

# Building Brands During Uncertain Times

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While the COVID pandemic has caused uncertainty of what lies ahead, it has resulted in a re-awakening of the importance of health, family and community. Despite these unsettling times, there are opportunities for marketers to develop relationships with consumers, build brand trust and increase sales.

Here are the top 5 reasons why OOH advertising should be part of your current communications plan.

## 1. OOH reaches Canadians

Tracking of Canadians travel and activity levels across the country show significant increases as restrictions were lifted. During the summer, local travel increased as restrictions reduced people's ability to travel outside of the province or internationally.

Retail, recreational and resto-bar activity are just below the pre-pandemic normal levels. Transit and workplace activity are trending upwards but has been increasing more slowly as employees split their work weeks between the office and remote home offices.

While the pandemic has altered people's commuting habits and other activities, OOH remains an effective medium for reaching Canadians.

To view COMMB's Travel Reports [click here](#).

## 2. OOH provides a safe and trustworthy environment for brands

The Ad Standards annual survey with Canadians has consistently shown that OOH advertising has one of the highest rankings for truth and accuracy. OOH is real and unlike other media it cannot be delayed, skipped, or blocked. Brands can confidently deliver engaging messages, in a medium that is a significant part of the customer journey.

## 3. OOH offers advertisers flexibility and control



Programmatic DOOH offers advertisers control and flexibility to change campaign messaging at short notice in an uncertain climate. Weather, sports event results, lock-down restrictions or other events can trigger creative optimization on an ongoing basis.

#### 4. OOH creates an emotional and relevant connection to brands

The alignment of mindset, moment, medium and message creates contextual relevance and improves advertising effectiveness.

OOH offers marketers unlimited creative potential for brand messaging. Dramatic visuals, intriguing messages and the use of humour can re-engage consumers and increase receptivity to your brand.



#### 5. OOH increases brand metrics, consideration and purchase

Research has shown the sales value of an integrated channel approach and the use of OOH to deliver a broadcast base. With the surge of e-commerce, OOH can drive both search and social helping to forge a community around a brand.

A Nielsen study concluded that OOH is more effective than any other offline medium in driving online activity. OOH was shown to deliver more online activity per ad dollar spent compared to TV, radio or print.

For brick and mortar stores, OOH's proximity to point of purchase can entice consumers back into the stores.

Location data and analytics can tie actual consumer actions back to ad exposure to show how OOH contributes to footfall traffic. Studies have shown that OOH contributes more footfall traffic than mobile only and cross-device (web and mobile).



Acura Attribution Case Study: 72% of dealership visitors were exposed to the campaign, visitation lift of 20%.

[Click here](#) for details!