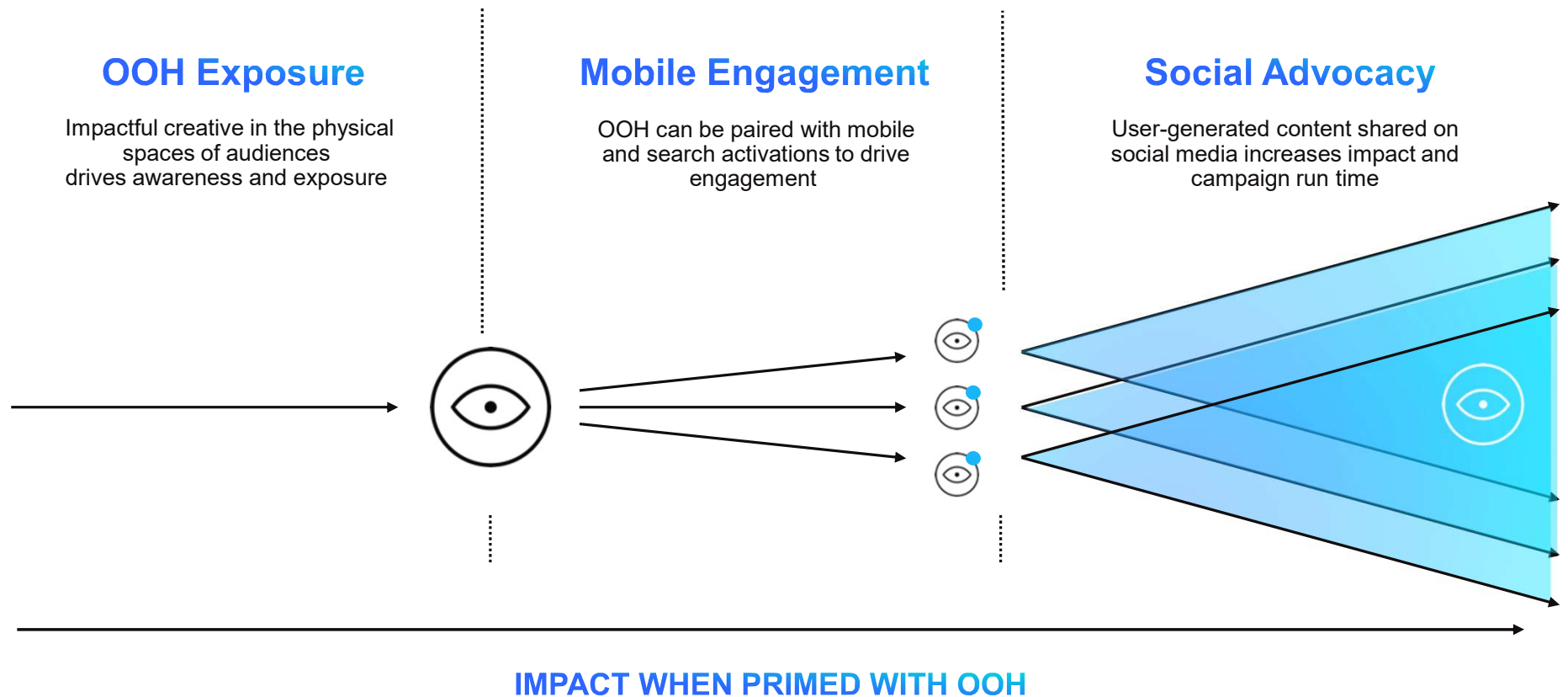


OMNI-CHANNEL

MULTI-CHANNEL AMPLIFICATION



OOH accomplishes omnichannel impact.



OMNICHANNEL

OOH makes mobile work harder.

Social Activations: 4X More
per ad dollar spent than any other medium.

Search: 40% Lift
when OOH is added to a mobile campaign.

Engagement: 48% Lift
in consumers' likelihood to click a mobile ad.

SOURCE: NIELSEN 2018, OCEAN NEURO 2018



The power of priming.



The Priming Effect

OOH exposure primes consumers for consideration and action via mobile network

Audience Location & Targeting

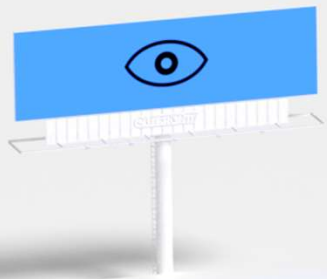
Location targeting based on OOH campaign / storefront geofences + audience behavioral targeting & retargeting

Visitation & Consumer Insights

Deliver real-time directional messaging & promotions enabling call to action

OMNICHANNEL

The power of priming.



The Priming Effect

OOH exposure primes consumers for consideration and action via mobile network

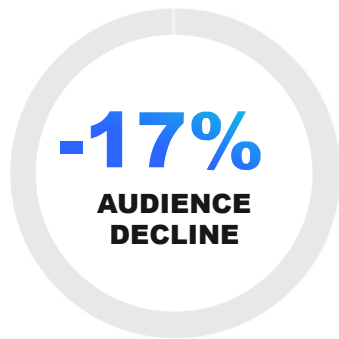
Audience Location & Targeting

Location targeting based on OOH campaign / storefront geofences + audience behavioral targeting & retargeting

Visitation & Consumer Insights

Deliver real-time directional messaging & promotions enabling call to action

TV ratings decline, while CPMs continue to rise.



Linear TV ratings and total audiences are on the decline.



People are spending less time watching TV.



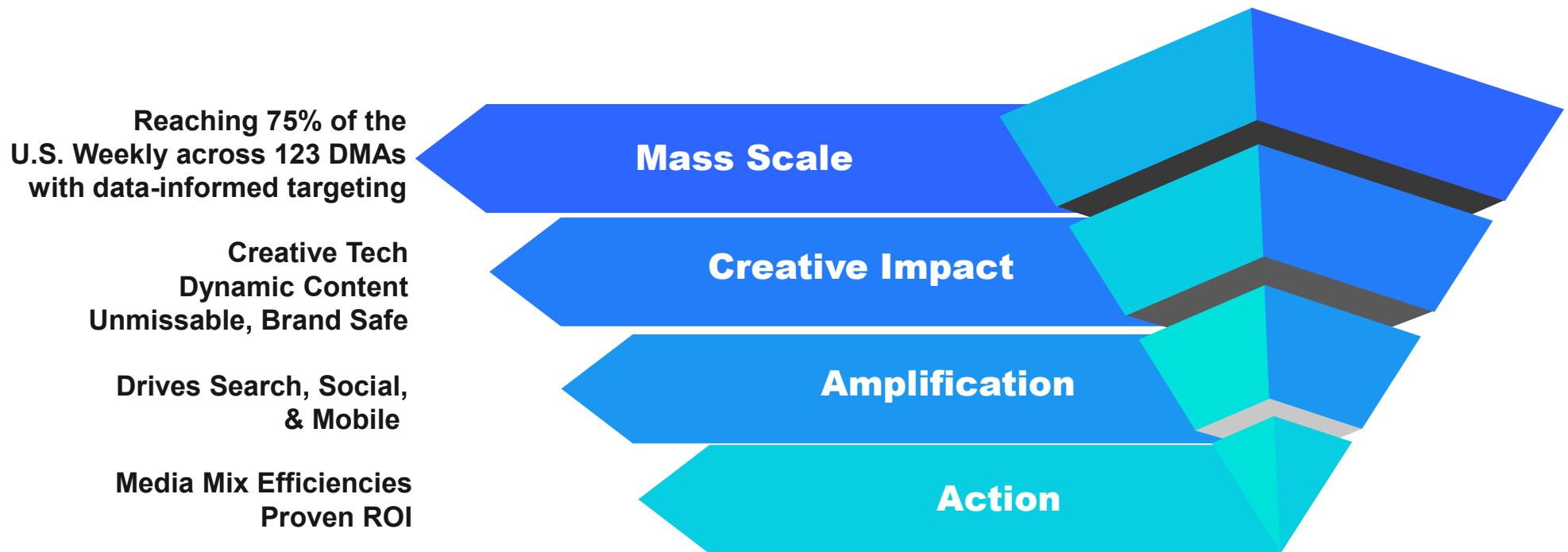
Average CPMs for linear TV spots are increasing.

→ **+OOH**

Reaches lost audiences
Decreases overall CPM

OMNICHANNEL

OOH delivers on all levels.



CREATIVE

CREATIVE INSPIRATION



OUTFRONT STUDIOS

Award-winning creative team



Award-winning
creatives across
the U.S.

OUTFRONT Studios offers agency-caliber
creative services plus unique OOH
expertise to ensure campaign success.

Published in....

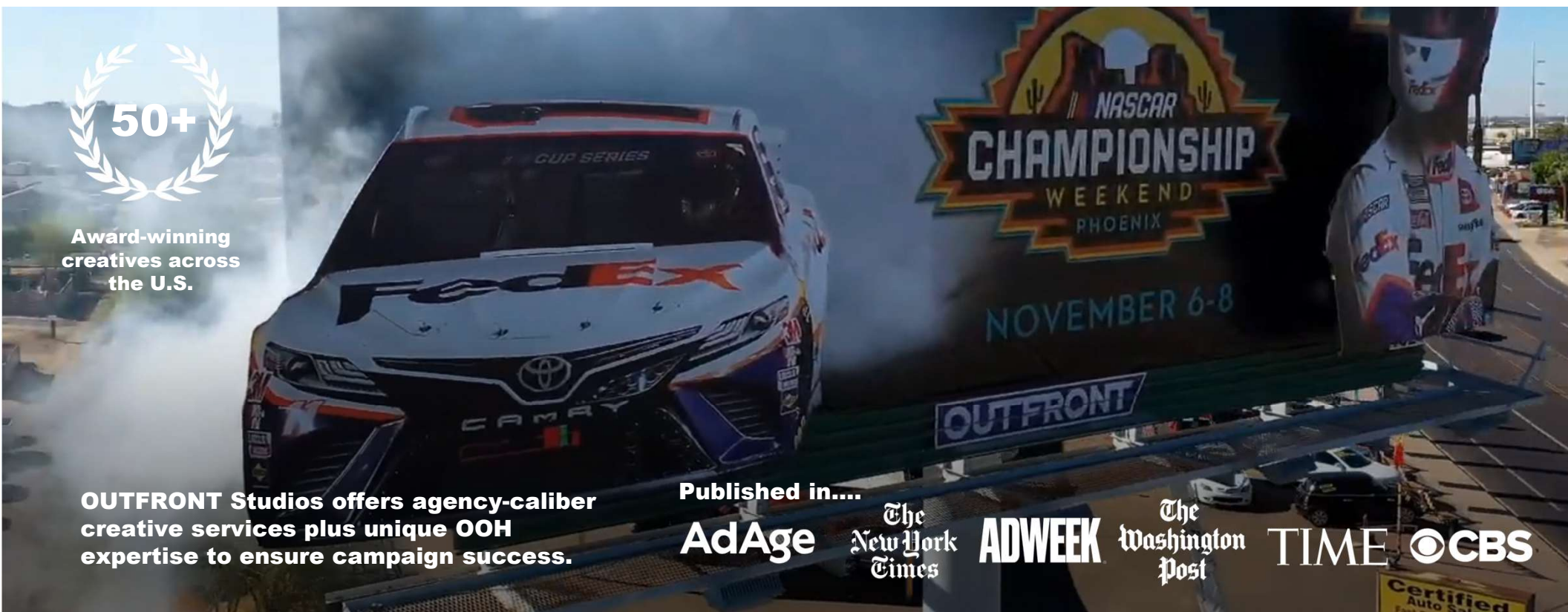
AdAge

The
New York
Times

ADWEEK

The
Washington
Post

TIME CBS



THANK YOU!

