In collaboration with:



## Awarion 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%

BUY

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

About the study:

Two hundred panelists were asked questions using an online tool. The survey was conducted during August and September 2022 in Turkey.

