

OUTFRONT/

DAVID SCHLITTER
MEDIA CONSULTANT

DAVID LAMBERTI
MIDWEST CREATIVE
DIRECTOR

OBLIGATORY UP TEMPO BRAND VIDEO

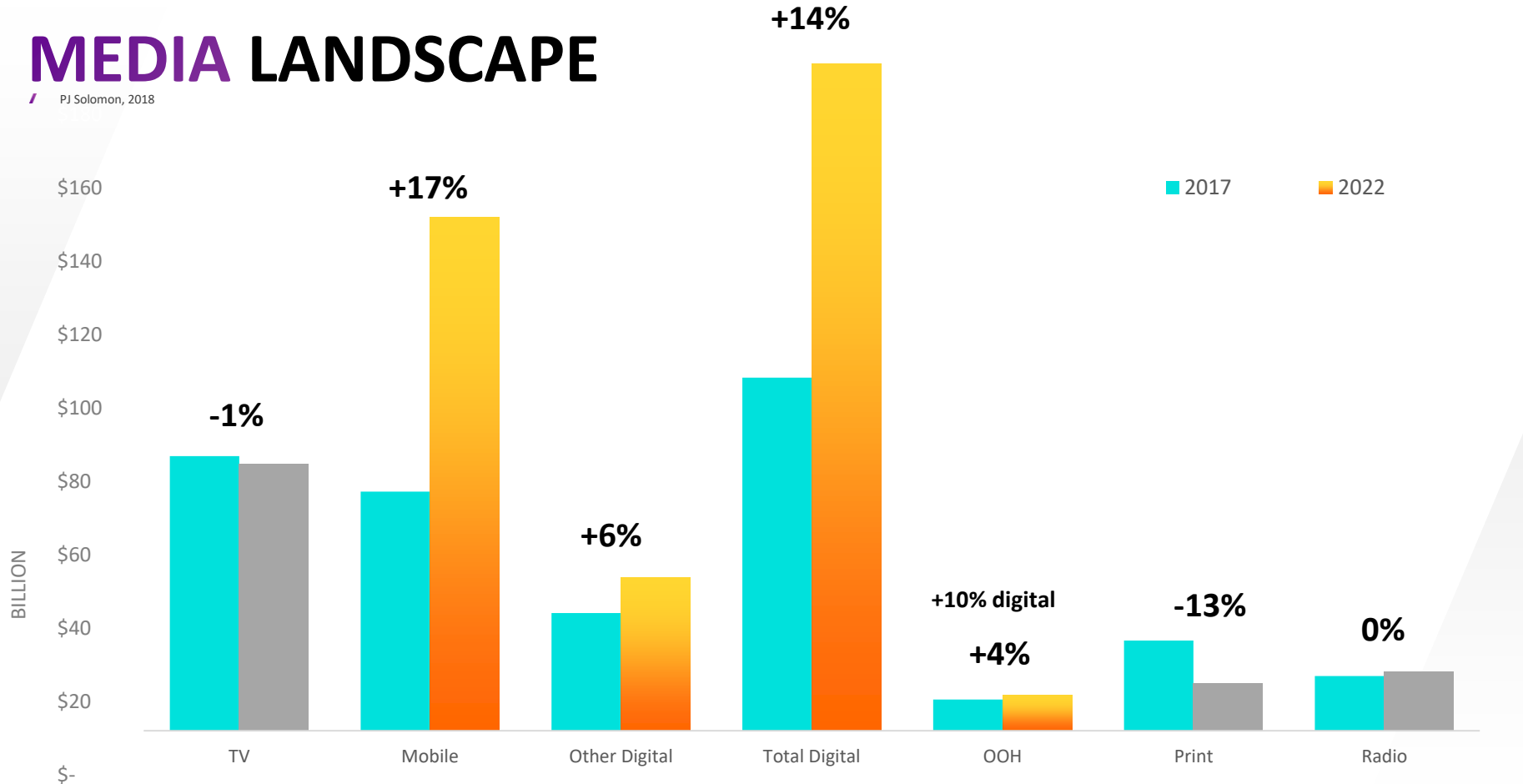
PART 1

**OFFICIAL
IMPRESSIVE FACTS
AND FIGURES
PORTION OF THE
DECK**

FACT #1:
**DIGITAL HAS
COMPLETELY
CHANGED THE
MEDIA LANDSCAPE**

MEDIA LANDSCAPE

PJ Solomon, 2018



FACT #2:
MOBILE DEVICES HAVE
AN UNQUESTIONABLE
ROLE AS OUR PRIMARY
DIGITAL TOOL



More than **three in 10** would **stop seeing their friends in person**



Almost **a third** of Americans would rather **give up sex** for a year



45% said they would **put off going on vacation**



46% would be willing to **give up a day off per week**



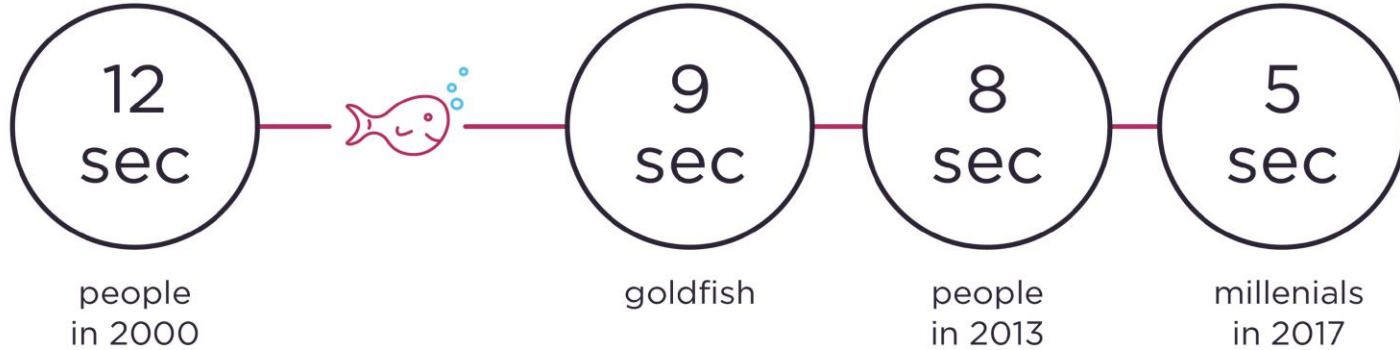
More than **55%** would rather **forgo dining out** for 12 months

/ The Boston Consulting Group (BCG), 2017

THE SIDE EFFECTS



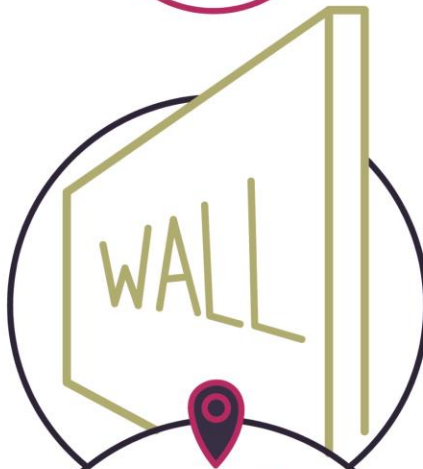
attention
spans





value & benefits

5
sec



perceptions



audience

FACT #3:
BECAUSE OF THIS
OOH MAKES MORE
SENSE THEN EVER

70%

OF TIME IS SPENT
OUT-OF-HOME

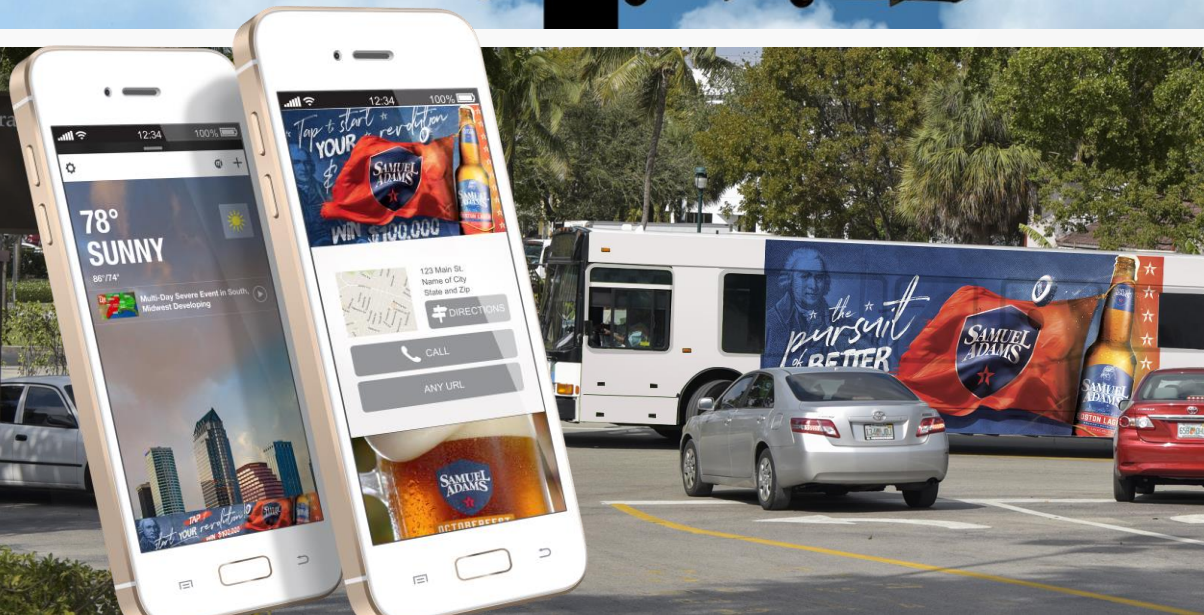
&

68%

OF MOBILE USE IS
DONE ON-THE-GO

TGI, 2018

OUTFRONT



FACT #4:
**OOH HAS A NATURAL
SYMMETRY WITH
DIGITAL...**

**DIGESTING BRIEF,
TO THE POINT
MESSAGING HAS
BECOME SECOND
NATURE IN
TODAY'S
SOCIETY.**



FACT #5:
100% OF BORING
ADS DON'T MATTER

SOURCE: David Lamberti, 2018

PART 2

**THE DATA DOESN'T
MATTER IF THE
CREATIVE IS BAD**



Creative drives
70% of advertising
effectiveness.

Media Post Article from Media Metrics Conference
Jim Spaeth, partner at Sequen Partners

DON'T DO THIS...

TAXES

Preparamos sus Impuestos! Su Reembolso es su Enganche!

TAXES

¡MUY BUENO!

¡Que está reparando!



FAIR EXCHANGE



Reparación
Reparación

AUTO SALES

Trámites en línea en
First Time Buyer

Licencia
Mediana

0

Enganche
E.E.A.

"Agencia Chica Con Un Corazón Grande"

2221 W. Van Buren

602-253-4255



Má crédito
Bad Credit



Su crédito
Su credit



Suavemente
Extinguición

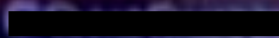


Diverte
Diverte



Todas las aplicaciones son aceptadas
All applications accepted

001745



BE CONCISE

GET TO THE POINT



DON'T DO THIS...

GEORGIA TECH

2013-14 MEN'S BASKETBALL

A HOLIDAY GIFT SLAM DUNK!

FIVE GAME FLEX PLAN
ON SALE NOW!



RAMBLINWRECK.COM ♦ [888.TECH.TIX](tel:888.TECH.TIX)

OUTFRONT

DO THIS...

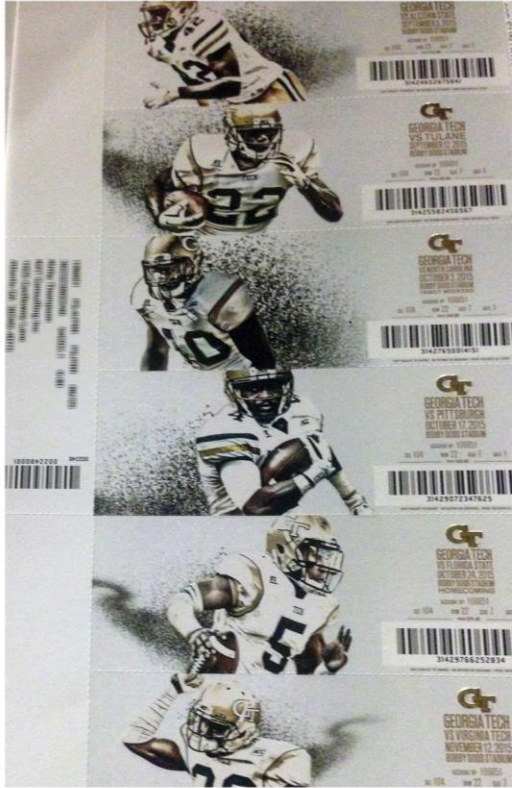


GT
TogetherWe
SWARM

OUTFRONT

9768

**AND YOU'LL CREATE
THIS...**



 gathletics

Follow

782 likes

56w

gathletics All signs around #ATL point to toe meets leather on September 3! #TogetherWeSwarm

sethsasser Nice!!!

piero.latona Dang 🔥 @thegr8adam

matt8979 Nice!!! 🍌

rdemelfi @kdemelfi

paytongoodwin_24 awesome

kembleleague Very nice. Slick.

michaelbarimo7 @nikogekas12

rswinger @crussell404 look at JT

_trentbroome #jt4heisman

crussell404 @rswinger season is on him

rswinger @crussell404 well then to quote Pastor Troy "if we all think we soldiers then what's up then let's go to war."

crussell404 @rswinger Pastor Troy and Georgia Tech's D... had a conversation...

♡ Add a comment...

...

OUTFRONT

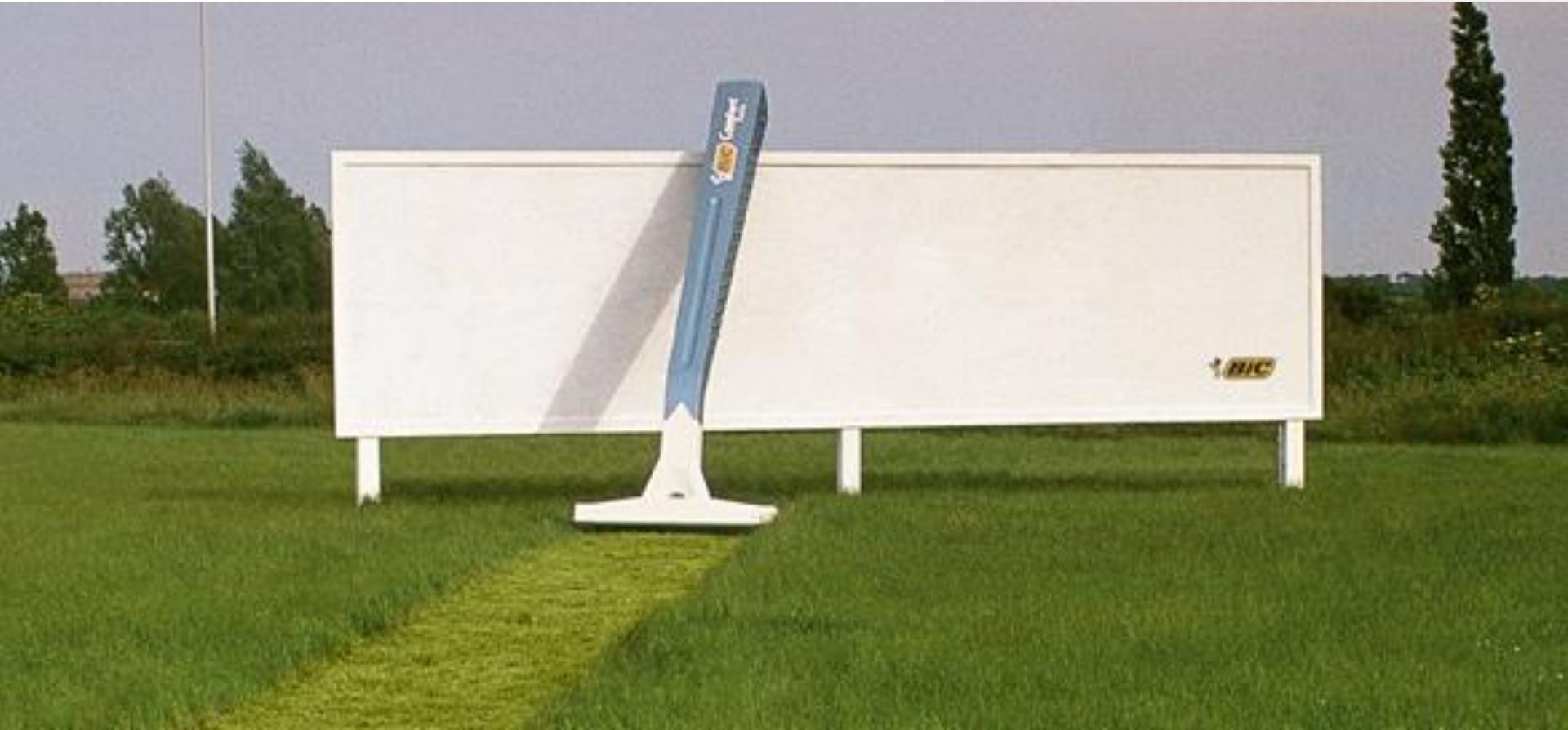
USP

**WHAT MAKES YOUR
BUSINESS UNIQUE?**



OUTFRONT

BRAND BENEFITS?



HAVE AN IDEA

ONE IDEA

STRATEGIC

HONESTY. TRANSPARENCY. TRUST.



ALL PRO
NISSAN
DEARBORN

OUTFRONT

9-4132

3024

OUTFRONT



OR TACTICAL



\$10 A MONTH

**37 DETROIT
AREA LOCATIONS**



OUTFRONT



NEVER BOTH

**T
IR
ED OF
GLASSES?**

**GET LASIK
ONLY \$1299/eye**

LIMITED TIME OFFER

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Cataract Surgery

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Under Eye Bags

Dr. A. Ebbie Soroudi, MD, MS

Hablo Español



OUTFRONT

FOCUSED & CLEAN



Corona
Extra

LA BEBIDA MAS PURA
BEER



OUTFRONT

SET A TONE



A large billboard for Dunkin' Donuts is mounted on a structure. The billboard has a light blue background with confetti and streamers. In the center is a large, detailed image of a pink-glazed donut with sprinkles. To the left of the donut is a white donut with colorful sprinkles, and to the right is another white donut with colorful sprinkles. The Dunkin' Donuts logo is in the top right corner, featuring a coffee cup icon and the text "DUNKIN' DONUTS". Below the logo is the slogan "PARTY ACROSS THE STREET".

OUTFRONT

WAFFLE HOUSE





DETROIT

BIRMINGHAM

OUTFRONT

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BE FUNNY



KUHNS&KUHN DIVORCE ATTORNEYS

EAT MOR CHICKIN

Chick-fil-*z*



**AN ADULT
MAGAZINE**
WITHOUT ALL THAT

**ANNOYING
NAKED STUFF.**

BILLS
CONTENT

SKEPTICISM IS A VIRTUE

OUTFRONT

STIR EMOTION





OFFICIAL SPONSOR OF THE SWEDISH NATIONAL ICE HOCKEY TEAM

ALCRO



**MAKE THE VIEWER
THINK**



Jeep

THERE'S ONLY ONE





L.L.Bean is now in Washington.
Tysons Corner Center


**MEDIOCRE =
FORGETTABLE**

RELAXING SPA

• TRAINED STAFF • \$20 PER HOUR

EXIT NOW!

NEXT TO
CLASSY NAILS



esc

Nature's Beauty Spa.com

OUTFRONT

**UNPREDICTABLE =
MEMORABLE**



1082 50

MARCO

AEG

**De ongelofelijke zuigkracht van de
AEG Vampyr Rosso.**



**COPS HIDE
HERE**



1196

VIACOM

EMBRACE
FLEXIBLE
TECHNOLOGY

**Rainy Forecast
Save on Scotts Fertilizer**

ACE
The helpful place.



OUTFRONT

6316M
www.6316m.com

LIVE SCORES

76	VIRGINIA
71	NORTH CAROLINA-WILMINGTON

FINAL



NCAA MARCH MADNESS
tbs CBS tru



LIVE SCORE

42	NORTHWESTERN
32	VANDERBILT
2	QTR 15:34

OUTFRONT

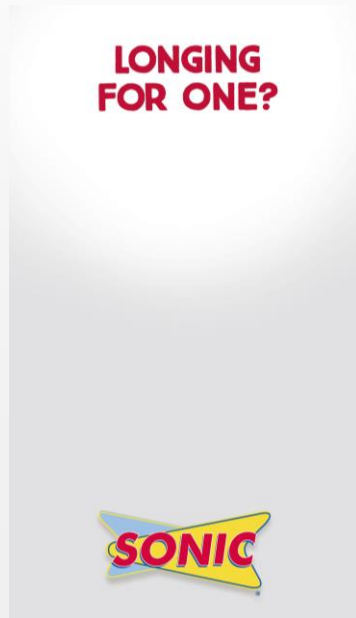
LIVE SCORES

10	FLORIDA
4	EAST TENNESSEE STATE
1	QTR 16:47



NCAA MARCH MADNESS
tbs CBS tru

Street-Herald
on
D F M N Q
Elevator on Broadway between



ENCOURAGE INTERACTION

PHYSICALLY

Reading this ad is dangerous.

According to doctors, you shouldn't read on the toilet. It's unsafe. But since you've made it to the fourth sentence, we'll assume you're the thrill-seeking type. The real question is: Are you the water-saving type too? Because, when you switch to a new WaterSense® high-efficiency toilet, you can save more than 10,000 gallons of water each year. And we'll give you a \$75 rebate. Simply visit DenverWater.org/rebates to learn how. Now get up. We don't want you to hurt your heinie.

**USE
EVEN
LESS.™**

DENVER WATER

Save up to 20%
and nine trips to the
ticket window.



If you think fun always
requires money,
think bubble wrap.

 **citi** Live richly.

& DIGITALLY



Matthew Van Dyke @mattvanlaw

The best stuff on earth is freshly pressed peaches filled to fact #LOVESNAPPLE

🐦 6 days ago ↩ Reply ↻ Retweet ☆ Favorite



Kimberly Villegas @ohhmyrockness

@Snapple I love snapple so much that my best friend now calls me snapple as a nickname! #LOVESNAPPLE pic.twitter.com/neeUMSI42o

🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite



Antoinette Garry @momagarry

@snapple I #LoveSnapple because it has been a staple in my life for years! #Entry

🐦 2 days ago ↩ Reply ↻ Retweet ☆ Favorite



Briarwood Rd

EXPRESS
LIVE TRAFFIC

6716m

SALT FLIGHT

MORTON

**CREATE
CAMPAIGNS
NOT SIGNS**



OUTFRONT







OLAY MIST

ULTIMATE HYDRATION ESSENCE

EMERGING WITH C & BERGAMOT

Hydration Perfected

OLAY MIST

OUTFRONT

Lighter than Air

OLAY REGENERIST whip FRAGRANCE-FREE

NEW OLAY whips

OUTFRONT

OLAY MIST

ULTIMATE HYDRATION ESSENCE

EMERGING WITH C & BERGAMOT

Hydration Perfected

OLAY MIST

Lighter than Air

OLAY REGENERIST whip SPF 25

NEW OLAY whips

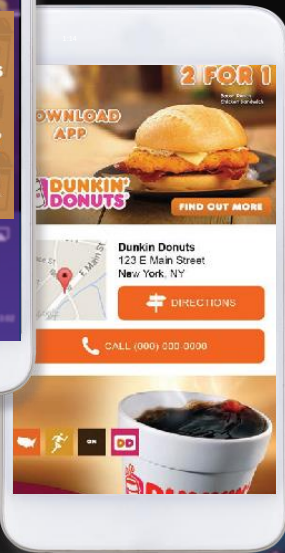
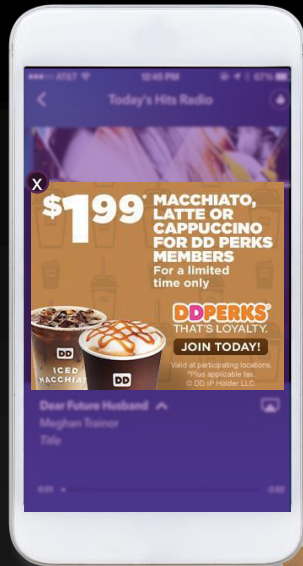
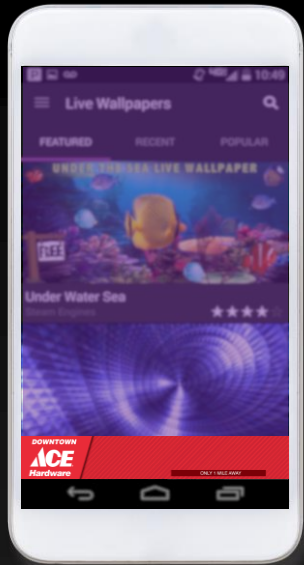
OLAY

MULTI PLATFORM CAMPAIGNS





OUTFRONT



OUTFRONT

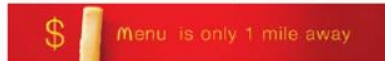


Dynamic Distance Overlay

When consumers are in one of our 100 thousand apps, they will see a banner ad that resembles the out-of-home ad they just saw. Using the Dynamic Distance Overlay feature, they can see exactly how far away they are from the nearest store.

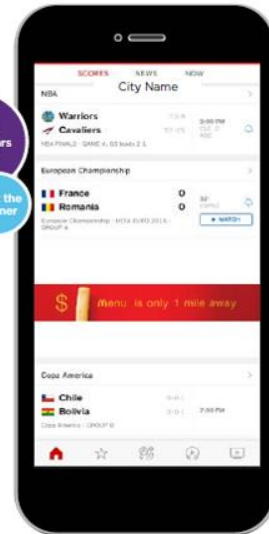


As they move closer, the distance changes accordingly.



Banner Ad Appears on App.

Click the Banner



User is Directed to Landing Page

PART 3

**GO BEYOND...
GET NOTICED**

FROM
MUFFIN TOP



OUTFRONT

TO
HOT MUFFIN
IN SIX WEEKS



The
Wendell
McNabb

OUTFRONT



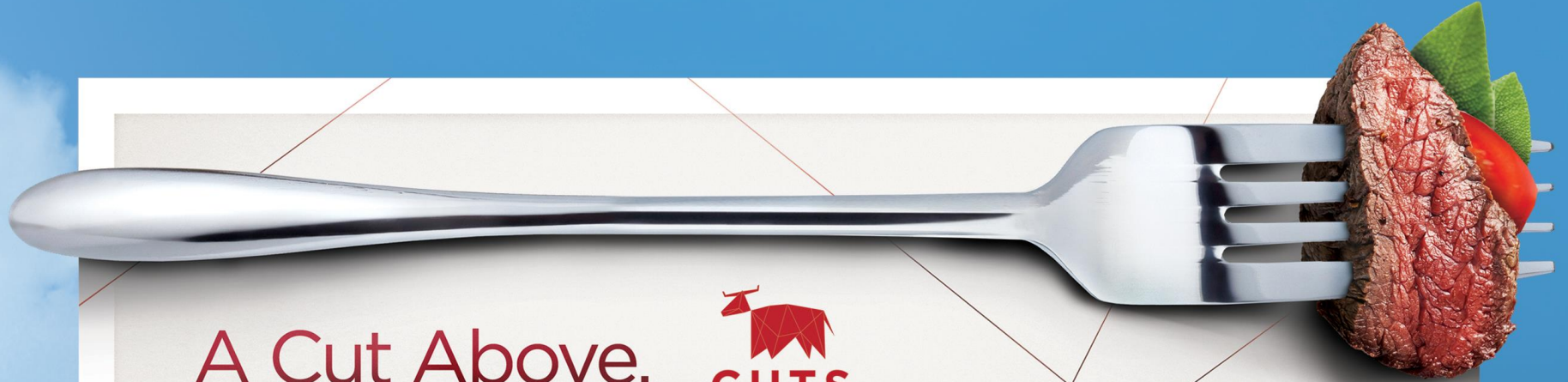




**MEMPHIS
ZOO**

OUTFRONT

A Cut Above.



OUTFRONT





3D PROPS
INFLATABLES

A dark, nighttime aerial view of a residential area. The scene is mostly black, with some faint lights and silhouettes of trees and buildings. A small red house is visible on the left side. The overall atmosphere is dark and mysterious.

LIGHTING

FLOOD LIGHTS

PART 4

**PUTTING IT ALL
TOGETHER**

Beware of friendly fire. The Battle is On!



OUTFRONT

Public
parking
\$ 7

59
SPRINGS





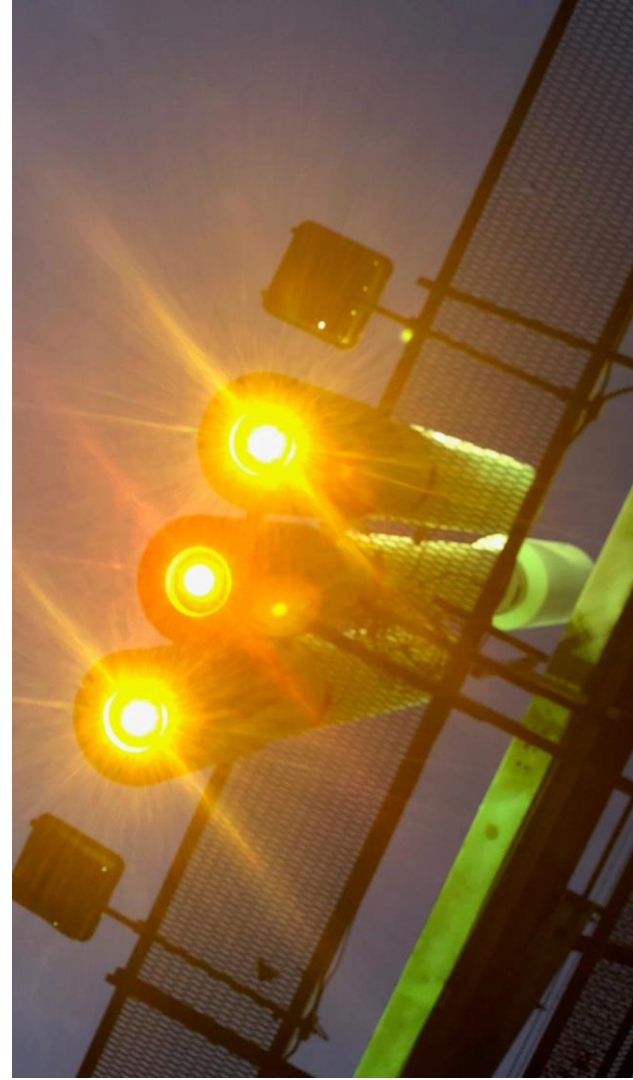
480

OUTFRONT

THE BIG KETCH

SALTWATER GRILL







OUTFRONT

LET'S MOTOR.



47393L

DURACELL

DURACELL

DURACELL

Barbie™

Available at:
meijer

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BE THE THUNDER

OUTDOOR



AHEAD

SPEED
LIMIT
30



HyVee
PROUD SPONSOR

OUTFRONT

OUTFRONT

815





Squeaky Clean
Whitlock Ave Dental.com

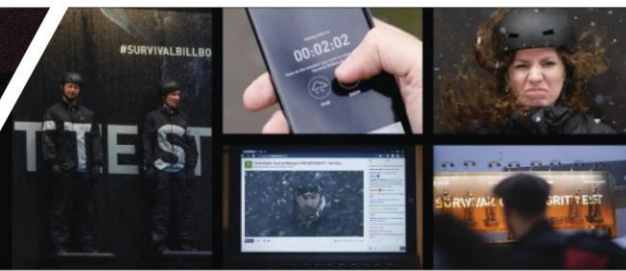


OUTFRONT



OUTFRONT





I [REDACTED] ED MY [REDACTED] IN VEGAS.

-TONI M.



Share your own Bleachable Moment. BleachItAway.com/Vegas

planet hollywood casino
MIRACLE MILE SHOPS

PER
ROCKSTAR
& GRILL

B2B EXAMPLES



OUTFRONT

A billboard advertisement for Robsi Engineering. The billboard is mounted on a black metal structure against a blue sky with white clouds. The main image on the billboard shows a group of four people in business attire smiling and talking. A teal box on the left contains the text 'NOW HIRING'. A dark grey banner at the bottom contains the word 'engineering' and the Robsi logo on the right. A purple 'OUTFRONT' sign is visible on the billboard's support structure.

NOW
HIRING

engineering

The Robsi logo consists of the word 'robsi' in a lowercase, sans-serif font. The letter 'o' is white with a blue square to its left. The letter 's' is white with a green square to its left. The letter 'i' is white with a red square to its left. The letters 'r', 'b', and 'i' are black.

robsi

OUTFRONT

Accelerating Safety.



OUTFRONT

Stay cool, use less fuel.

CoolCoat® Windshield

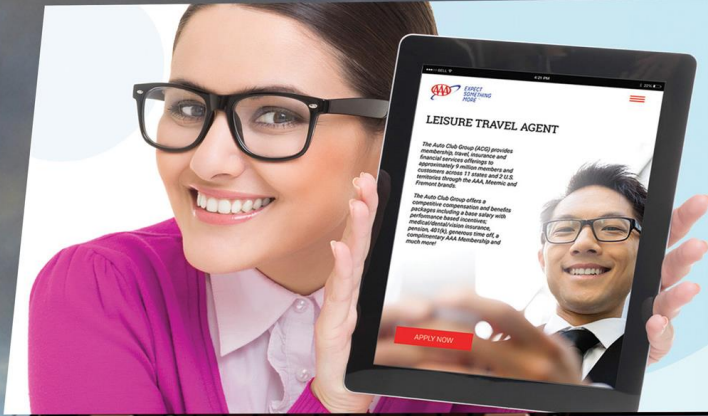
www.Sekurit.com




SAINT-GOBAIN
SEKURIT
smart solution

OUTFRONT

7052



Say Hello to VIZI... Recruit. Engage. Hire.

VIZI
RECRUITER

OUTFRONT

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BUSINESS BOOMING?
WE CAN HELP.

 **Rehmann**

OUTFRONT



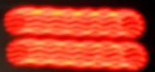
BUILD LIGHTER, **GO FURTHER.**
DSM.com/Plastics



DSM

DSM

OUTFRONT



> 3  000
Lives Saved Last Year

OUTFRONT

9-0132

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YOUR PARTNER IN
**REBUILDING
DETROIT**

ALTA EQUIPMENT
COMPANY



OUTFRONT



Alex,
Rails Dev

Matt,
Software Engineer

Alan,
PHP Dev

Find the hottest
tech talent.
Dice.com/openweb



THANK YOU

DAVE.LAMBERTI@OUTFRONTMEDIA.COM