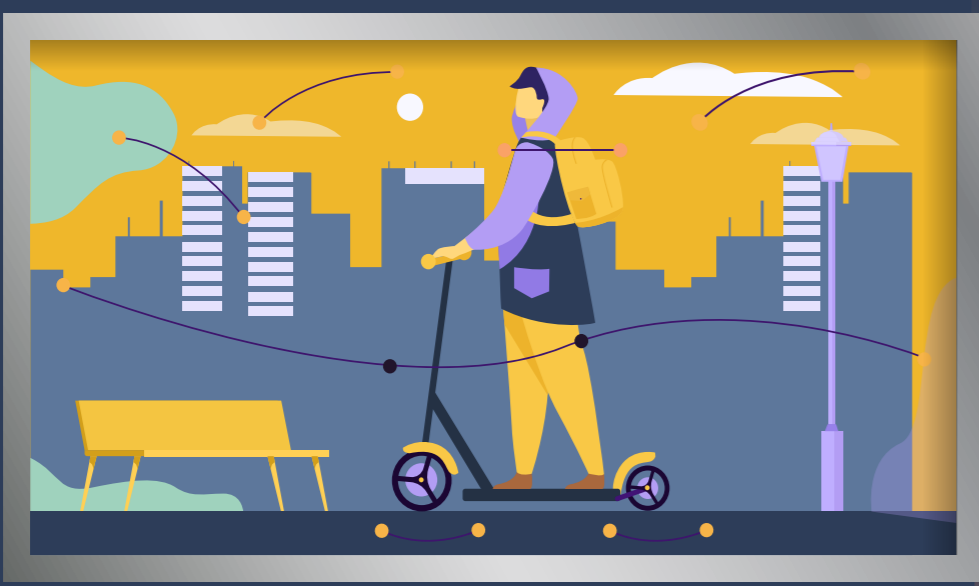


IMPRESS ME!

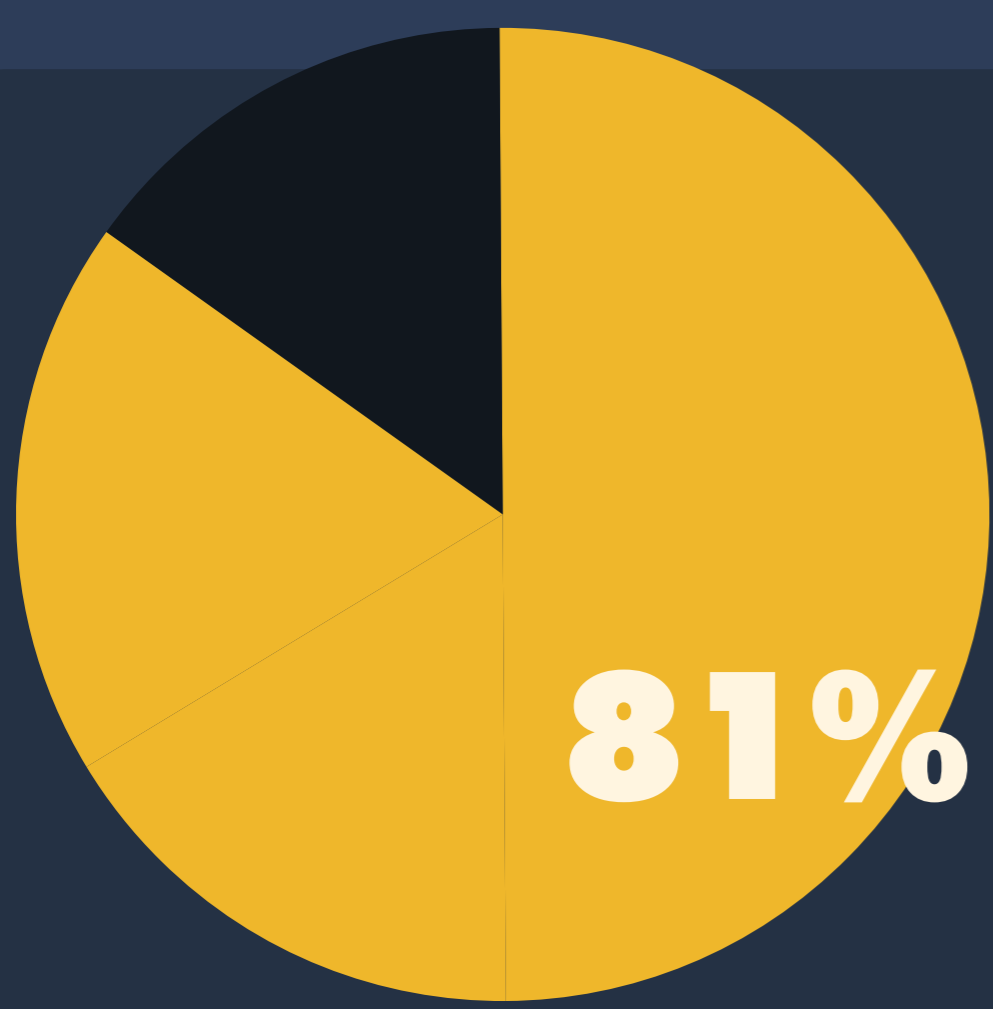
A SURVEY INTO THE IMPACT OF DYNAMIC, ANIMATED AND STATIC ADS IN DOOH ADVERTISING



Animated ads are more attention grabbing than still ads

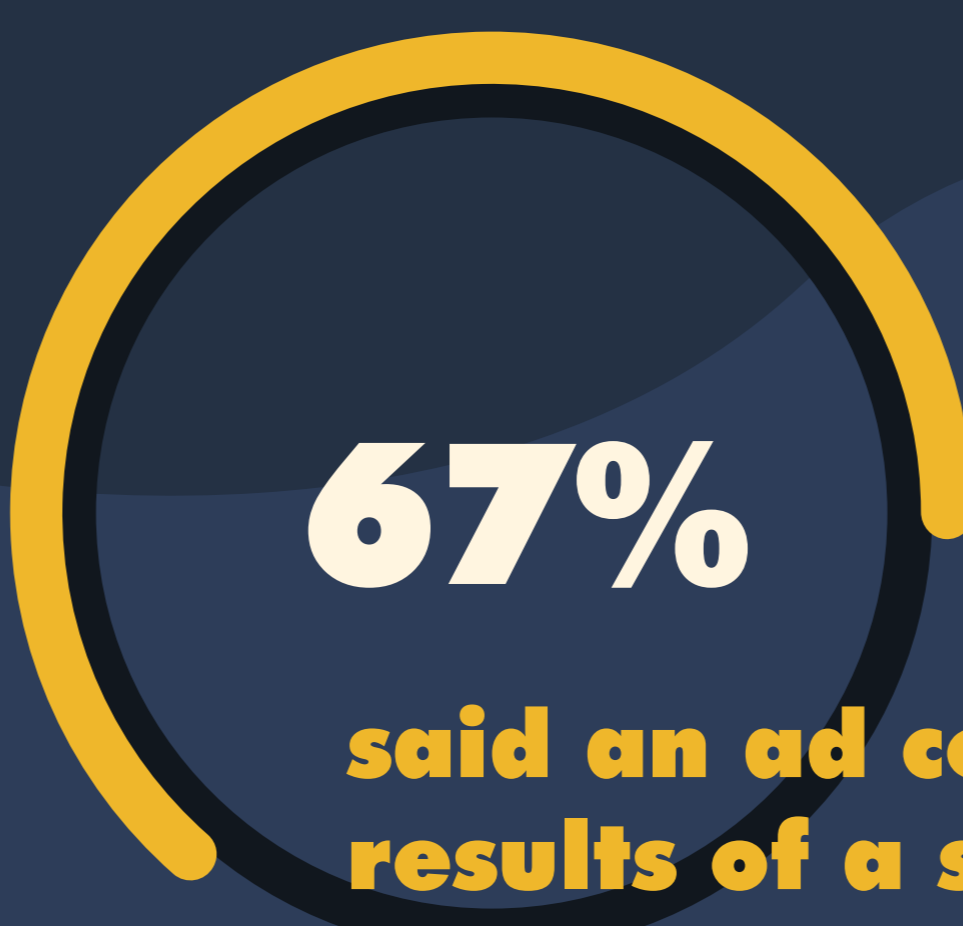
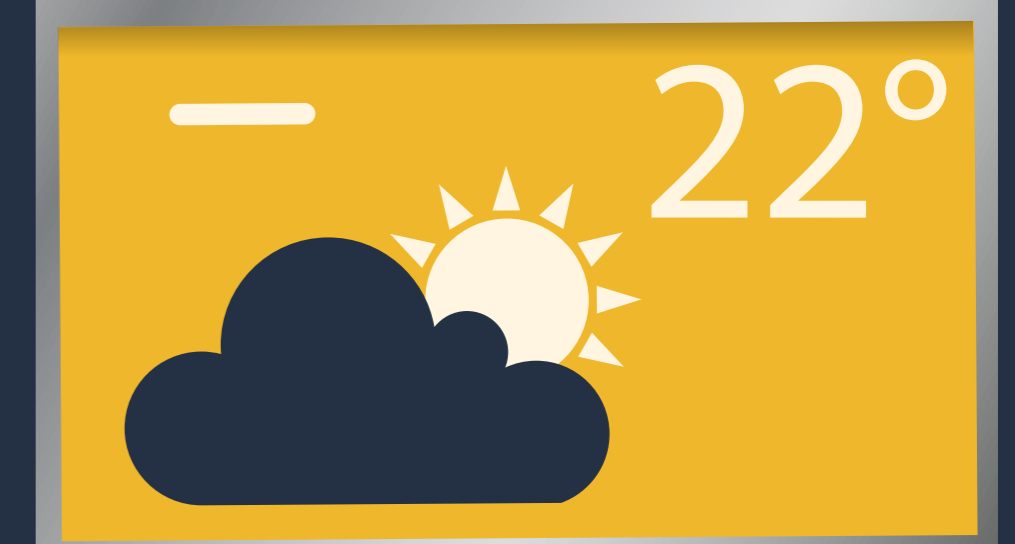


76%



81%

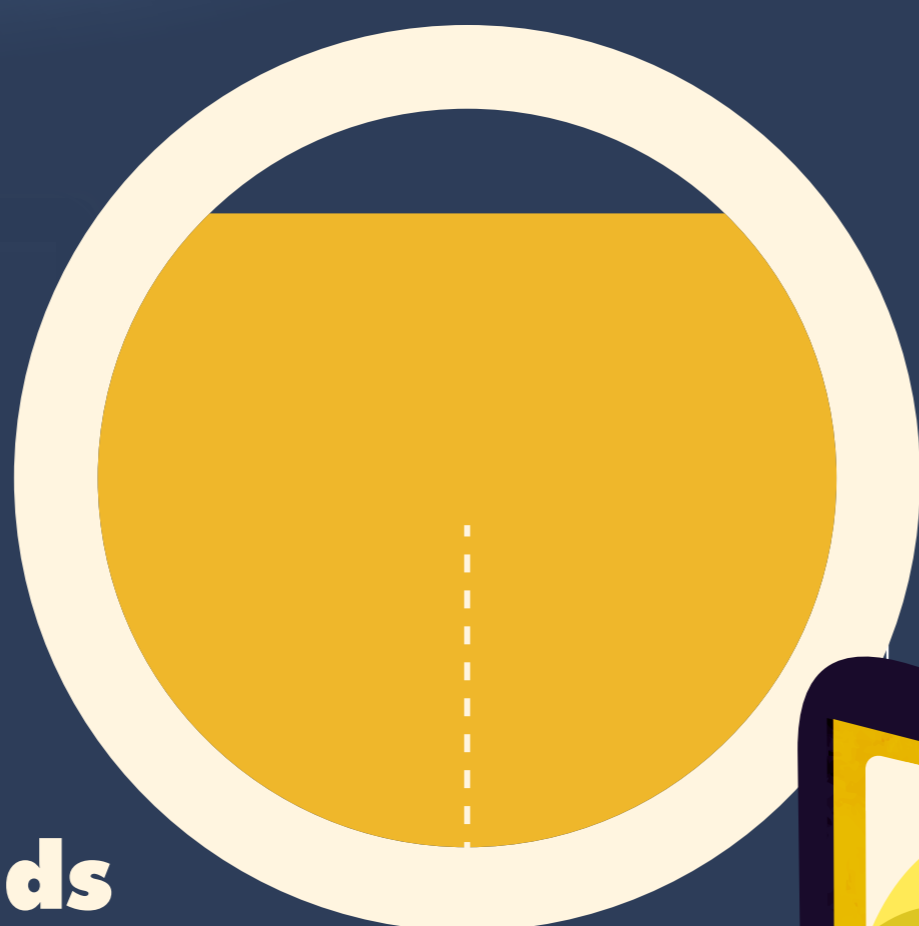
When presented with an animated ad and an animated ad containing real-time weather data, said the data containing ad was more engaging



67%

said an ad containing real-time results of a survey created a stronger brand perception

agreed that ads that speak to their current surroundings were more eye catching than other ads



96%



High Earners were up to 4.4% more likely to respond in favour of dynamic DOOH ads.