

MAXIMIZING IMPACT:

OUT-OF-HOME ADVERTISING DURING

THE HOLIDAY SEASON



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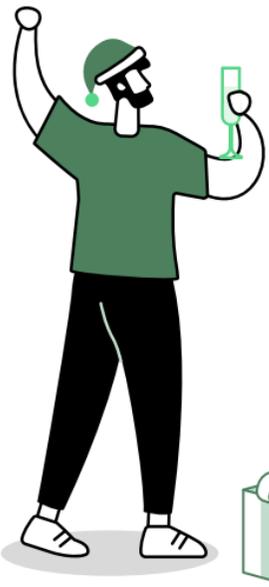
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INTRODUCTION

Every year, throughout the ho-ho holiday season, businesses run advertisements on various channels, including out-of-home (OOH), digital, TV, radio, and more. Given the yearly growth of out-of-home advertising, it is imperative for brands to integrate OOH into their overall marketing plan, whether they have used it before or not. We will walk you through different OOH solutions in this ebook so you can maximize holiday sales and acquire new brand loyalists, too.



DEFINITION AND SIGNIFICANCE OF OUT-OF-HOME (OOH) ADVERTISING



Advertising advantages that can make or break your year when the ho-ho holiday season is here. This ebook examines different forms of OOH advertising. Any advertising that reaches consumers outside their homes is called out-of-home (OOH) advertising. This advertising category includes various styles and mediums, including billboards, automobile and robot

wrap, transit advertising (on buses, subways, and trains), airport advertising, street furniture (bus shelters, benches, kiosks), digital signs, and more.

OOH marketing seeks to attract the interest of people moving around, commuting, or spending time in public areas. OOH can be a cog in the marketing machine to achieve

business objectives if you consider implementing them in the right place, at the right time, in conjunction with other marketing and advertising efforts. Now, how does the holiday season shape consumer spending? And what implications Does that have on OOH advertising campaigns? Read on to answer these questions.

THE HOLIDAY SEASON'S **IMPACT** ON CONSUMER BEHAVIOR

The holiday season is a time Americans shell out big bucks for gifts, especially when it comes to New Year's promotions and Black Friday/Cyber Monday sales, or BFCM, as they are commonly referred to. In a capitalist nation where people feel pressure to spend and donate, organizations and businesses of all sizes tend to push their biggest sales and fundraisers this time of year.

Whether you are hoping to boost sales before, during, or after the typical holiday season window, there is a way to boost sales this holiday season with out-of-home advertising.

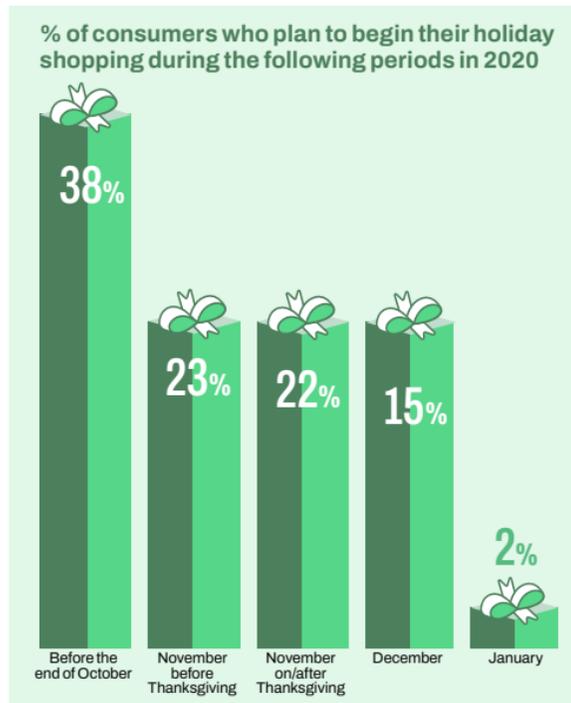
According to Harmon from [CNN Business](#), *"Holiday spending trends have changed. These days, it doesn't all happen in the fourth quarter,"* he said, referencing a *"smearing effect"* in 2021 when retailers like Amazon and Walmart started their holiday sales in early October because of fear of the pandemic's weak consumer demand. The holiday

shopping season was effectively extended last year because of the same tendency." Therefore, running OOH ads for a Valentine's Day sale or a Halloween fundraiser could be a great solution. Learn more about how outdoor or OOH advertising can serve your objectives.

There has been a noticeable change in customer behavior over the holiday season in previous years. Because of the smearing effect, not all holiday sales occur during the typical second half of the fourth quarter.

This effect became more noticeable in 2021 when companies like Amazon and Walmart started Christmas sales in early October out of fear of the pandemic's muted customer demand. Last year, the same pattern was held, thereby lengthening the holiday shopping season.

This smearing effect has various implications for advertisers, especially those looking at OOH advertising for holiday promotions.



Based on a survey of 4,012 consumers in the U.S. conducted in September 2020
Source: Deloitte 2020 Holiday Retail Survey



EXTENDED CAMPAIGN DURATION

With the holiday season beginning earlier, brands now have a larger window of opportunity to grab customers' attention. OOH advertising can be placed appropriately to reach people well before the traditional holiday rush to ensure your message is top-of-mind as customers start their holiday shopping. You may even consider leaving OOH ads in place longer or adding additional campaigns, as New Year's, Valentine's, and President's Day all tend to bring upticks in sales in certain industries.



ADAPTABILITY

The scalability and flexibility of OOH advertising fit nicely with the shifting dynamics of the holiday season. You may modify your OOH campaign to react to changing consumer trends and tastes. You may even try different or concurrent forms of OOH, and go for a billboard-car wrap strategy.



DIVERSE OPPORTUNITIES FOR TARGETING

Because the holiday shopping season lasts longer, advertisers can target different segments of their audience at particular times. OOH ads can be curated to appeal to everyone between early and late purchasers - these unique buys may need different messaging to be moved to act.



REAL-TIME UPDATES

By incorporating digital technology with outdoor advertising, dynamic displays, and real-time updates are made possible. Utilizing this capacity will ensure engaging and relevant messaging by showcasing shifting promos, flash discounts, and time-limited offers.



CONSISTENCY AND REINFORCEMENT

OOH advertising can consistently remind consumers of your brand's products during the extended holiday season. Building loyalty and trust is a major benefit of consistently being visible to consumers.



HOW CAN THIS EBOOK **HELP** BRANDS AND AGENCIES?

OOH advertising is a powerful way to interact with customers during this vital advertising window. To assist you in maximizing the impact of your holiday campaigns, the subsequent chapters will

acquaint you with OOH advertising techniques and platforms, including the cutting-edge solutions provided by Nickelytics. Nickelytics specializes in the most memorable form of OOH, car wrap,

and robotic wrap ads. Whether you are a marketing novice or expert, you will learn something from this ebook. We wish you a successful, merry holiday season.



UNDERSTANDING

OUT-OF-HOME (OOH) ADVERTISING

Gain insights about OOH advertising as they fit into traditional OOH marketing and go-to-market strategies. Readers can gain the following from this section:



1. Foundational Information

We'll review OOH advertising fundamentals, such as types of OOH ads.

2. Benefits and Challenges

We'll examine various popular OOH advertising forms to learn what makes them a strong or weak option.

TYPES OF OOH ADVERTISING

BILLBOARD

Definition

A billboard is a large, static advertisement that is generally placed on busy streets, on highways, at busy intersections, and in metropolitan areas. They are intended to draw the attention of both pedestrians and drivers.

Characteristics

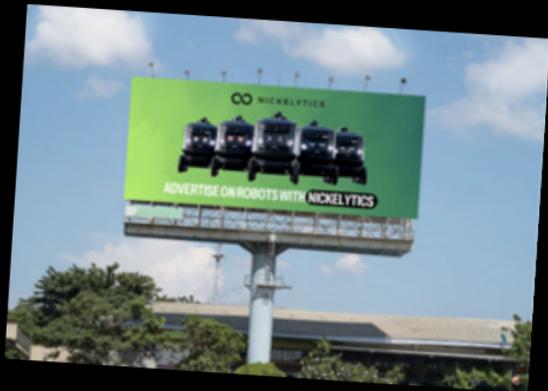
Because of their size and inventive designs, billboards frequently capture people's attention. They may be made of vinyl, digital screens, or conventional printed posters, among other materials.

Benefits

Due to their excellent visibility, billboards help promote brands. They are appropriate for conveying concise, powerful messages to a large audience.

Challenges

- Depending on location and size, billboard advertising costs might vary significantly. It can cost several thousand dollars just to have your billboard installed. This is one of the more expensive types of static display ads in OOH.
- If you serve rural areas, you may be unable to access the billboards.
- Certain products and services can not be advertised on billboards, such as cannabis, tobacco, and alcohol. **Because the same governing bodies do not regulate car wrap ads, they can often be a solution to these problems.



TRANSIT ADVERTISING

Definition

Transit advertising refers to posting advertisements on numerous modes of public transit, including buses, trains, trams, and taxis. It is targeted at commuters and road users.



Characteristics

Transit advertisements can be found inside and outside vehicles. Examples include wraps on buses, posters inside subway cars, and advertisements on cab roofs.

Advantages

Transit advertising offers exposure to captive audiences on their daily commutes, reaching urban and suburban populations.

Challenges

Transit routes and schedules must be considered for advertisements to get their intended audience properly. The limited space may impact ad design on transport vehicles. In most metropolitan areas, subway and bus ads are very costly. These ads are also purchased typically a quarter ahead of time and require a large budget, making them inaccessible to some small and medium-sized brands. For enterprise companies, they can be quite effective.



RIDESHARE / ADVERTISING ON CAR

Definition

Advertising on privately owned cars that are used as ridesharing vehicles, like those operated by Uber, Uber Eats, and Lyft drivers, which convert cars into moving billboards.

Car wrap advertising is Nickelytics' specialty. We are an active partner in helping grow businesses, spreading powerful messaging, and helping brands measure success using data for a lower CPM than almost any other form of OOH advertising.

Characteristics

Advertising may take the shape of window graphics, decals, rooftop signs, or car wraps. Rideshare drivers for Uber and Lyft can have their cars wrapped for extra income, exposing passersby to ads in targeted areas. This is one of the fastest-growing forms of outdoor advertising, and it continues to grow as technology has enabled car wrap providers the ability to provide critical data to advertisers.



Advantages

- Rideshare and Car advertising provide hyper-local exposure, enabling businesses to connect with various consumers as the vehicles drive in strategic areas, focusing on specific populations.
- Car wrap ads can drive foot traffic, website visits, and app downloads while engaging the target audience. Because they are considered the most memorable form of OOH advertising according to OOA and Nielsen and Norman's 2023 report, they are considered the most memorable form of OOH advertising. They resonate with consumers, making them 2.8X more likely to engage with subsequent digital ads.
- Car wrap ads are the most cost-effective form of OOH.

Challenges

- Advertisers should provide 3-4 weeks of lead time to get their car wraps installed.
- Sourcing drivers can be challenging. Nickelytics sources drivers and handles the hard parts like installation, for advertisers.
- **There has been a lack of data provided to advertisers for this type of advertising historically.

**Nickelytics is innovating rideshare advertising by providing advertisers with a powerful dashboard that shows where their ads have been driven on the map and how many people are exposed to the ad, and enables retargeting with subsequent digital ads. Advertisers can also track store visits, website clicks, and app downloads. The dashboard educates advertisers on their audience's demographics, affinities, and behavior in an easy-to-use app.



DIGITAL SCREENS AND DISPLAYS

Definition

Digital Screens and Displays are digital signage and out-of-home advertising screens. The placement of these screens is flexible; they can be used as digital billboards or in shopping centers, airports, and transit hubs.



Characteristics

DOOH advertisements can dynamically show multimedia material, such as films, animations, and real-time data. Real-time updates and interactive features are a benefit they provide.

Advantages

DOOH enables participatory, exciting campaigns. Remote content updates will allow it to respond to varying promotions and events. It provides accurate tracking and targeting capabilities.

Challenges

Digital screens and display costs can be more significant than traditional OOH advertising. Maintaining sustained campaigns requires maintenance and technology management.



OOH advertising comes in various forms, each with its challenges and benefits. The best format should be chosen depending on the campaign's aims, target demographic, spending limit, and creative objectives.

ADVANTAGES & CHALLENGES OF OOH ADVERTISING

In this section, get an in-depth analysis of the advantages and challenges associated with OOH advertising.

ADVANTAGES



HIGH VISIBILITY

- OOH advertisements draw attention in busy crossroads, major highways, and crowded urban areas.
- They are impossible to overlook, making them an effective tool for raising brand awareness and recognition among a large audience
- With newer forms of OOH, like car wraps, you can also get visibility in hard-to-reach locations, like rural areas.



LOCAL TARGETING

- OOH can target precise localities, communities, or geographic areas.
- This accuracy in targeting makes it possible for your message to reach the appropriate audience, significantly increasing its effectiveness for local businesses, franchises, and for marketing events.
- Car wrap ads are one of the most effective forms of local targeting OOH advertising.



BRAND AWARENESS

- OOH advertisements increase brand recall and awareness.
- Consumer familiarity and trust are developed with repeated exposure to a brand's OOH presence.



COMPLEMENTING OTHER MEDIA

- OOH advertising complements other advertising channels like radio and podcasts.
- For instance, a radio advertisement can be combined with a properly placed billboard to increase brand identification.



IMPACT AND CREATIVITY

- OOH promotes innovative campaigns that can leave a lasting impression on consumers.
- OOH advertisements that are clever and visually appealing have the power to elicit feelings and leave a lasting impact.



LONGEVITY

- OOH campaigns last 1-3 months.
- Ensures that your message reaches customers over time.



FLEXIBILITY AND MEASURABILITY:

- With DOOH, real-time changes and dynamic information are a snap.
- With information on exposure, impressions, and audience demographics, measuring OOH campaign success drastically improved in recent years. The Nickelytics advertiser dashboard provides deep insights for a lower CPM than other OOH options.
- The Nickelytics advertiser dashboard tracks attribution, demographics, affinities, and behaviors of the audience exposed to the ads, and allows advertisers to see where their ads have been driven.



SCALABILITY

- Brands of all sizes, from small local enterprises to enterprise companies, can use OOH advertising.
- Start-ups and small local businesses can access OOH because more cost-effective options exist, such as car wraps.



INTEGRATION WITH DIGITAL

- Using digital technology in out-of-home advertising (DOOH) brings innovation and real-time capabilities.
- Interactive and dynamic displays enable the creation of innovative marketing campaigns that respond to shifting conditions and customer trends.



CHALLENGES



COST CONSIDERATIONS

- Depending on location, format, and length, OOH advertising costs might vary significantly.
- To achieve cost-effectiveness, brands and agencies must carefully prepare their budgets.



CREATIVE CHALLENGES

- Because viewers only have a short time to process the message, it is challenging to design effective OOH advertisements.
- Designers must produce concise, visually appealing content that conveys the brand's message.



PLACEMENT STRATEGIES

- Placement Strategies: Effective ad placement is essential for OOH advertising. Considerations for audience demographics, foot traffic, and visibility are all necessary.
- For the best ad placement, research and location analysis are crucial.
- Car Wrap advertising can help advertisers place ads on cars in a hyper-targeted approach, making local campaigns a breeze.



MEASURING ROI

- Comparing OOH campaigns to digital advertising, determining the impact and return on investment (ROI) can be difficult.
- However, improvements in data collecting and analytics tools have made tracking OOH's return on investment easier.
- With Nickelytics, advertisers enjoy a powerful dashboard, providing insights such as consumer behavior, affinities, and demographics while tracking metrics like website clicks. This can help marketers overcome their skepticism.

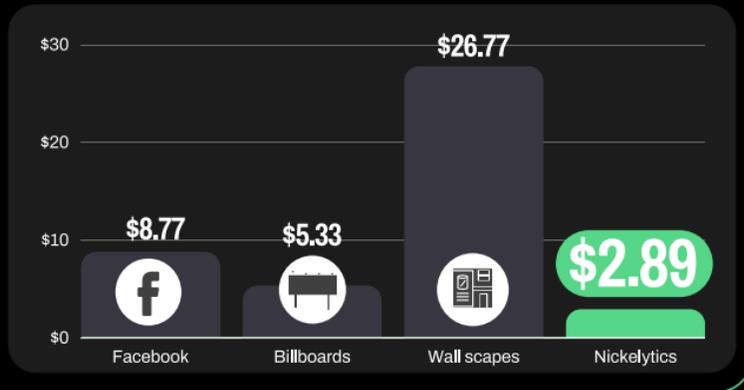
By considering these benefits and drawbacks, companies and agencies can confidently leverage fitting OOH advertising solutions as a strategic part of their marketing plans, resulting in successful and effective campaigns – for a Merry Christmas and beyond.

THE ROLE OF OOH IN THE **MARKETING** MIX

Out-of-home (OOH) advertising plays an important role in the marketing mix, complementing other advertising channels and enhancing overall campaign effectiveness. OOH advertising is a powerful marketing tool, offering a unique combination of broad

reach, local targeting, and creative impact. Its ability to enhance brand visibility, integrate with other channels, and provide valuable insights makes it an essential tool for marketers looking to maximize their advertising impact.

The likelihood that consumers will engage with digital ads increases by 2.8 times after exposure to out-of-home advertising. The US out-of-home market is expected to reach \$38 billion in 2023! Look at the typical cost per thousand impressions (CPM) for various out-of-home advertising options:



Its clear that CPM for Nickelytics Car and Robotics wraps is cost-effective Car and robotics wraps are two of the most innovative examples of out-of-home advertising– and combining out-of-home and digital advertising produces superior results.



Pro Tip: Knock out your holiday season sales objectives with the car wrap and digital ad 1-2 punch.

FIND OUT HOW

THE HOLIDAY SEASON A GOLDEN OPPORTUNITY



The holiday season is a time for joy and celebration, making it the ideal time for businesses to advertise outside the home (out-of-home or OOH). Getting customers' attention and making an impression are crucial in today's oversaturated marketplace, and the holiday season offers a fantastic opportunity to acquire new customers, create brand loyalists, and hit your sales or donation goals through the right mix of OOH and other advertising strategies.



HOLIDAY SEASON STATISTICS AND TRENDS

Consumer spending habits during the holidays are increasing more slowly than before. The twist is that consumer spending is slowing down, not because individuals buy fewer things but

because they are paying less per item than in the past. It may make sense to advertise bundle deals in your OOH, with the intention of driving your customers to spend a bit more by

buying a bundle. And as costs are starting to rise, spending could increase for the 2023 holiday season and beyond.

CONSUMER SPENDING HABITS DURING THE HOLIDAYS

\$211.7 bn

According to Adobe Analytics (Source), during the 2022 holiday season, consumers spent \$211.7 billion online, a 3.5% increase from the previous year.

30%

According to a study on Christmas customers conducted in 2022, almost 30% of shoppers plan to start their holiday shopping as early as October or earlier.

57%

On or before Thanksgiving, 57% of shoppers will start their holiday shopping (Source).

15%

Only 15% of customers intend to postpone Christmas shopping until December (Source).



\$1,000

10% of American holiday buyers plan to spend more than \$1,000, with 60% spending more than \$250. (Tinuiti's Holiday 2021 Trends report).

44%

Gift cards are the second most popular gift category after apparel, and 59% of men say they'll purchase them, up from 44% in 2020 (Tinuiti's Holiday 2021 Trends report).

60%

60% of customers reported using a Buy Now Pay Later (BNPL) service as of 2021.



56%

According to the Tinuiti 2023 Holiday Report, car wrap advertisement can successfully reach a variety of consumers over the holiday season. And with 56% of respondents of Gen Zer's using Tiktok and 30% of Boomers using Facebook, combining digital with OOH is obvious. Car wrap advertisements combined with retargeting campaigns on relevant social networks is more effective than OOH or digital alone.



PLANNING

YOUR OOH HOLIDAY CAMPAIGN



Planning a successful out-of-home (OOH) holiday campaign involves several key steps.



TARGET AUDIENCE

Define your campaign goals and identify your target audience.



STRATEGIC LOCATIONS

Choose strategic OOH advertising locations.



CALL TO ACTION

Create eye-catching and festive ad designs with a clear, persuasive message and call to action.



CAMPAIGN SCHEDULE

Allocate your budget wisely and schedule your campaign around crucial holiday events.



INTERACTIVE ELEMENTS

Consider using technology and interactive elements to engage consumers.



TRACK PROGRESS

Track progress and adjust your strategy as needed.



SYNTHESIZE CAMPAIGN

Synthesize your OOH campaign with other marketing efforts.



A well-planned OOH holiday campaign can boost brand visibility and holiday sales. Nickelytics is a valuable partner because our dash provides consumer

device IDs for easy retargeting. Advertisers can monitor campaigns. We support the development of campaign creative with a world-class

design team and provide visibility on campaign insights to advertisers, helping them learn about and track their audience/audience behaviors.



BLACK FRIDAY CYBER MONDAY CAMPAIGN IDEAS

Black Friday and Cyber Monday (BFCM) are two of the year's most significant shopping events. Businesses can implement a combination of campaign ideas to make the most of these occasions.



CAMPAIGN IDEAS FOR BFCM

1. **Early Bird Specials**
2. **Flash Sales**
3. **Bundle Deals**
4. **Limited Stock Alerts**
5. **Mystery Discounts**
6. **Free Shipping**
7. **Social Media Contests** - QR code on your delivery robot - *"Tag a video of our robot on your IG for a chance to win _"*
8. **Exclusive VIP Offers**
9. **Gift Guides** - OOH with a QR code to the URL
10. **Thanksgiving and Giving Tuesday**
11. **Cross-Promotions** - Car wrap campaign near Red Lobster that gives a discount on your seafood delivery box company
12. **Influencer Collaborations** - Get a car wrap swarm at a popular event in your area and have an influencer live stream beside them
13. **Abandoned Cart Recovery Deals** - *"We noticed you had _ in your cart, here is _% off if you buy in the next 24 hours"*
14. **Post-BFCM Loyalty Program**
15. **Thank You Campaign**
16. **Door Buster Campaign** - visit during a certain time and get an amazing freebie or deal

#CRUSHING HOLIDAY SALES WITH CAR AND ROBOTICS WRAPS

Nickelytics is at the forefront of modern advertising with innovative car and robotics wraps.

CAR WRAPS

Nickelytics uses car wraps to turn ordinary rideshare cars into eye-catching mobile billboards. These wraps have brand-specific graphics that make the message stand out and are aesthetically

pleasing. They efficiently reach a broad audience since these cars go through urban and suburban regions, turning everyday trips into advertising opportunities.



ROBOTICS WRAPS

Nickelytics takes the idea of innovation to a new level by applying it to robotics. With robotics wraps, delivery robots are transformed into data-driven advertising solutions. Campaigns make waves with ad creative that is placed on the delivery robot. The novelty of the robots catches people's attention resulting in many photos and social media posts about

them - Using roboti wraps ads boosts any marketing campaign because of the excitement and engagement with the delivery robots. Exposure to your brand on these bots improves brand recognition while also giving the advertising environment a futuristic feel. Grab some ad space on a robot.



Wrapping a fleet of cars and/or robots for the holiday season is a GREAT idea to generate buzz, engagement, conversions, and brand awareness!



LEARN MORE 

Nickelytics' car and robotics wraps give a unique and memorable way to do cost-effective out-of-home advertising. Make a lasting impression on consumers with mobility advertising - the future of advertising. Imagine your campaign ideas brought to life on a car wrap - holiday season or not.

LAST-MINUTE WITH CAR AND CAMPAIGN IDEAS ON A LIMITED BUDGET



Can you use cost-effective OOH methods for last-minute advertising ideas on a tight budget? Here are a few examples to get your imagination going:



CHRISTMAS

Place ads on delivery robots to deliver more smiles this holiday season. Your ad on the side of a beautiful robot, crossing busy streets and sidewalks will generate buzz, and call attention while it completes last-mile deliveries.



CHANUKKAH

“8 Nights of Savings” Car Wrap campaign

Get a 5-car fleet targeted near your store or restaurant starting in early November. With the above campaign slogan, have your Uber and Lyft drivers promote your messaging while they drive busy commuters in the area. Track the campaign using the Nickelytics advertiser app, and show the same audience your digital ads promoting your sale.

🎯 SET CLEAR OBJECTIVES AND GOALS

Whether you'd like an estimated 100 thousand impressions or 1 Million, knowing your goals will help you plan a campaign with your out-of-home experts. You can plan an effective campaign that delivers real results based on the exposure you need, the message you want to depict, your budget, and your timeline.

🎯 IDENTIFYING YOUR TARGET AUDIENCE.

Identifying your target audience is fundamental in crafting successful car wrap campaigns. While creating personas or ideal client profiles can be complex, it doesn't have to be overly complicated. Consider demographic factors such as age, gender, professional roles, parental status, socioeconomic status, and location. Then, align your advertising strategy with the areas where your ideal customers live, work, and play.

BUDGET ALLOCATION AND RESOURCE PLANNING

Budget allocation and resource planning are significant. The competition is fierce during this time. Therefore, It's critical

for advertising to utilize all of their resources to draw customers' attention throughout this Christmas season.

1 STRATEGIC BUDGET ALLOCATION

To deploy funds effectively and maximize the impact of the holiday season, consider the following options. This can entail concentrating on high-traffic areas and creating unique holiday-themed commercials. Additionally, it necessitates saving money for improbable last-minute possibilities and adjusting to shifting market circumstances.

2 OPTIMISING RESOURCES

Planning resources encompasses more than just allocating money; it also entails maximizing timing, advertising space, and creative skills. It involves ensuring that your OOH advertisements are placed in areas with the most significant impact, such as close to shopping malls, event locations, or other gathering spots for holiday shoppers. The entire OOH advertising plan mentioned in the book should be adhered to by this resource optimization.

3 CREATIVE MESSAGING

Planning resources includes producing engaging content appropriate for the season. In addition to being consistent with the brand's messaging and objectives, this content should evoke the spirit of the holidays. Making the campaign memorable and effective depends heavily on creative elements like images and language.

4 SCHEDULING AND TIMING

The timing of your OOH campaign must be carefully considered. It should fall during significant holiday occasions and shopping seasons. Insights into the most efficient scheduling techniques, such as starting campaigns before Black Friday, Cyber Monday, or other busy shopping days, may be provided in this book.

5 MONITORING AND ADAPTATION

Monitoring procedures should be included with efficient resource planning and budget allocation. It is possible to make real-time adjustments based on data by monitoring the effectiveness of OOH advertising over the holiday season. This guarantees that resources are allocated to the most efficient routes and that the budget is used to its fullest potential.



COLLABORATING WITH CREATIVE AGENCIES

No matter the kind of OOH advertising you choose, working with a creative agency can put a professional touch on your creative assets to help you achieve your goals.



As the experts in car wrap and robotic wrap advertising, we pride ourselves in our creative design team. We will work with you to understand your campaign objectives. Our team can do the creative designs for you or collaborate with your designers, providing the specs and support they need. Then, with your budget in mind, we customize the size of your fleet or the number of cars you will wrap.

We handle the hard part, like sourcing and vetting drivers, printing and installation, and proof of product images. You can get anywhere

from 3+ cars wrapped; in some locations, you can also get delivery robot wraps.

We will plan your campaign duration together. Launching an effective campaign takes about four weeks, so get in touch beforehand.

You may also want to get a swarm - a group of 3 or more cars parked in a busy place to bring attention to your brand. Swarms are used to draw lots of attention at once and are often added to longer campaigns and events such as concerts, conventions, or sports events.



Connect with one of our team members or visit [Nickelytics.com](https://www.nickelytics.com) for more information

LEARN MORE



TECHNOLOGY

AND OOH ADVERTISING

Technology is essential for improving OOH advertising efficacy: digital billboards and augmented reality experiences. Location-based targeting and real-time data analytics are all part of this umbrella. Using technology, advertising firms can produce dynamic, interactive, highly targeted holiday campaigns that attract customers.

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DIGITAL TRANSFORMATION IN OOH

Digital technological* advancements have made tracking and measuring the success of Out-of-Home (OOH) advertising campaigns easier. For instance, monitoring devices like beacons or GPS can be used in DOOH advertising to gather valuable consumer behavior and engagement data. This data helps determine the success of campaigns and plan upcoming marketing plans.

Nickelytics provides a user-friendly dashboard that consolidates your campaign's relevant data. It's a one-stop platform for real-time information about your ads' performance. In select cities, Nickelytics can add hardware like roof toppers and in-car (rideshare car) screens to increase DOOH ad effectiveness.



INTERACTIVE AND DYNAMIC OOH ADS

Interactive and dynamic OOH ads take center stage. These innovative advertisements leverage technology and creativity to engage consumers in real-time. By incorporating elements like QR codes, augmented reality, or changing visuals, interactive and dynamic OOH ads capture the holiday spirit and enhance audience interaction, making them an essential strategy for maximizing impact during the festive seasons.

* <https://www.otegomedia.com/heres-how-you-do-ooH-measurement/>

MEASURING OOH CAMPAIGN EFFECTIVENESS

OOH advertising has been proven to be highly effective in capturing the attention of consumers and driving engagement. Studies* show that people remember OOH advertising well and that it can leave a lasting impression on them.

With a CPM starting ~\$2.00, Nickelytics car wraps and delivery robot advertising solutions with a powerful dash that provides the data to

track attribution, such as store visits, app downloads, affinity, demographics, and consumer behavior. For best results, OOH advertising can be combined with other forms of advertising, such as digital ads, to increase campaign efficacy and reach. Our customers that use the customer pixel and retarget with paid advertising report healthy ROI and lower acquisition costs than a digital-only strategy.



* <https://blog.gwi.com/trends/make-ooh-ads-work>



HOLIDAY CAMPAIGN **SUCCESS** STORIES



Check out this holiday campaign inspiration from our incredible designer at Nickelytics



LESSONS LEARNED FROM INDUSTRY LEADERS



Like the incredibly successful 1994 Coca-Cola campaign, “Santa Packs are Coming”, variations of products for the holiday season are a huge selling point for many companies - and the advertising can match that feeling. Consumers can imagine themselves enjoying a holiday Coke, with the

classic depictions of Santa consuming Coke from his sleigh. They remember the ads while shopping for holiday parties and fill the fridge with Coke products, party or not.

Since then, huge brands like Dunkins have adopted this practice

Even if you don't have a massive campaign budget, like Dunkins or Coca-Cola, you can capitalize on the holiday feeling portrayed in your budget-friendly OOH ad strategy this holiday season.



© Flickr | Elliott Brown



© Flickr | W_Minshull



Source AdImage.com





HOW TO GET **STARTED**

Getting started is easy. Simply select the type(s) of OOH and get in touch with an advertising partner like Nickelytics. Then, you'll share your goals and create a strategy.



HOW BRANDS, AGENCIES, AND ENTERPRISES CAN UTILIZE THE OPPORTUNITIES TO ADVERTISE THIS HOLIDAY SEASON

Medium-sized enterprises (SMEs), agencies, and brands have several options to advertise this holiday season, which offers a unique opportunity to interact with customers and increase brand

recognition. Here are some tips on how each of these organizations might position themselves:

1

BRANDS

The holiday season is an excellent opportunity for well-known brands to increase their visibility and boost sales. They should concentrate on developing emotionally compelling campaigns consistent with their brand values. Companies can utilize their current clientele and brand loyalty to launch innovative and effective OOH advertising to engage customers during this unique occasion.



2

AGENCIES

Increasing a brand's holiday impact is primarily made possible by advertising agencies. They can provide experience in campaign execution, creative designs, and strategy. Agencies and companies should work closely to create unique OOH campaigns that appeal to Christmas enthusiasm and consumer attention. Their job is to translate imaginative notions into concrete, useful OOH advertising.



3

SMES

Despite frequently having a limited budget, small and medium-sized businesses can significantly influence the holidays. SMEs should concentrate on their distinctive selling propositions and seasonal products. SMEs can successfully compete with more prominent brands and reach their local or niche target group by strategically developing an effective OOH campaign and using their cash. With car wrap ad campaigns, enterprise organizations can project themselves as bigger than they really are.





HOW TO LEVERAGE OOH DURING THE HOLIDAY SEASON

We encourage you to leverage OOH for the following key factors:

1 HIGH CONSUMER ACTIVITY

Increased shopping, travel, and social events are hallmarks of the holiday season. Businesses have a fantastic opportunity to grab consumers' attention and leave a lasting impression thanks to this increased consumer engagement. OOH advertising can efficiently contact consumers as they shop while out and about.

2 EMOTIONAL INVOLVEMENT

People experience strong emotions, like nostalgia, throughout the holidays. They are a time for happiness, fond memories, and altruism. Through imaginative and endearing campaigns, OOH advertising can appeal to these feelings and move a consumer to convert.

3 VISIBILITY AND RECALL

OOH advertisements, whether on billboards, transit displays, or interactive installations, have a real-world impact on customers. They blend in with the festive scene and are more likely to be recalled. This visibility helps with brand remember and influence long after the holiday season.

4 TARGETED MESSAGING

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5 COMPLEMENTING OTHER CHANNELS

OOH marketing complements other channels of marketing. A multichannel strategy is created by combining digital advertising, social media, and email marketing, maximizing visibility and engagement.

6 FOSTERING TRADITIONS

Holiday OOH commercials that are a success can even start their traditions. Customers anticipate the return of beloved OOH displays, fostering nostalgia and expectation for the brand's products.

Jump on the opportunity to advertise as consumers are actively looking for unique products and experiences to give as gifts.

GETTING STARTED IS SIMPLE

Holiday advertising combines storytelling, multichannel strategies, and time-limited offers. To maximize impact, OOH ads during this time of year use festive design, thoughtful positioning, dynamic components, localized targeting, and multichannel integration.

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