A VIEW FROM AMERICA
See and Share Everything We Can
Creative Copy Testing

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Series of Videos
Influencing People’s Behavior

- Amount Of Traffic From A Smartphone And Other Mobile Devices: 57%
- Amount Of Traffic From Outside The Four Test Markets: 62%
- Number Of States Where Voting Occurred: 50
Innovation on Display Gallery
World Class Speakers
Arbitron OOH Study

Local Businesses
- 39% visited STORE advertised
- 40% visited RESTAURANT advertised
- 29% shopped a SALE in-store that week
- 40% view DIRECTIONAL ads
- 26% IMMEDIATELY visited business

Online Transactions
- 26% visited WEBSITE advertised
- 28% shopped a SALE online that week
- 12% used a MOBILE device

Driving to Action and Word of Mouth
- 39% TALKED about product advertised
- 24% RECOMMENDED a product
- 40% WATCHED a TV program
- 23% LISTENED to a radio station
- 18% CALLED phone number advertised
- 33% ATTENDED event advertised
TAB OOH Ratings

80%
2013 OBIE Awards
A View From America
Last Three Years of OOH Growth

Source: OAAA.
### US Advertising Revenue/Share

<table>
<thead>
<tr>
<th>Media Format</th>
<th>2012 Revenue ($bil)</th>
<th>2012 Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td>$6.7</td>
<td>4.9%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>$19.4</td>
<td>14.4%</td>
</tr>
<tr>
<td>Magazines</td>
<td>$13.2</td>
<td>9.8%</td>
</tr>
<tr>
<td>Broadcast TV</td>
<td>$34.5</td>
<td>25.5%</td>
</tr>
<tr>
<td>Cable</td>
<td>$27.6</td>
<td>20.4%</td>
</tr>
<tr>
<td>Radio</td>
<td>$15.2</td>
<td>11.2%</td>
</tr>
<tr>
<td>Internet</td>
<td>$18.6</td>
<td>13.8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$135.2</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

Customer Centered Positioning Strategy
Clearing Up Misconceptions

OUT OF HOME ADVERTISING
Creative Impact

I have a song for you.

Hold the back of your Galaxy S III to mine and get a free song.
Economic Impact

12 million local businesses used OOH advertising in 2012
OOH Contributes to Society
AMBER Alerts

ANY INFO CALL: (702) 828-2907

Cole Puffinburger
Male | Age 6 | Blonde Hair

2004 White Dodge - Lic. # KA6 251
FBI Partnership
Industry Goals
Innovation Champions
Media Convergence
Smartphone Transactions
Vibrant Creative
Easy to Plan, Buy, and Measure
Trusted Advisor
Industry Goals

- Innovation Champion
- National Networks
- Convergence
- Smartphones
- Vibrant Creative
- Easy to Use
- Trusted Advisor
- Model Citizen
Global Collaboration
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