

# THE ADVERTISER'S PLAYBOOK FOR DOOH IN 2024

VISTAR MEDIA   
The Drum

YOUR ANNUAL GUIDE TO WHAT'S  
HAPPENING IN THE WORLD OF  
DIGITAL OUT-OF-HOME





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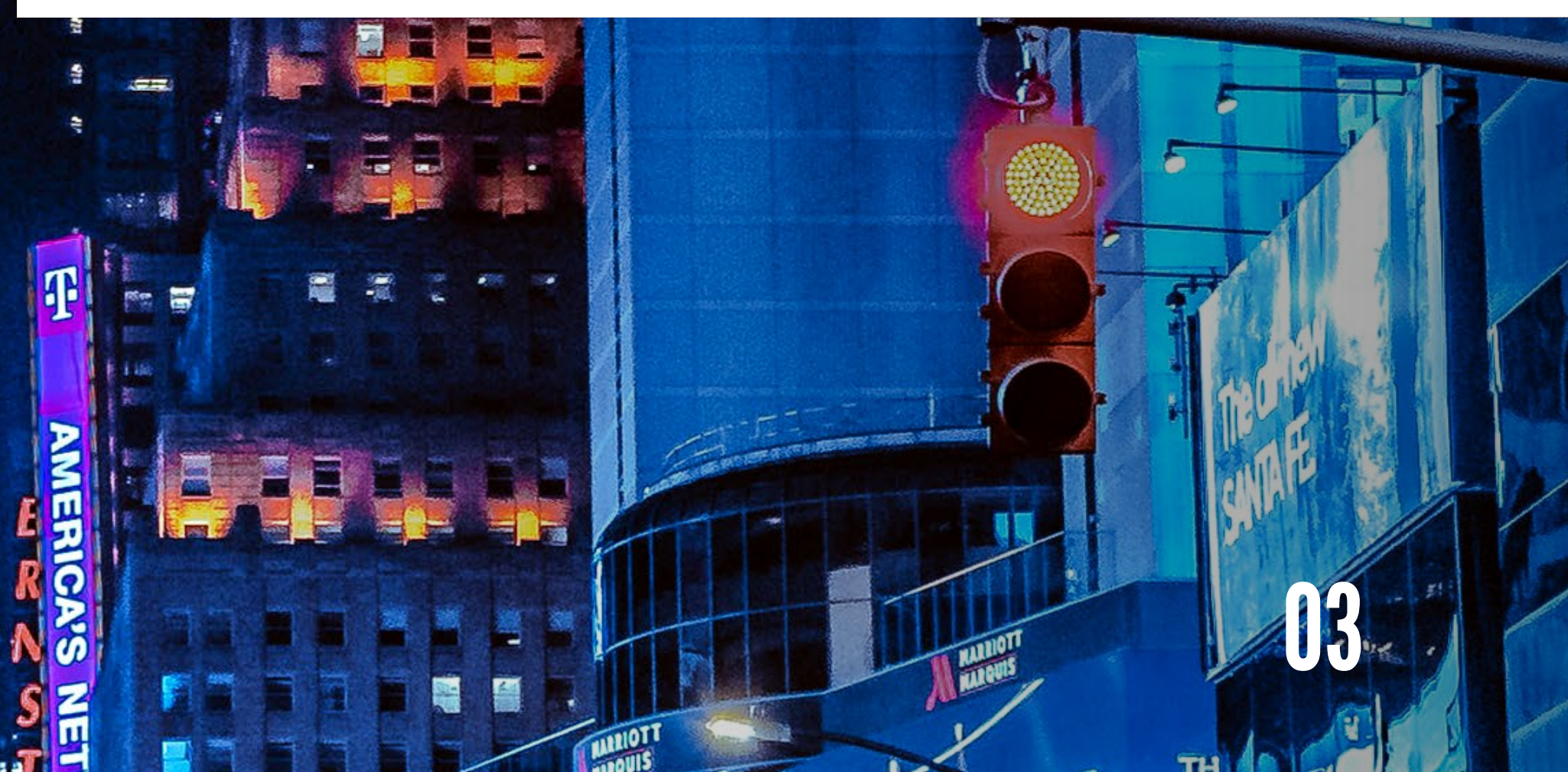
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# HELLO MARKETERS

Having your finger on the pulse, looking out for the fresh and the new, and for innovation in everything - these are the hallmarks of the modern marketing leader. That's why we're back with the second edition of 'The Advertiser's Playbook for DOOH', delving into what's new and what's coming next in 2024.

The evolution in out-of-home (OOH) advertising, one of the most established mediums available to brands, is going to be worth watching in 2024 and beyond. Not only does OOH remain true to its awareness-at-scale principles with more digital formats available than ever, but it's now becoming increasingly connected to the wider media ecosystem.





**Digital out-of-home (DOOH)**, in simple terms, is OOH powered by adtech. It's the evolution of OOH beyond static posters and billboards into digital signage that allows for greater interactivity, advanced targeting and measurement that wasn't possible before - made more accessible to advertisers through programmatic buying.

DOOH is already playing a central role in the rise of the retail media network, and this is set to continue as these networks grow on the back of increased availability of first-party data.

The opportunity to integrate DOOH into broader omnichannel media plans is also catching the eye of advertisers as programmatic DOOH increasingly becomes part of a seamless media buy.

In this report, we're focusing on the hot topics of retail media and omnichannel integration, as well as taking a detailed look at new creative horizons in our big feature. Plus, we include inspirational examples of great DOOH campaigns and share top tips on maximizing the potential of a medium that is innovating more than most.

Enjoy the read!



**Jenni Baker**

senior editor - branded content, The Drum





# INDUSTRY PERSPECTIVE

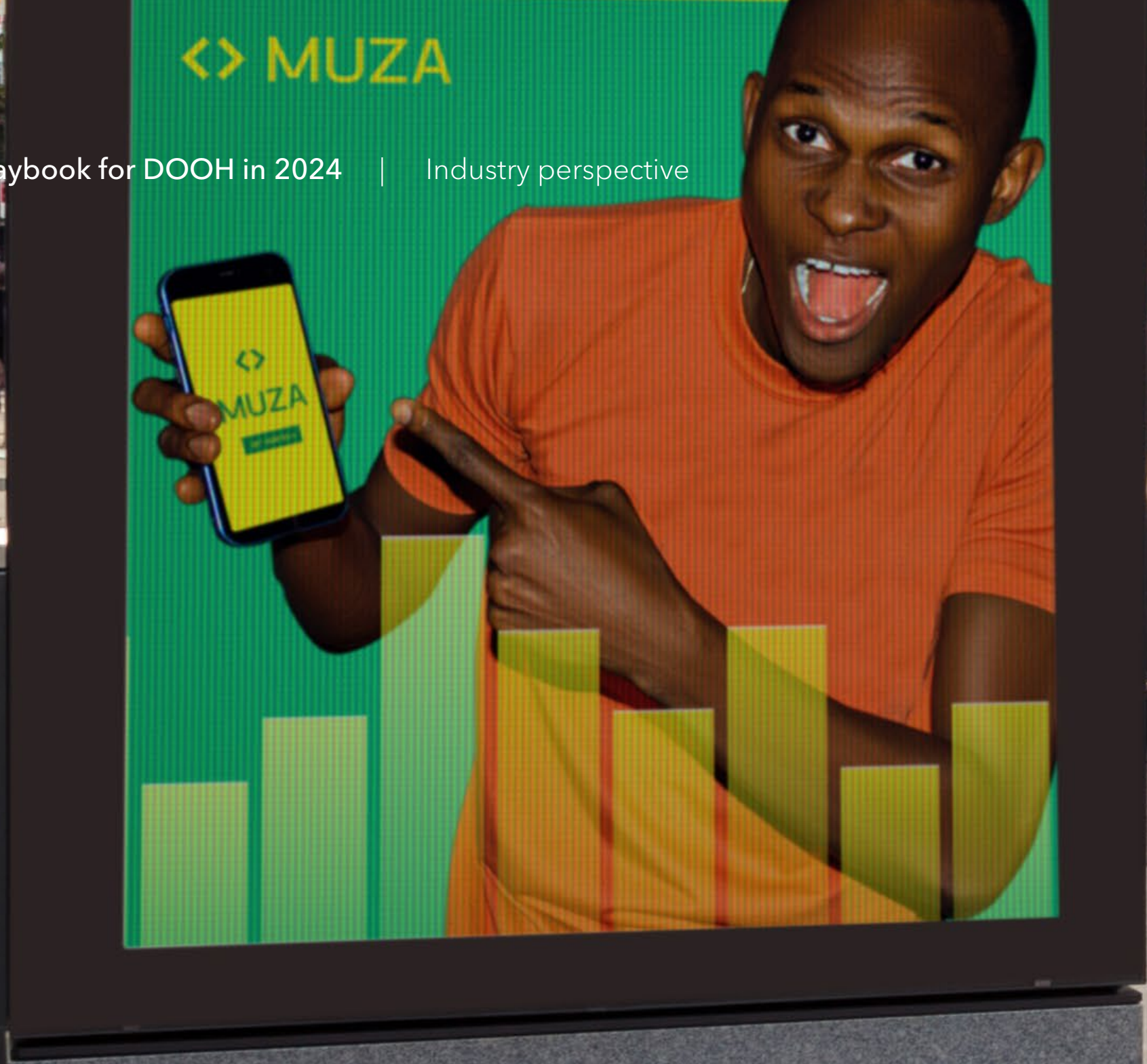
## THE RISING IMPORTANCE OF DOOH IN THE MARKETER'S TOOLKIT

Audience behavior is dynamic and ever-changing. People are hungry for real-world, physical experiences, but they expect these to be combined with their digital interactions.

This demand is prompting marketers to ask some serious questions, including "where is my audience?" and "how can I get in front of them as conditions change and daily routines evolve?" These big questions present a huge need for brands to be more creative and dynamic in their tactics as they come up with new ways to reach the right consumers in the moments that matter.

Step forward DOOH. In the last year, we've seen an increase in the number of digital OOH screens available (a mix of net new and turning static to digital), novel creative capabilities introducing more dynamic content, anamorphic and 3D, and more teams across the marketing ecosystem getting excited for the opportunity to work more closely with these storytelling canvases.






**“DOOH CONTINUES TO MAKE SIGNIFICANT PROGRESS IN TERMS OF CREATIVE, MEASUREMENT, QUALITY & TRANSPARENCY.”**

The combination of the sheer scale of the DOOH market in the US, together with the targeting prowess and transparency of programmatic DOOH, is continuing to attract advertisers from a whole range of categories. It's fantastic to see some of the world's leading brands heavily investing in the medium, and we're enjoying the experience of working together with them on strategies to maximize the impact of the channel and push the overall industry forward.

DOOH continues to make significant progress in terms of creative, measurement, quality and transparency standards that have risen considerably as the market has grown. We're particularly excited to collaborate with brands on exploring new creative avenues that are opening, thanks to innovation in programmatic technology; digital canvases allow us to have more fun and tell stories in ways that don't have to be static, but that can evolve and change with the audiences who interact with them.

To meet consumer demand for a seamless offline/online experience, programmatic DOOH is playing an important role for advertisers in the omnichannel mix, with campaigns often orchestrated alongside advertising on other channels.

In an increasingly sophisticated media landscape of targeting and retargeting across channels, it's encouraging to see that DOOH is well placed to play an even bigger part in amplifying both awareness and engagement levels for advertisers in 2024 and beyond.

 **Lucy Markowitz**  
senior vice-president of the US marketplace, Vistar Media

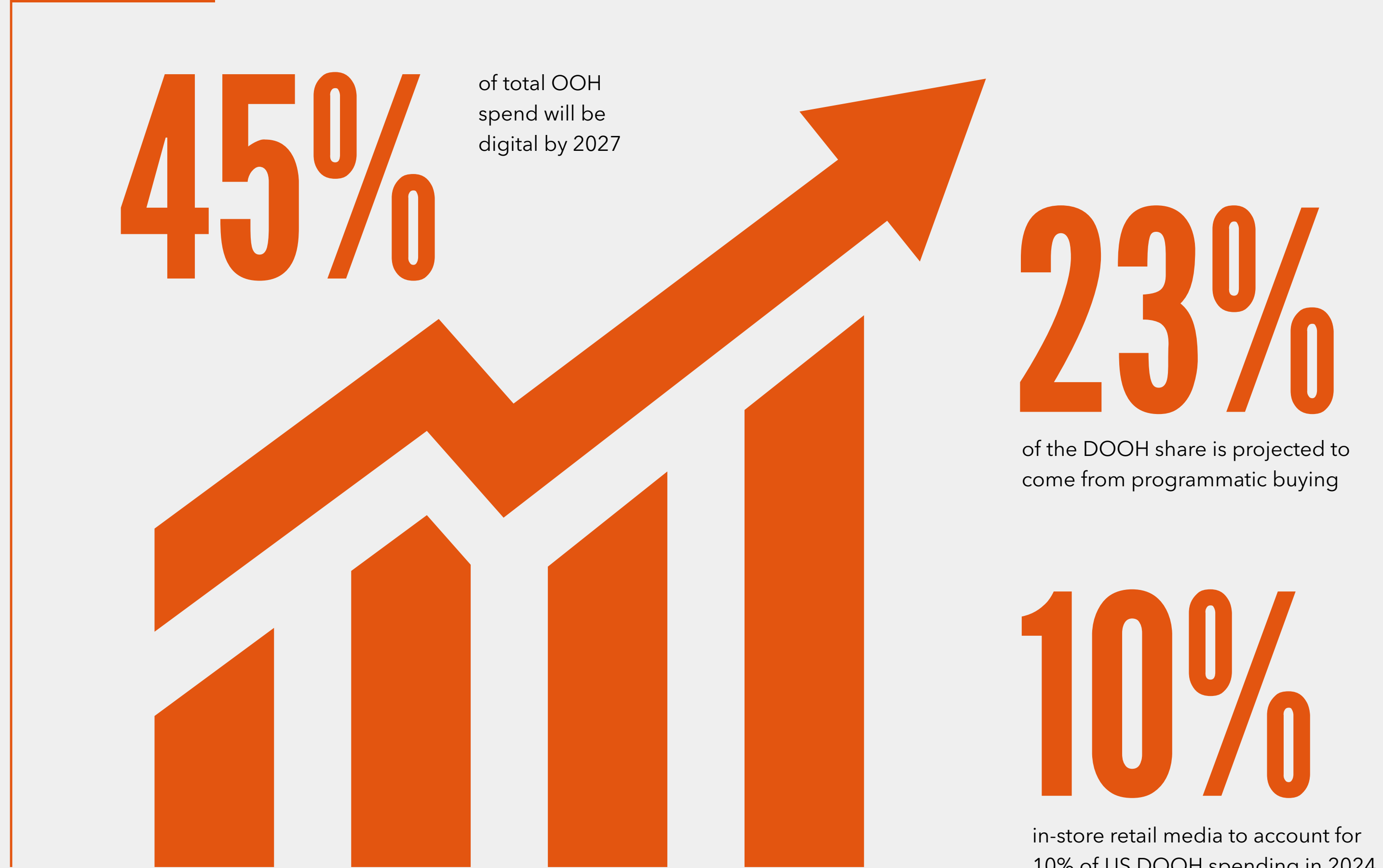


# DOOH

## BY THE NUMBERS

The DOOH market is growing rapidly, bringing with it a host of new formats and opportunities for advertisers. Here's a snapshot of the latest figures, which illustrate the potential for DOOH in 2024.

### MARKET GROWTH



(Sources: [OAAA](#), [eMarketer](#))



### MARKETER'S VALUE



# 24%

of US marketers agree that programmatic DOOH represents good value

# 106%

of advertisers agree that programmatic OOH provides innovative ways to target consumers

# 72%

believe that programmatic DOOH is a great way to build brand awareness

(Source: [Billboard Insider](#))

### BILLBOARD IMPACT

In the US market, billboard advertising within Vistar's campaign activations drove:

**72%** Lift in awareness

**82%** Lift in consideration

**79%** Lift in intent

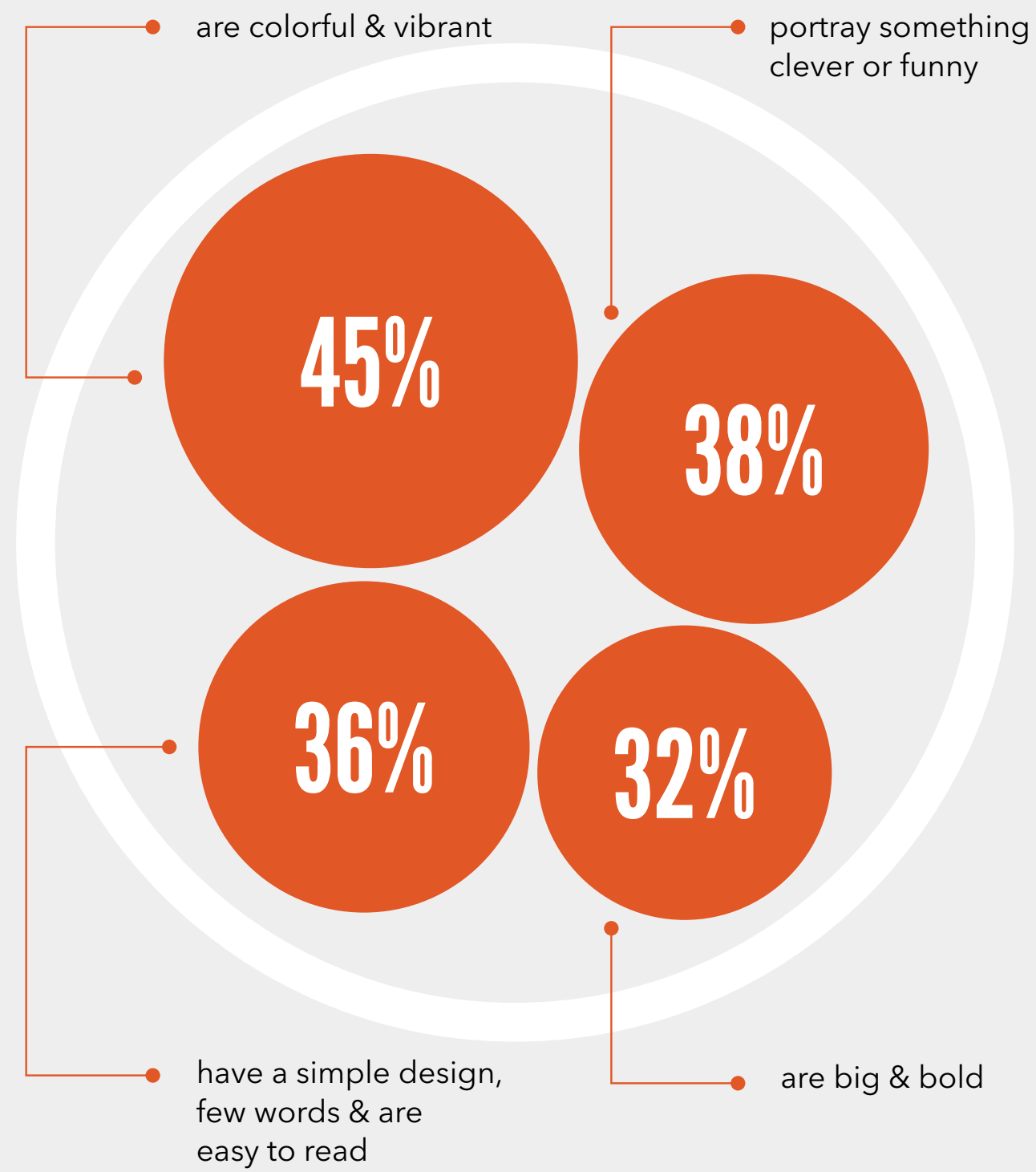
**67%** Lift in footfall

(Source: [Vistar Media](#))



### CREATIVE INFLUENCE

OOH ads are most likely to engage consumers if they:



(Source: [OAAA](#))

### CONSUMER ACTION



(Sources: [OAAA](#), Morning Consult, via [OAAA](#))

85%

of adults look at OOH ads all, most or some of the time



65%

took action after seeing a DOOH ad (search, store visit, social media post)



# WHAT'S TRENDING?

As the medium evolves in line with broader industry trends, what are some of the hottest trends in the world of DOOH right now that should be on advertisers' radars heading into 2024?

## RETAIL MEDIA

Growth in retail media is attracting the attention of many CPG advertisers. This demand is being met by an expansion of DOOH inventory that allows brands to activate collections of screens precisely in and around specific retailers. By strategically placing screens throughout retail environments - at the entrance, in the aisles and even at checkout - advertisers gain an unparalleled opportunity to influence decision-making in the final moments before shoppers make their purchases.

To help marketers activate these screens across premium retailers like Walmart, Kroger and Whole Foods, Vistar Media has joined forces with its media owner partners to put together [ready-to-activate packages](#), confirming each DOOH screen is on-premise in the described locations. This ensures maximum quality assurance and precision for brands, and enables advertisers to achieve highly desirable location targeting at the point of purchase.



## INVENTORY QUALITY STANDARDS

While the DOOH industry has always strived to maintain high-quality standards, the term “inventory quality” has never been objectively defined using criteria that both media owners and advertisers can agree on. To address this, Vistar Media has created [Vistar Verify](#) to establish a shared definition of quality that can be enforced fairly and objectively across all inventory in the Vistar DOOH marketplace. This standardization system provides details to buyers so that they can make inventory choices with confidence and continue to grow their investment in OOH. Within the Vistar demand-side platform (DSP), buyers are able to view the media owner networks that have been Vistar Verified and plan their campaigns accordingly. In addition, this framework provides non-verified media owners with actionable insights into how they can continue to improve the quality of their networks and drive value for advertisers.







## ↑ FIRST-PARTY DATA

Collecting first-party data has never been more important in light of the demise of third-party cookies across the major web browsers. Advertisers can use their own first-party data for targeting in programmatic DOOH, reaching existing customers in the real world and making for more efficient buys.

Whether encouraging renewals, promoting new product launches or looking to boost upgrades, first-party data combined with DOOH advertising gives marketers a powerful way to engage in-market shoppers, when and where it matters most. Crucially, first-party data also helps to place DOOH at the heart of omnichannel campaigns, enhancing integration with channels, including online and mobile advertising, to create a seamless and unified customer experience across various touchpoints.

The evolution of these DSP solutions is welcomed by agencies working with advertisers. "Traditional OOH presents barriers such as creative restrictions and the need for marketplace expertise. With programmatic DOOH, information is readily available to brands and agencies that allows them to put together informed plans through data available in DSPs," says Nina Papparatto, vice-president, integrated business lead at VaynerMedia. "Now, buyers who are more accustomed to working in a DSP can plan their DOOH like pure play digital. The ability to optimize DOOH in real time has quickly advanced and gives the buyer more control over performance."



# INSPIRATION TO INNOVATION

Here, we showcase some top performing campaigns to inspire brands to make the most of the innovation that's now available in DOOH.



## ▶ PEPSI

To drive sales of its new Nitro product line at Walmart locations across the US, Pepsi collaborated with Vistar Media to build a programmatic OOH campaign targeting consumers within a 3-mile radius of the designated test store Walmart locations. Vistar was able to utilize Pepsi's first-party audience data to activate digital screens based on the movement patterns of existing customers who had previously purchased a similar type of beverage within the brand's portfolio.

The campaign delivered a statistically significant lift in Nitro Pepsi sales at test stores as well as an uptick in halo product sales against the control stores - indicating the increase in sales was a direct result of the DOOH ads shown near the test locations.



## ▶ JACK IN THE BOX

To generate awareness for its new Cheddar Loaded Cheeseburger and drive consumers to restaurant locations, Jack in the Box worked with Vistar Media to execute a strategically targeted DOOH campaign utilizing a combination of static and video creatives. The campaign ran across a mix of indoor and outdoor venues that span the entire consumer journey - from malls, gas stations and billboards to urban panels, gyms, bars and dispensaries. Campaign results included 49m DOOH impressions delivered, an 8.8% lift in restaurant foot traffic, and 1.3m total store visits.



## ▶ TARGET

Retail giant Target leveraged programmatic DOOH to drive foot traffic to its remodeled store locations. It leveraged Vistar's DSP to seamlessly activate media across a robust mix of screens in a multi-month activation to reach consumers at key touchpoints throughout their day. Venues included billboards, gyms, gas stations, salons, universities, urban panels, bus shelters, casual dining, taxi/rideshare tops and office buildings. Results from the DOOH campaign included 72m impressions, 533,000 store visits, and a 6.5% lift in foot traffic to its retail locations.





## ▶ DOORDASH

Food delivery service DoorDash joined forces with its agency Kepler and Vistar Media to launch a strategic DOOH campaign that would increase awareness of DoorDash 'Dasher' employment opportunities while driving consideration and intent to sign up as a Dasher. Thanks to Vistar's programmatic open exchange, the campaign ran seamlessly across 22 media networks with no manual work required - reaching target consumers at multiple different points in their day and in a variety of contextual environments.

Mid-campaign optimizations were made in real-time to recruit Dashers in markets experiencing lower participation rates, and the campaign ran a variety of creatives with specialized messaging that focused on the ease, immediacy and earning potential that its employment opportunities provide. Then, Vistar's device ID passback solution allowed DoorDash to retarget consumers who were exposed to the DOOH campaign across additional media channels. As a result, DoorDash achieved a 22% lift in consideration to work with DoorDash and a 6% rise in intent to sign up as a Dasher.



## ▲ WHERE ART MEETS SCIENCE

Programmatic DOOH is building a stellar reputation thanks to its ability to combine awareness at scale for brands and its capacity to be highly measurable while delivering great results. Today, a rising percentage of DOOH media is bought and sold programmatically and global programmatic DOOH spend is forecast to grow at an annual rate of **39% to reach \$4.7bn by 2028**.

What's often ignored, however, is the creative potential that programmatic innovation brings to the OOH industry by pairing high-impact creative with the ability to retarget on mobile and other channels to re-engage and capture the attention of consumers previously exposed to the campaign. The combination of art and science opens up vast creative opportunities for brands to tap into, not just transforming traditional formats in new dimensions using animation or 3D elements but applying data to dynamic creative that builds in extra layers of relevancy, personalization and meaning for consumers.

For example, a DOOH ad that automatically displays the address of the nearest local retailer is an efficient way to improve foot traffic and direct people to the point of sale - all without having to manually design different creative variations for different locations. Or, take a countdown ad that informs consumers when a sale is ending as a clever way to activate people's fear of missing out to boost in-store and online sales. These are just two examples that show how the medium combines high standards of creativity and efficiency for advertisers.







## ▲ CREATIVE AND MEDIA UNITED

[The Advertising Research Federation](#) suggests that three-quarters of an ad's effectiveness is determined by its creative and there's proof to show that highly creative ad campaigns have [nearly double the sales](#) impact of non-creative campaigns.

DOOH and programmatic solutions are evolving rapidly but significant education is required to help grow understanding of its potential in this space because many advertisers still think of OOH as a traditional billboard - especially when it comes to splashy creative executions. However, it can be difficult to negotiate the potential disconnect between the powerful technology available in DOOH and creative innovation. This requires building levels of understanding and connection between the creative teams that produce the designs that stir consumers to action and the media buyers who have a precise knowledge of audiences and how and where to reach them.


With this in mind, Vistar Media published a report, ['Mind the Gap: Bridging the Gap Between Technology & Creative in DOOH'](#), to address the knowledge gap between creative and media planning teams and explore how this 'gap' represents a significant source of untapped potential for the DOOH channel.

The report outlines the importance of optimizing creative for DOOH and delivers campaign planning strategies and operational best practices. It also details how programmatic DOOH enables brands to grab consumer attention through the optimum use of creative elements including context, color, product imagery, branding and logos, and video and animation.

What becomes clear is that this kaleidoscopic range of creative options reaches its full potential when combined with the strengths of DOOH to deliver dynamic creative that enables specific executions based on relevant factors such as store location, weather triggers and timing.

"It's a huge advantage to someone like me being creative because your message doesn't have to be just that one thing. It could be responsive to the weather, it could be responsive to the score of a game, it could be whatever we can tap into, feeding data in," says one agency senior vice-president and executive creative director. "It's compelling for somebody like me as I start to think about ad campaigns and executing different ways we can bring that together with a client's message."





“ USING DATA AND TRIGGERS TO CREATE AND SHOW MORE MEANINGFUL CONTENT SOLVES A COMPLEX PUZZLE.”

## ▲ OPTIMIZING CREATIVE FOR DOOH

To inspire brands to reimagine the creative opportunities in DOOH, Vistar Media has launched Vistar Studio - a global function that provides advertising design services to help marketers take full advantage of the wealth of creative formats available in DOOH. The Vistar Studio team unites creative strategists, designers and HTML5 specialists to support advertising design for leading brands including ExxonMobil, Heineken, The NBA, New Balance, Pernod Ricard, and Target.

Vistar Studio works with these advertisers to optimize their use of DOOH features, including dynamic creative production and 3D or anamorphic formats. It also helps brands to understand how audiences interact with the creative elements of DOOH screens, demonstrates how to bring to life digital creatives with motion and shows the best ways to adapt creative assets from other media channels to DOOH.

Martine Hammink, head of creative studio at Vistar Media, roots her creative principles in a deep understanding of neuroscience insights and physiological signals - for example, how the human brain most effectively processes imagery or how leveraging subtle animation over more abrupt execution can be less distracting and more impactful.

Hammink is also committed to helping brands apply data in their DOOH campaigns: “Using data and triggers to create and show more meaningful content solves a complex puzzle where audience insights serve as the pieces, the technical capabilities of programmatic DOOH as the table and the brand’s story and promise forms the big picture that eventually should resonate with the audience.”



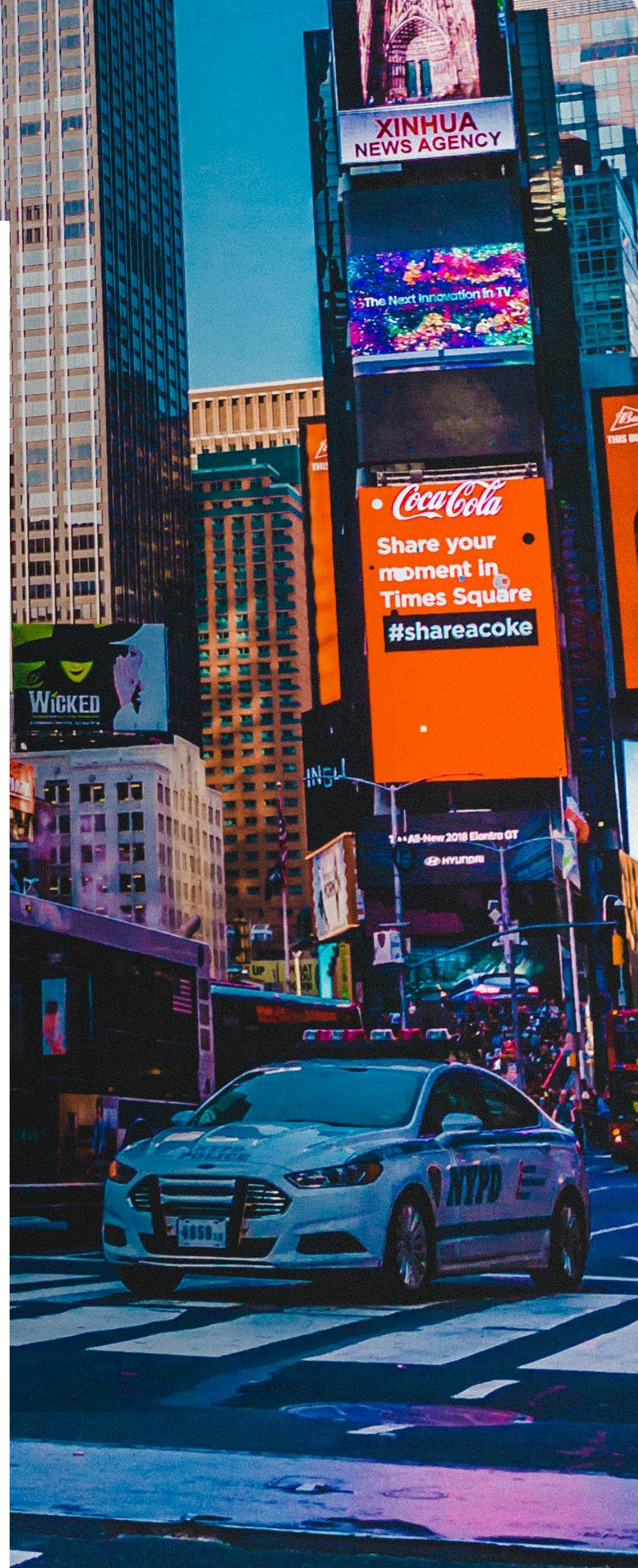
## ▲ CREATIVE IN CONTEXT

This use of data-driven creativity came to life in the studio's work for a charity's Christmas fundraising campaign. The client's main challenges were, firstly, to reach as many potential donors as possible and, secondly, to make the charity's message as relatable as possible for those who may not experience insecure living conditions. Neuroscientific and psychological studies helped to find the answer and craft the message to bring this closer to home.

Hammink's team used the location data of DOOH screens to automatically adapt a generic campaign message ("Set up a Christmas table as long as America") to something that would resonate with individuals near the screens based on where they were in the country. In New York, that message became 'Set up a Christmas table as long as the Empire State Building'; in Philadelphia '... as long as the Delaware River'; and in San Francisco '... as long as the Golden Gate Bridge'.

For organizations such as these, where reach and scale is so important, "this was really only possible with the use of dynamic creatives," explains Hammink.

Hammink believes there is room for progress in successful collaboration between advertisers and their agencies to identify relevant data sources and look at what really triggers an audience. For example, "instead of sticking a location component on to your existing creative, use location as a trigger to translate your brand's offering into compelling content that aligns seamlessly with the mindset or interest of the audience there and at that moment," she explains.



## ▲ BREAKING DOWN SILOS

In practical terms, delivering higher creative standards will involve a necessary structural change in breaking down silos to prevent gaps forming between creative and media groups. This can be achieved through the education of all teams involved in a DOOH buy, considering all the tools available to avoid defaulting to the 'same old media mix' and maintaining open communication across boundaries.

Creative and media teams have found this integrated model to be both inspiring and effective. "It's been a refreshing change for creative to be so involved from the beginning and be part of the conversation for the media plan and to develop everything hand in hand," says one agency senior vice-president, creative director.

From the media perspective, a senior vice-president of group media adds: "It's important to do capability presentations for both the client and the creative teams building ads (internal team or external creative agency) because once they know what's possible, they have this 'ah-ha' moment of what they could create using this type of technology - it's really exciting."

These insights demonstrate some important actions for brands ready to take the leap into the next phase of their marketing journeys. Most importantly, achieving total alignment from both the creative and media planning teams will go a long way in closing the DOOH gap.



# SECTOR SPOTLIGHT

There's no doubt that as the creativity, scale and relevance of DOOH become more extensive than ever, so too do the benefits for advertisers in every category. Here, we take a look at how brands in a range of sectors can make the most of the DOOH opportunity.

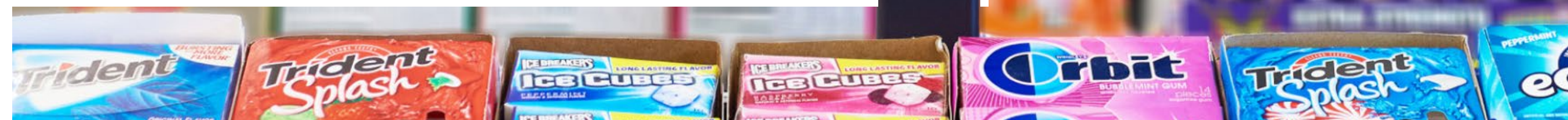
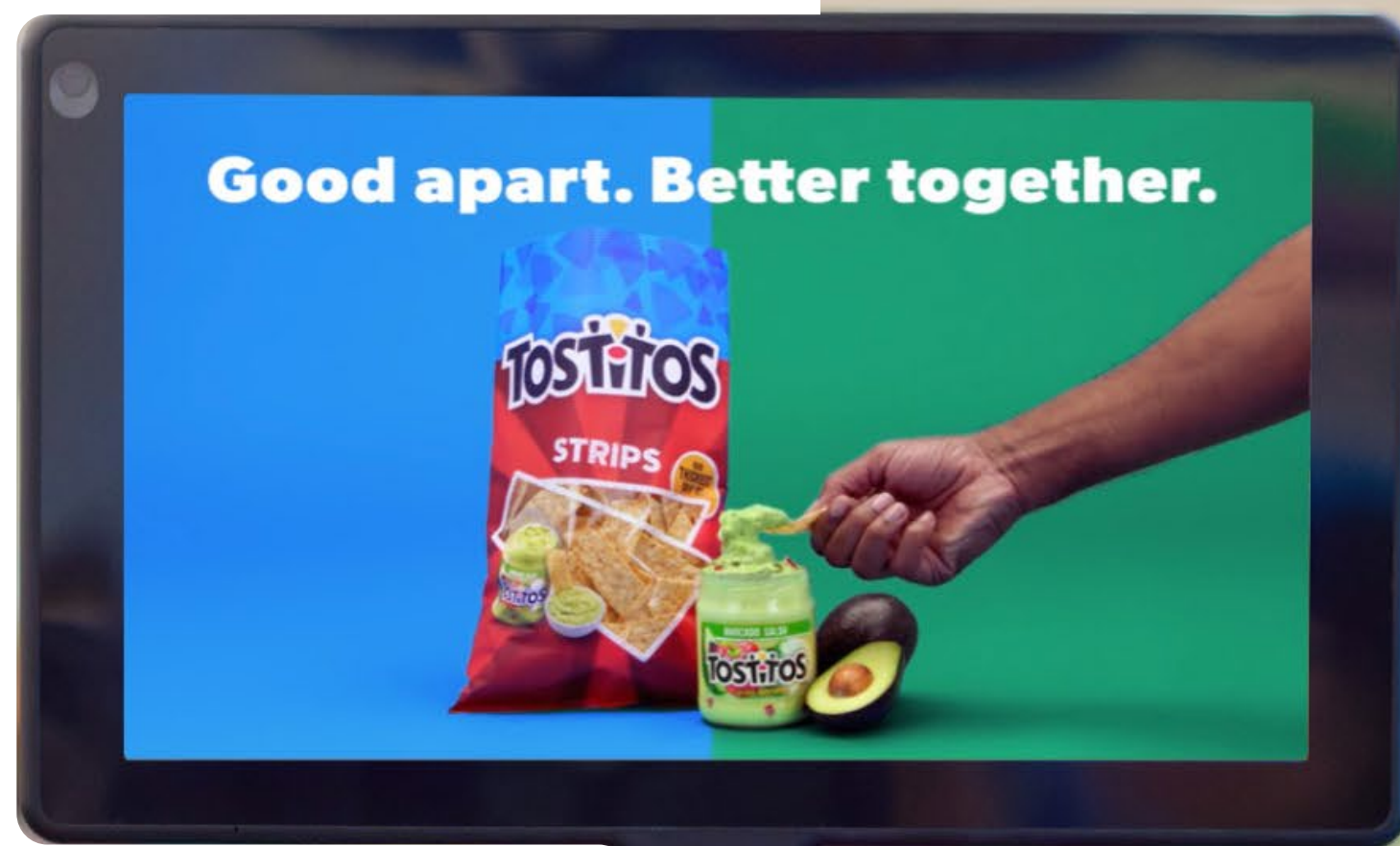




## ● THE CPG CONNECTION

CPG marketers can use DOOH to influence purchasing decisions among active shoppers at crucial moments as they move between touchpoints along the path to and at the point of purchase.

For CPG brands to capture audiences effectively, there are a number of ways to activate: by leveraging first-party CRM data for DOOH to reach current and previous customers in change through to using the physical world; by tapping into data-driven audience targeting using behavioral, household and other third-party data sources; and by POI targeting, surrounding desired points of interest by activating DOOH media within a specific radius around those retail locations where its products are being sold.



## ● REAL-TIME FOR RETAIL

With over a million DOOH screens available in the US alone, retail and e-commerce advertisers have endless possibilities to reach audiences at multiple touchpoints along the path to purchase. The vast network of DOOH inventory means that retailers can activate different types of screens throughout a campaign flight to effectively match audience movement patterns in the physical world, to stay top-of-mind and influence buying decisions in real-time.

Boosting the impact of retail product promotions is a key strength of DOOH and marketers are able to seamlessly run multiple variations of their creative with custom offers and creative based on store location, neighborhood, relative weather and other variables. In the lead-up to major shopping events or a new/remodeled store opening, for example, retailers can amplify their presence through targeted DOOH campaigns to increase awareness, promote special deals and gain consumers' favorability over competitors at crucial moments.



## ● ALCOHOL BUZZ

Alcohol brands can be secure in the knowledge that programmatic DOOH is compliant with Legal Drinking Age Compliance and has built-in safety practices to ensure this. They can then harness the strengths of the medium and a wide range of screens to generate tentpole event buzz (concerts, festivals, sports games, product promotions, in-store events and holidays) and stay relevant with seasonal campaigns.

Promoting brand partnerships, shopper marketing efforts and exclusive product offerings are perfect opportunities for alcohol brands to leverage DOOH to amplify their co-marketing initiatives. By activating targeted messaging around specific retailers and wholesalers, they can easily engage consumers in key locations in the critical moments before they make their buying decisions. To capitalize on rising online sales, alcohol marketers should also consider leveraging DOOH to encourage consumers to shop through e-commerce platforms or delivery services that sell their products.



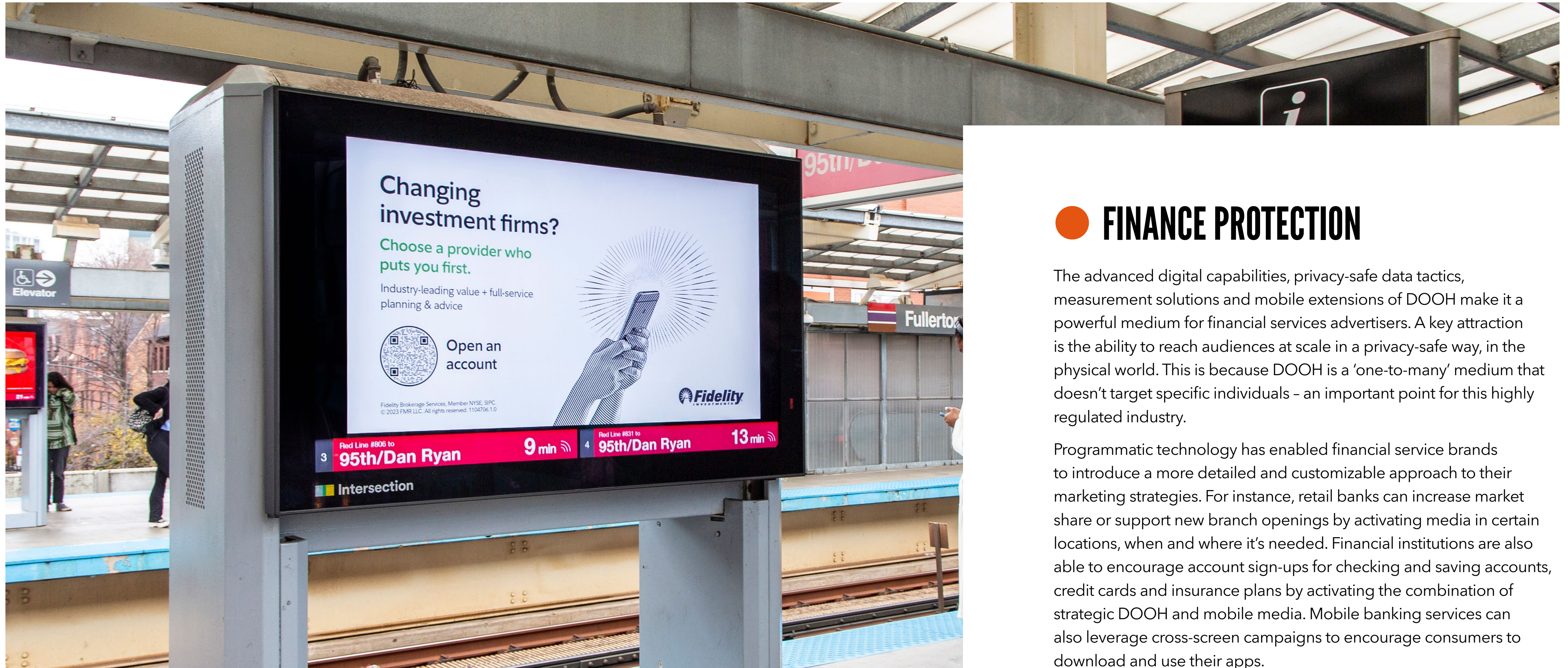
## ● LIVE ENTERTAINMENT

Building a sense of excitement ahead of new releases and premieres is high on the agendas of marketers in the media and entertainment sector. Advertisers can leverage DOOH to showcase new titles, talent and other visual elements of upcoming releases in an eye-catching way that captivates viewers and entices them to learn more or tune in.

DOOH also has a strong role to play when it comes to supporting both live and televisual events. The channel enables advertisers to incorporate teasers and sneak peeks into their creative to tap into the passion and loyalty of existing fans while encouraging new audiences to tune in. What's more, a large majority of DOOH screens can run video ads, enabling media and entertainment marketers to repurpose their existing ads and deploy captivating messaging across multiple channels, now including OOH.







## ● FINANCE PROTECTION

The advanced digital capabilities, privacy-safe data tactics, measurement solutions and mobile extensions of DOOH make it a powerful medium for financial services advertisers. A key attraction is the ability to reach audiences at scale in a privacy-safe way, in the physical world. This is because DOOH is a 'one-to-many' medium that doesn't target specific individuals - an important point for this highly regulated industry.

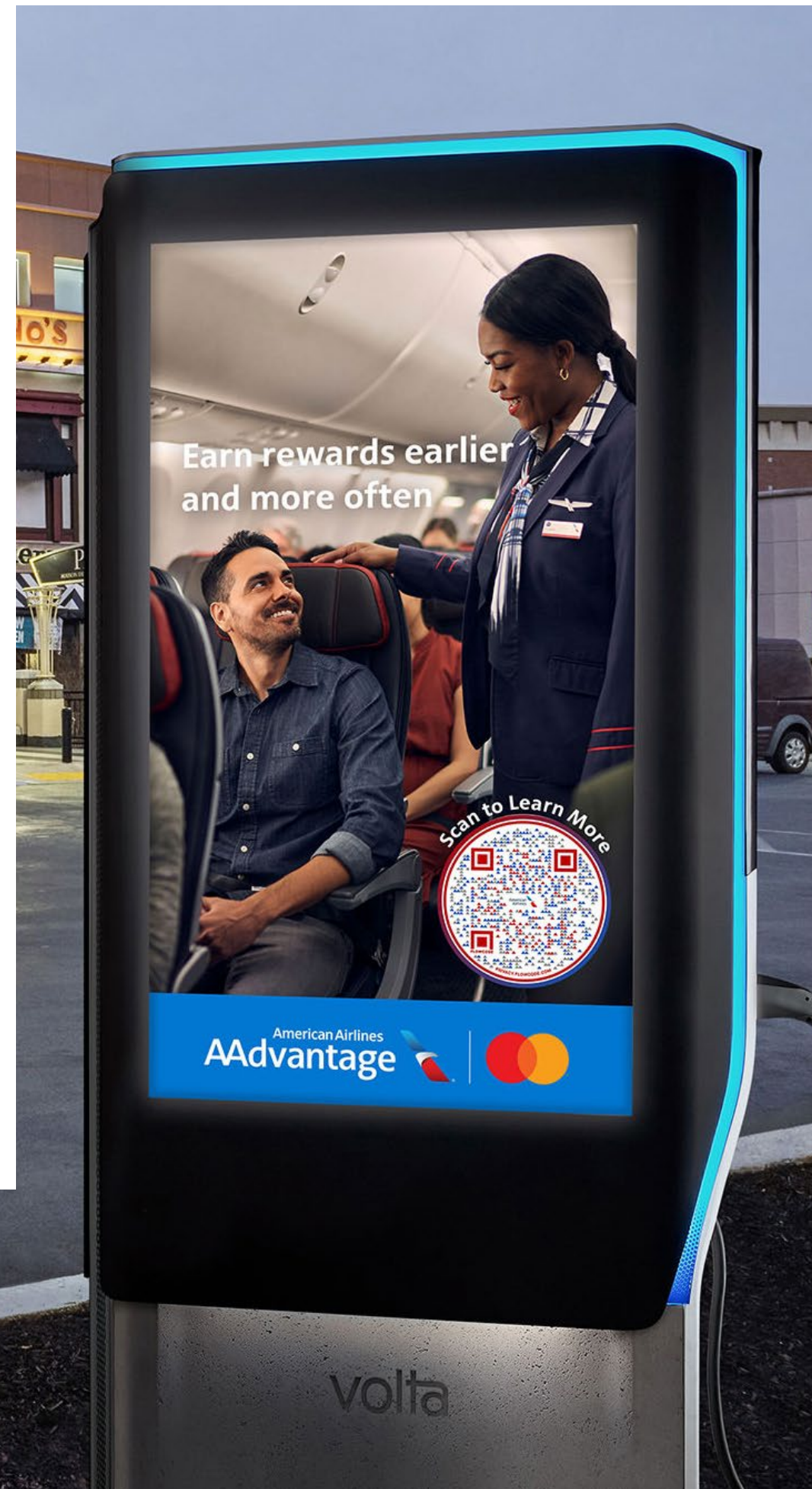
Programmatic technology has enabled financial service brands to introduce a more detailed and customizable approach to their marketing strategies. For instance, retail banks can increase market share or support new branch openings by activating media in certain locations, when and where it's needed. Financial institutions are also able to encourage account sign-ups for checking and saving accounts, credit cards and insurance plans by activating the combination of strategic DOOH and mobile media. Mobile banking services can also leverage cross-screen campaigns to encourage consumers to download and use their apps.



## ● DESTINATION DOOH FOR TRAVEL & TOURISM

Programmatic DOOH advertising provides travel and tourism marketers with boundless opportunities to reach consumers with tailored and engaging ads that drive results - including the ability to amplify campaign messages during major travel holidays, boost destination-specific and regional promotions, and enhance co-marketing efforts between partners such as airlines, tourism boards and local attractions.

Creating targeted DOOH campaigns centered on major travel holidays enables brands to build their presence in the lead-up. In terms of destination-specific activity, marketers can seamlessly run multiple variations of creative to deliver messaging with custom offers and creative based on destination, ad location, regional sales, relative weather and other variables. This allows advertisers to maximize the effectiveness of their creatives and therefore improve brand preference, consideration and visitation results.



## ● ORDER UP FOR QSR

DOOH has a range of applications for quick service restaurants (QSRs), due to its ability to give businesses total control over when and where media is activated - meaning that programmatic DOOH can help keep franchisees happy by ensuring all locations receive equal campaign exposure. In addition, the flexibility of DOOH allows marketers to run different versions of their creatives based on where the ad will appear, allowing QSR brands to tailor ad messaging to accommodate dining locations across the country.

More broadly, the potential to run limited-time offers and use DOOH to build excitement around new restaurant openings are key attractions for QSRs too. DOOH provides the perfect platform for QSR marketers to boost online sales by encouraging consumers to place orders through owned mobile apps or delivery platforms that service their restaurants



# HOW TO MAXIMIZE DOOH IN THE OMNICHANNEL MIX

DOOH advertising encourages marketers to take their campaigns to new heights by delivering unforgettable, cohesive experiences to consumers at every touchpoint. And now, thanks to advancements in programmatic technology, DOOH seamlessly integrates within the omnichannel media mix and enhances the results of cross-channel campaigns. Here is our essential five-point plan for integrating DOOH into the wider mix in 2024:

## 01 STREAMLINE CREATIVE MESSAGING

Ensure brand messaging on DOOH complements that in other channels such as TV, mobile and social media. Deploying a consistent message and tone across channels allows DOOH to become a real-world extension of online campaigns and enables brands to connect with consumers on multiple levels - delivering deeper engagement and amplifying the impact of other media.

**“BRANDS AND AGENCIES ARE HUNGRY FOR COMPELLING FORMATS TO HELP DRIVE COMMERCE AND FUEL EXPERIENCES THROUGH BRAND TOUCHPOINTS.”**

Jennifer Scheel, head of digital & programmatic, Dentsu Media



## 02 IMPLEMENT CONSISTENT AUDIENCE STRATEGIES

Through behavioral and household data, in addition to first and third-party sources, marketers can extend their existing online audience targeting strategies to DOOH through the use of programmatic technology. This enables brands to deliver a consistent message to the same audience across all points of interaction in both the online and offline worlds.

## 03 RETARGET CONSUMERS WITH UNIFIED MESSAGING

Retargeting capabilities in DOOH offer advertisers an opportunity to identify consumers who have been exposed to their ads, re-engage with those who didn't convert initially and then drive them to action. By retargeting audiences that have already seen their marketing messages, brands can build stories that span the entire customer journey and dramatically boost the effectiveness of other advertising channels, like mobile, display, connected TV, social media, streaming audio and more.

## 05 INTEGRATE MEASUREMENT SOLUTIONS

The benefits of DOOH advertising in the marketing mix can be understood more fully through analytics tools that measure its impact. By leveraging the robust measurement solutions available today in DOOH, advertisers can measure results such as brand health, incremental foot traffic, online conversion and sales lift that match the KPIs found elsewhere in the omnichannel mix. These measurement capabilities provide marketers with clear insight into how their DOOH ads are impacting the upper- or lower-funnel metrics that matter the most and thus how they can use programmatic OOH to complement the other channels in their media mix.

**“WE TAKE AN OMNICHANNEL, AUDIENCE-FIRST APPROACH, SO WE APPLY THE LEARNINGS FROM CHANNELS LIKE PROGRAMMATIC AUDIO AND CTV TO OUR THINKING ABOUT DOOH – DESPITE THE SPACE'S MANY NUANCES.”**

Faryn Brown, VP, addressable strategy & activation, Kinesso

## 04 INTRODUCE DOOH INTO YOUR PROGRAMMATIC BUYING

Several omnichannel DSPs are leaning into DOOH due to rising client demand and the channel's recent massive growth. Marketers can now likely access and buy DOOH through an omnichannel DSP if desired, bringing the channel into the same ecosystem as other programmatically traded media.



# PREDICTIONS FOR 2024

It's clear from this report that the future for DOOH looks bright - but what is getting the advertising world excited about the future and what do our industry insiders predict is on the horizon for DOOH in 2024 and beyond?



**Jennifer Scheel**

head of digital & programmatic at Dentsu Media

"We will continue to see unique creative connections powered by DOOH, with precision at scale mastered, flexible and nimble delivery and amazing panoramas like the Sphere [the music and entertainment arena in Las Vegas] being available for brands to use as their canvas. Pairing technology and scale with audience movement data has resulted in dynamic experiences delivered with the conveniences of modern-day marketing. There is little delay between on and off, quick creative refreshes, and delivery data is available at the touch of a button. AR and VR have earned their moment in the spotlight - we can expect to see more embedded commerce capabilities and dynamic content and experiences powering engagement in 2024."



“THE MOST EXCITING DEVELOPMENT WE SEE COMING TO DOOH IN 2024 IS THE INCREASED EMPHASIS ON MAKING NEWER TECH INTEGRATIONS AVAILABLE PROGRAMMATICALLY.”



**Nina Paparatto**

VP, integrated business lead, VaynerMedia

“I’m most excited about the creative executions coming to market, especially those driven by data. We’ve seen brands start to take advantage of signals like weather triggers to change creative messaging, which feels reminiscent of traditional digital/social activations. We’re leveraging learnings from social media to understand what’s resonating with consumers before making big bets on a creative platform. Platforms such as TikTok are trailblazing the space by coining this strategy as ‘Out of Phone’, where you can now place TikTok creative on prominent DOOH placements. We’ll start to see this trend become more prevalent, especially in DOOH, as data becomes more widely available.”



**Faryn Brown**

VP, addressable strategy & activation, Kinesso

“The most exciting development we see coming to DOOH in 2024 is the increased emphasis on making newer tech integrations available programmatically. Although our partners are constantly pushing the envelope and coming to us with exciting advancements in the DOOH space, they historically have not always been available programmatically. Whether it’s a spectacular unit that has never been purchased programmatically before or an integration with a social media platform to allow seamless use of social assets on DOOH, the industry is beginning to change, turning DOOH into a true addressable-first space.”





# VISTAR MEDIA

**Vistar Media** is the leading global provider of programmatic technology for digital out-of-home. With a mission of enhancing every OOH transaction with automation, data and measurement, Vistar has established the most comprehensive marketplace for programmatic out-of-home transactions via a demand-side platform (DSP), supply-side platform (SSP) and data management platform (DMP).

Vistar also offers core infrastructure software for media owner networks, via the Vistar Ad Server and device and content management platform (Cortex). Headquartered in New York, NY, Vistar has rapidly expanded since its founding in 2012 and now partners with some of the world's leading brand marketers and media owner networks in more than 20 countries globally.

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