



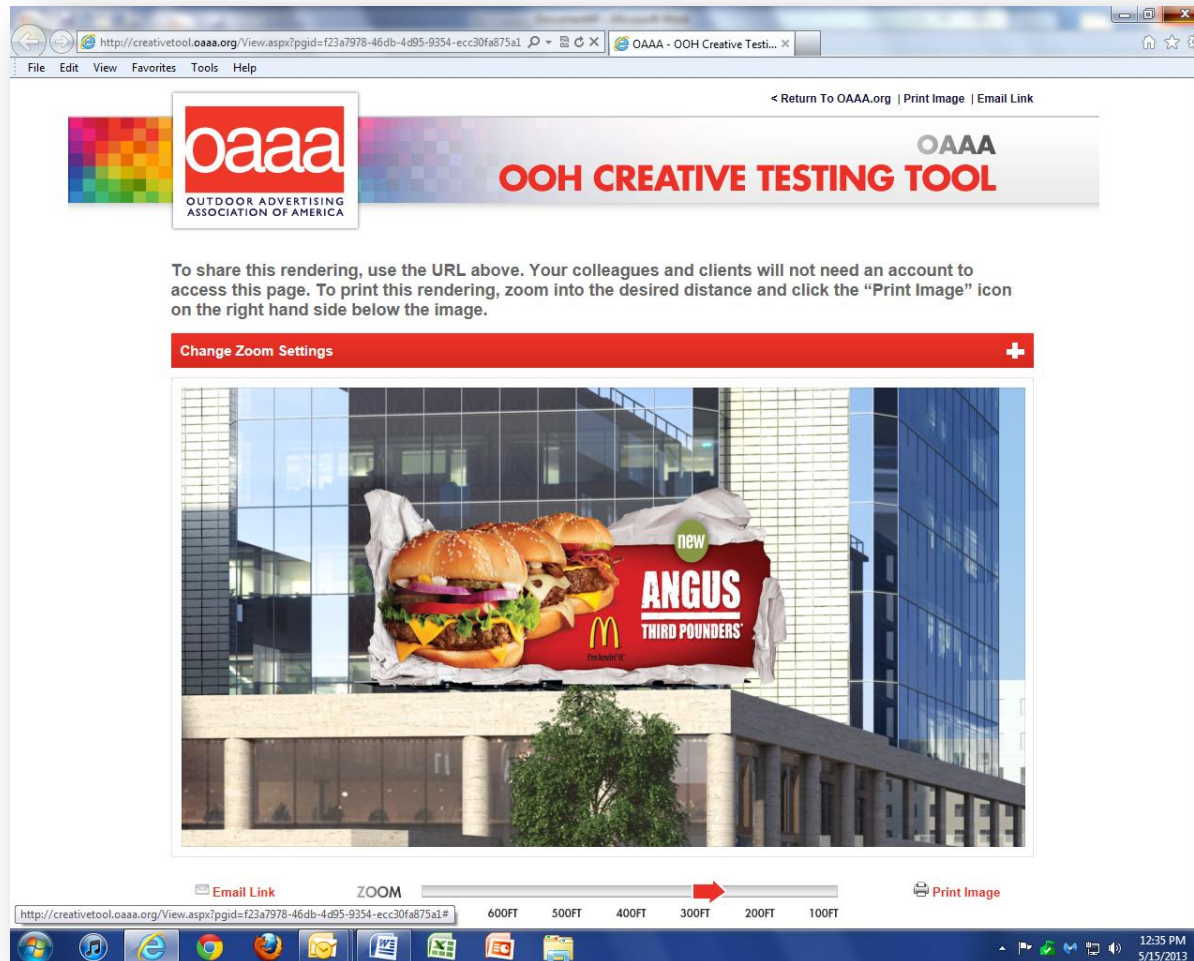
# A VIEW FROM AMERICA



# See and Share Everything We Can



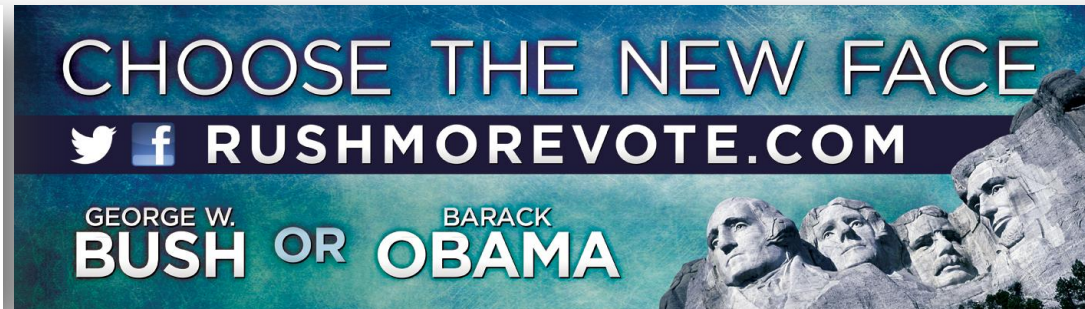
# Creative Copy Testing







# Influencing People's Behavior



57%



Amount Of Traffic From A Smartphone  
And Other Mobile Devices

62%



Amount Of Traffic From Outside  
The Four Test Markets

50

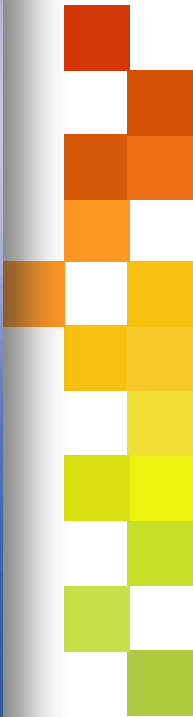


Number Of States Where  
Voting Occurred



# Innovation on Display Gallery







## 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

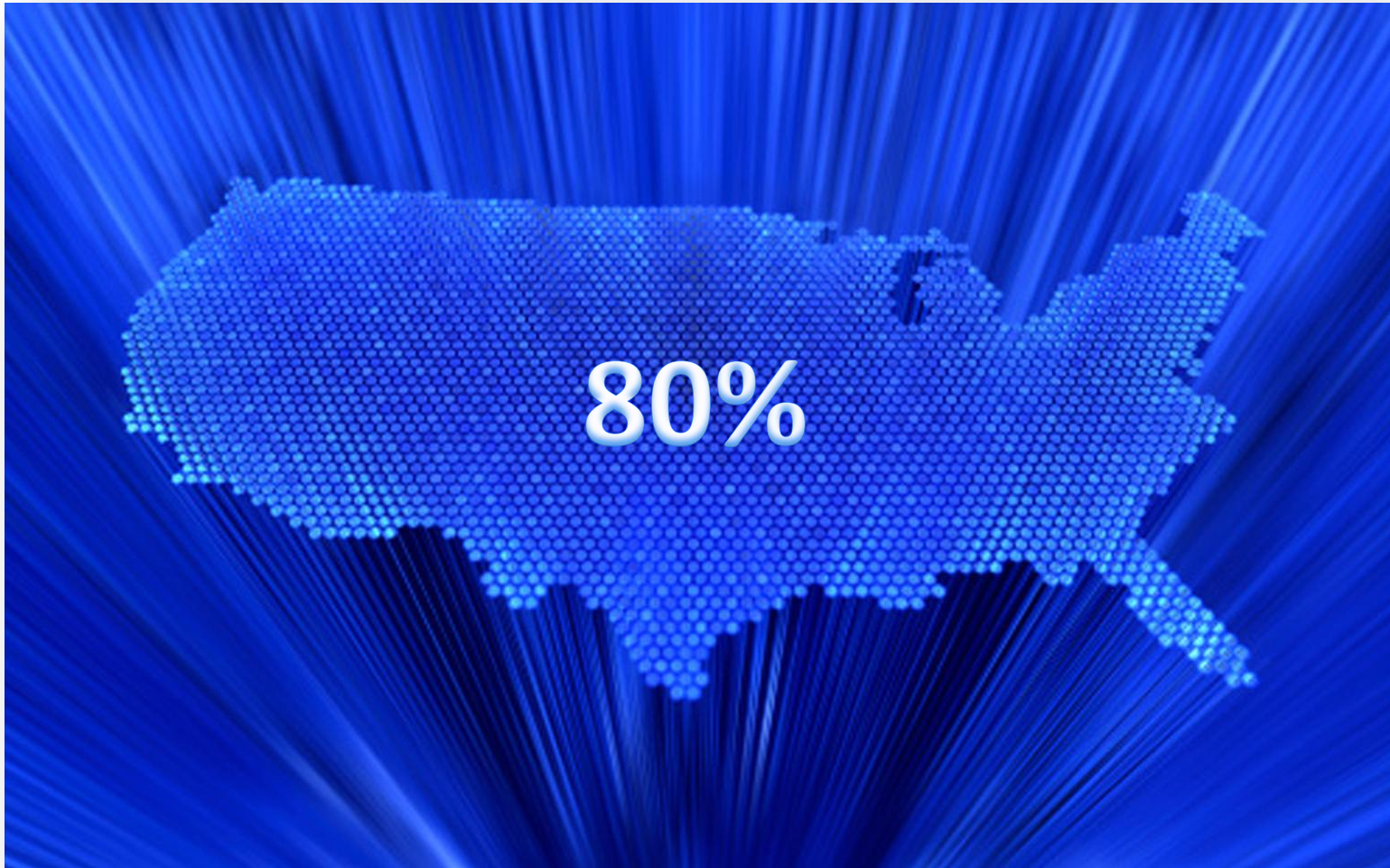
## Online Transactions

- **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

among people who have driven or ridden in a vehicle in the past month.









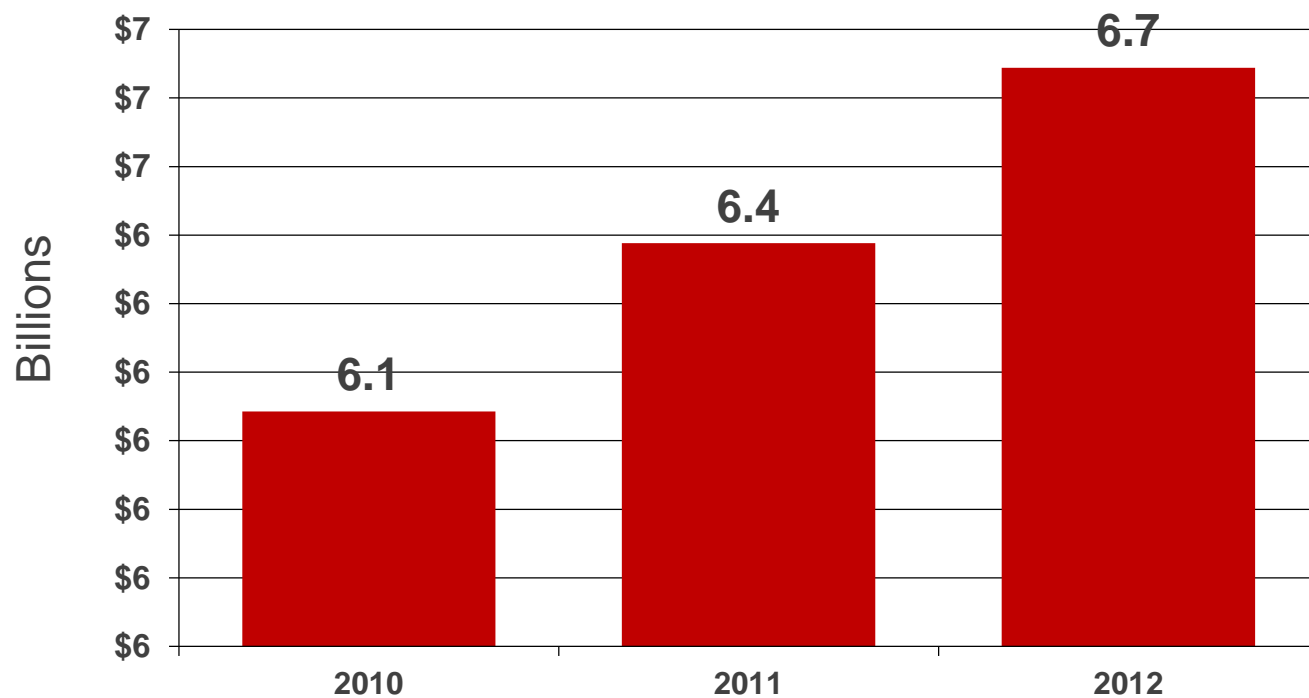




# A View From America



# Last Three Years of OOH Growth



Source: OAAA.

Media Format	2012 Revenue (\$bil)	2012 Market Share
Outdoor	\$ 6.7	4.9%
Newspapers	\$ 19.4	14.4%
Magazines	\$ 13.2	9.8%
Broadcast TV	\$ 34.5	25.5%
Cable	\$ 27.6	20.4%
Radio	\$ 15.2	11.2%
Internet	\$ 18.6	13.8%
Total	\$ 135.2	100.0%

Source: OAAA, MagnaGlobal. Figures based on 2012 revenue estimates and 2011 actual.



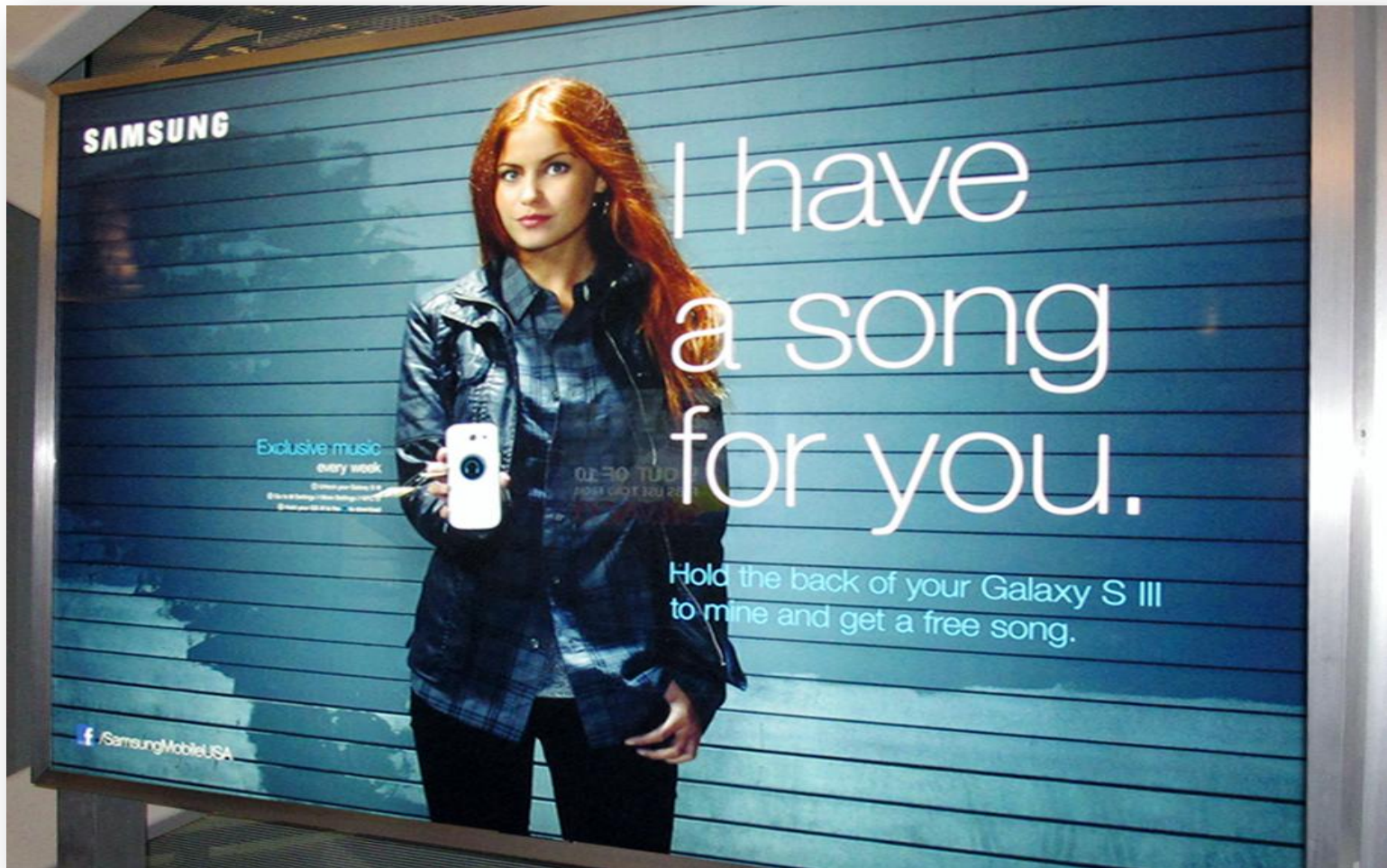
# Customer Centered Positioning Strategy



A large, light gray oval thought bubble with three smaller circles leading to a woman's head. Inside the bubble, the text 'OUT OF HOME ADVERTISING' is written in red, all-caps, sans-serif font.

OUT OF HOME ADVERTISING







12 million local businesses used OOH advertising in 2012













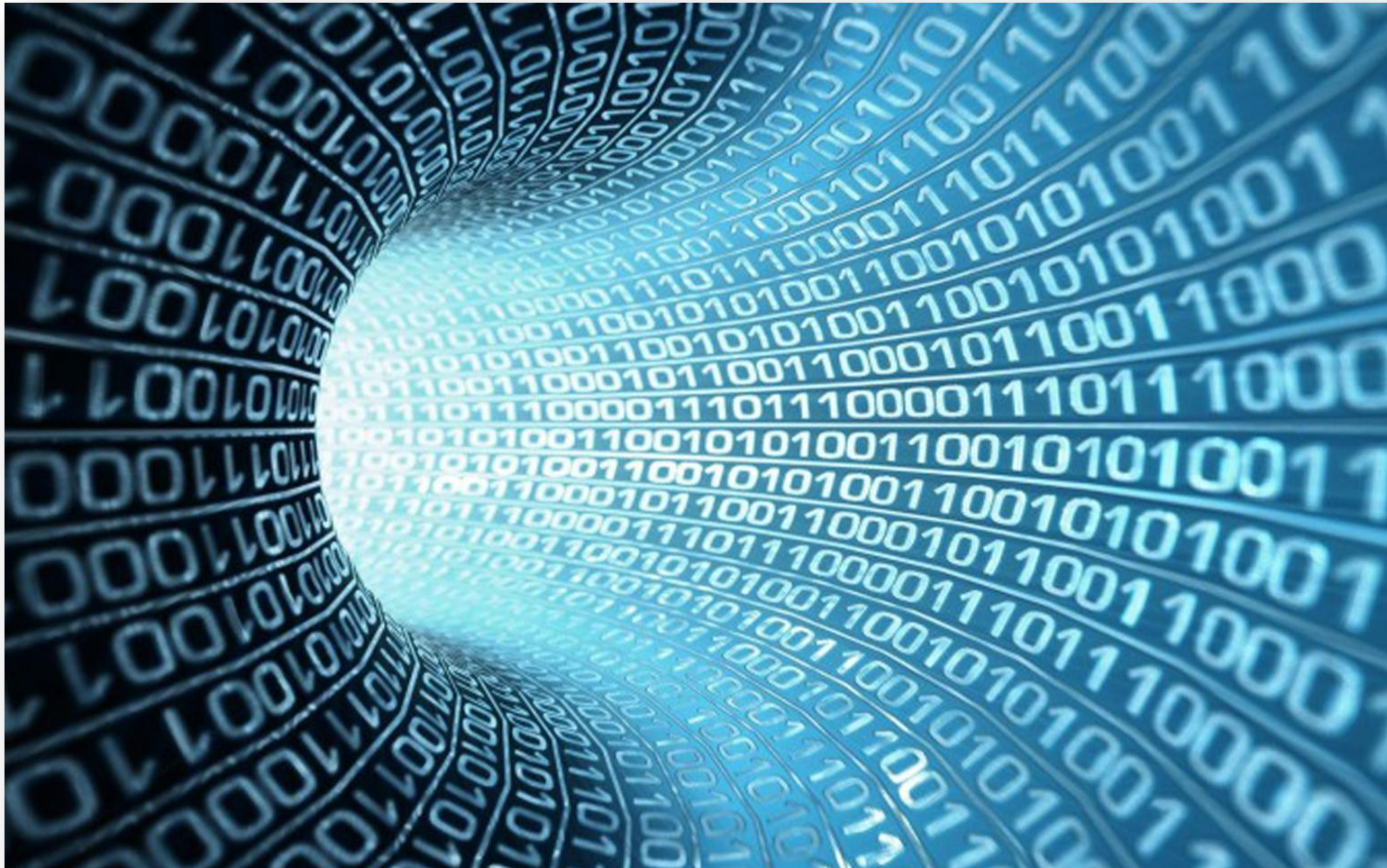






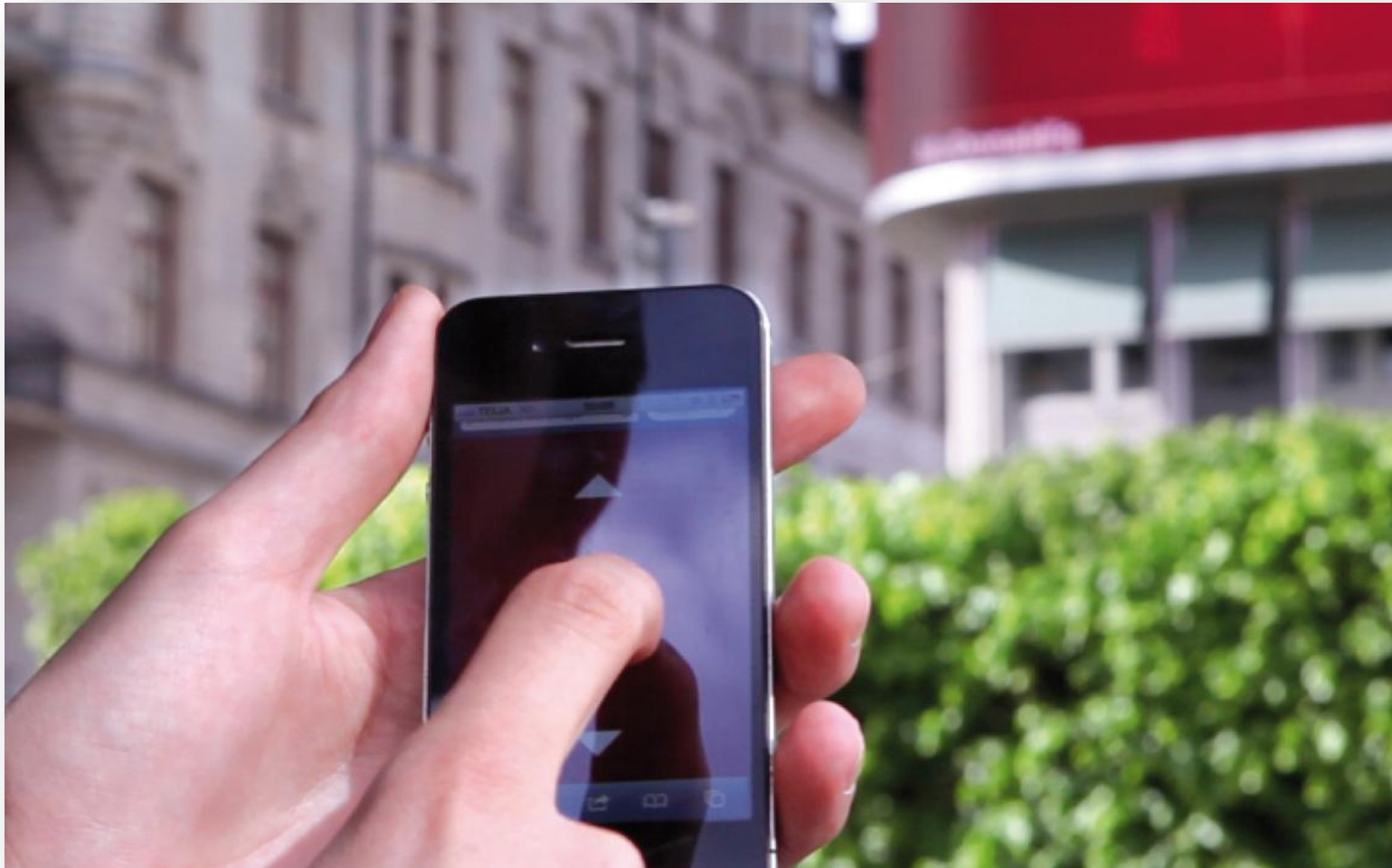




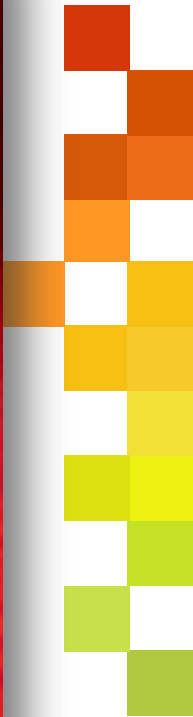
























# A VIEW FROM AMERICA

