

# OUTFRONT/

## WE GET YOU **BRANSON- SPRINGFIELD.**

Media Across The Market



# OUTFRONT BY NAME /

OUTFRONT /

OUTFRONT by nature.

At OUTFRONT, we understand that to brands, audiences are everything. The pandemic has accelerated the change of nearly everything, including all of us. Our media continues to impact people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and business grow stronger.

We are adding intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solution designed to reach and measure impact against your desired audience.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

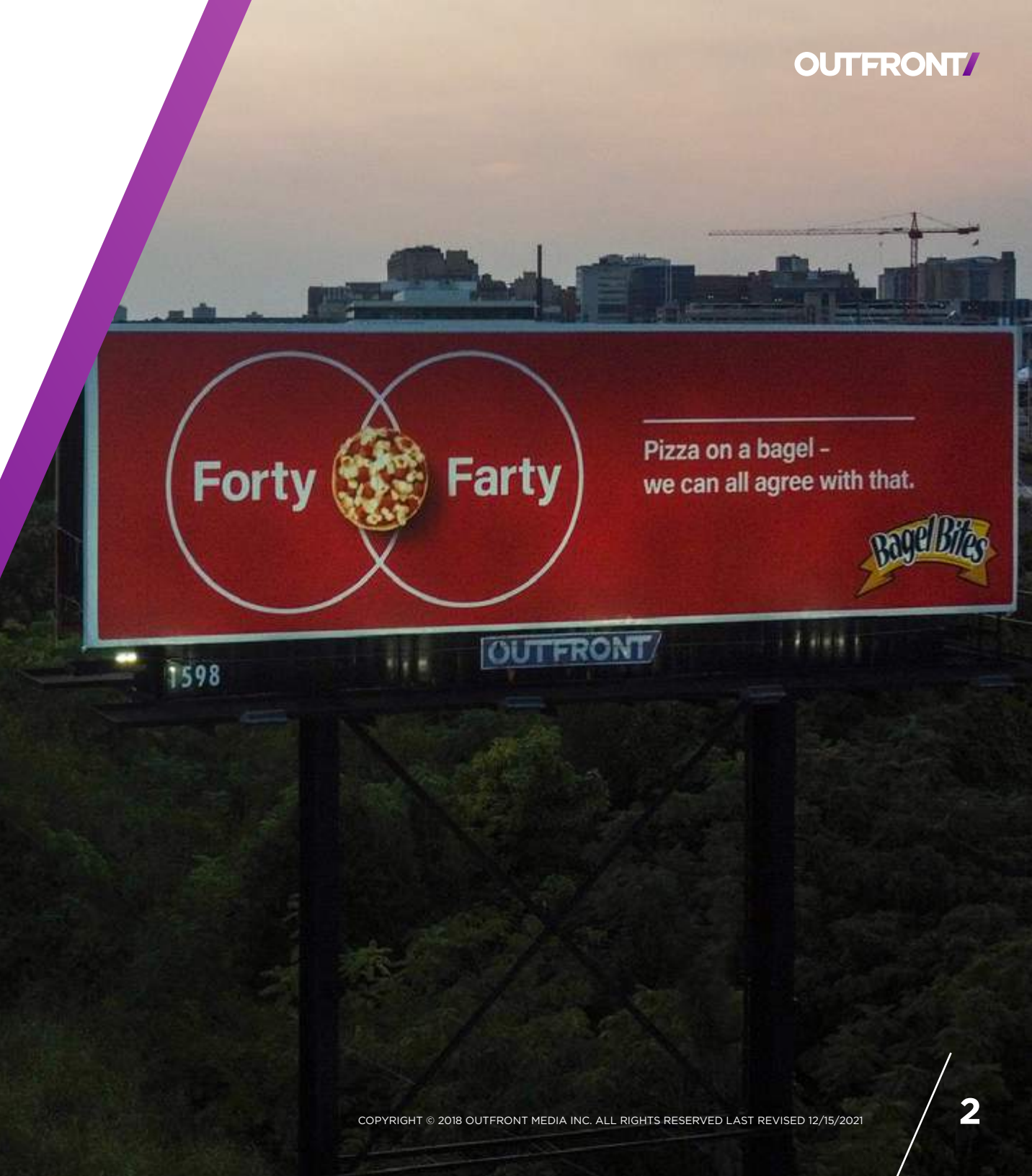
We are front and center in the places where people live, work, and play. From neighborhoods and communities, to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases), our national footprint (25 top markets), and our local community connections (and relevance).

Welcome to America's most visible and most versatile media network.

Welcome to OUTFRONT. We get you America.

BRANSON-SPRINGFIELD  
816.421.5720



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# IMPACT WHERE IT MATTERS.

WE LEVERAGE THE POWER OF **TECHNOLOGY, LOCATION, AND CREATIVITY** TO DRIVE IMPACT AND ENGAGEMENT BETWEEN BRANDS AND **AUDIENCES.**



## TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research, proprietary geospatial data, and real time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

## LOCATION

At its heart, OOH is a location based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly\*), with targeted messaging by market or demographic.

## CREATIVITY

Creative drives 70% of an ad’s effectiveness and OOH is the most creative media out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our award winning in-house creative agency, STUDIOS, for best in class creative services or tap into XLabs to bring dynamic capabilities to your digital creative.

# TIME TO MIX IT UP/

THE PANDEMIC ACCELERATED BEHAVIORAL CHANGES, HIGHLIGHTING AND INCREASING OUTFRONT'S PROXIMITY MARKETING POWER. AS YOUR AUDIENCE MIXES UP THEIR ROUTINE, SO DO WE. OUR ABILITY TO INTEGRATE INTO COMMUNITIES, DRIVE CONTEXTUAL AND SITUATIONAL RELEVANCE, AND AMPLIFY DIGITAL MEDIA'S EFFECTIVENESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.

OUTFRONT/



## ALL EYES ON OUTDOOR

The demand for outdoor and real life experiences remains high. Whether on the roads or in transit systems, OOH's impact is higher than ever before. In fact, 53% of people reported noticing OOH ad more now than pre-pandemic. It doesn't stop there. People take action after OOH exposure, with top actions including search, website visitation, talking about the brand, and in-store purchases. Brands are taking note, with 77% increasing their knowledge of the sector in the past 18 months.

## MOST TRUSTED MEDIUM

Trust is key for brands today. OOH remains the most trusted medium, seeing the largest increase in consumer trust during the pandemic. We believe this is due to its tangible in real life nature. This is especially true among the younger generations, with OOH being the #1 preferred media format for Millennials and Gen Z. And it continues to drive action, with 92% of Millennials and 77% of Gen Z responding that they were extremely likely to purchase a product after seeing an OOH ad.

## DIGITAL BURNOUT

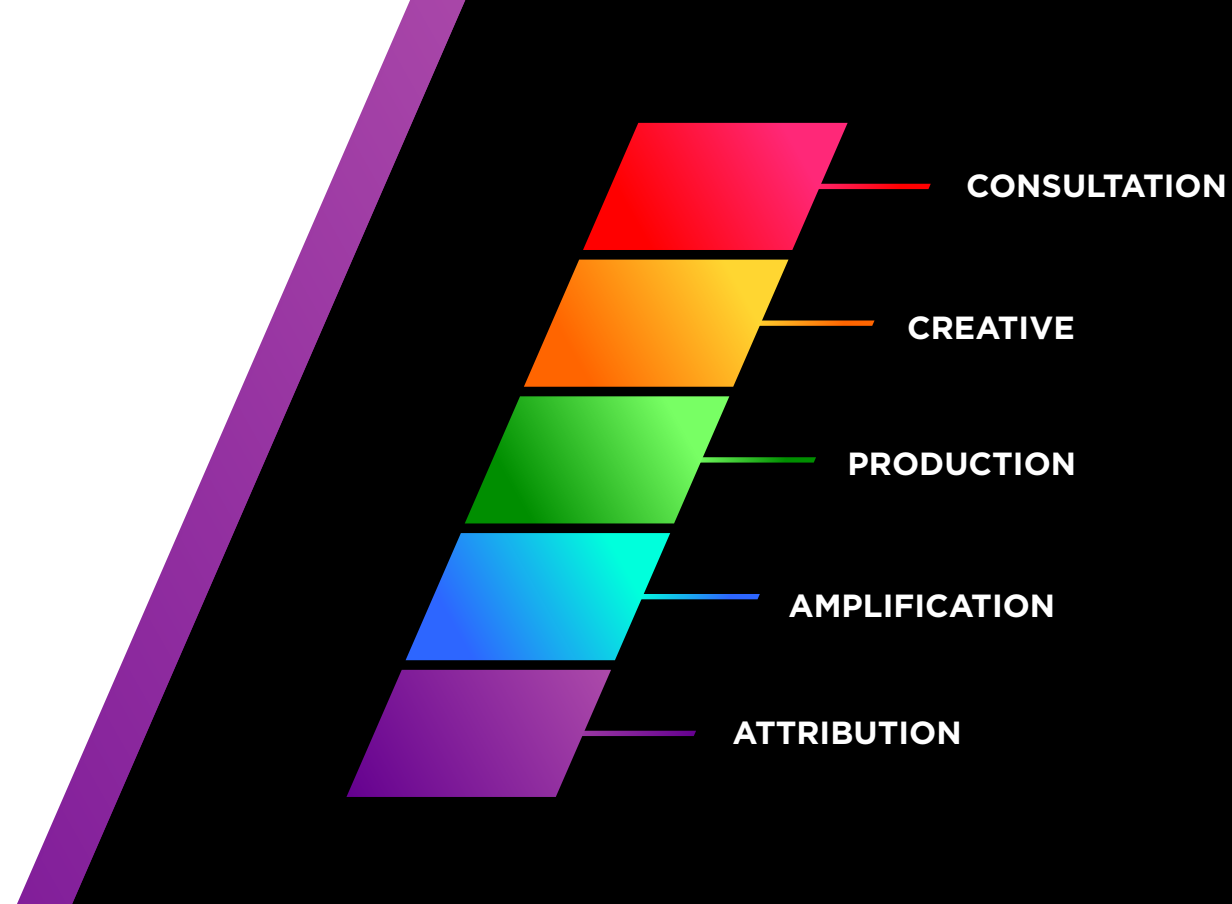
People are experiencing digital fatigue, with 71% reporting tuning out digital ads and 33% already spending less time with their various screens. Advertisers see OOH as a viable solution, due to its real life impact and creativity that amplifies digital connections. That's why 87% of advertisers are recommending digital OOH in the next 12 months. Leverage the core strengths of OOH with the connectivity of mobile to provide more touchpoints of engagement and inspire people to search, shop, or share.



# LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP  
APPROACH ENSURES YOU GET  
THE EDGE ON YOUR COMPETITION.

OUTFRONT/



## CONSULTATION

### DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 1000+ canvases available to be bought programmatically on top SSP & DSP platforms.

## CREATIVE

### THE MOST CREATIVE OF ALL MEDIUMS

Leverage our award winning in-house creative agency, OUTFRONT STUDIOS, to aid with anything from best practices to full campaign development. Utilize XLABS to bring dynamic digital elements to your campaign.

## PRODUCTION

### LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

## AMPLIFICATION

### TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

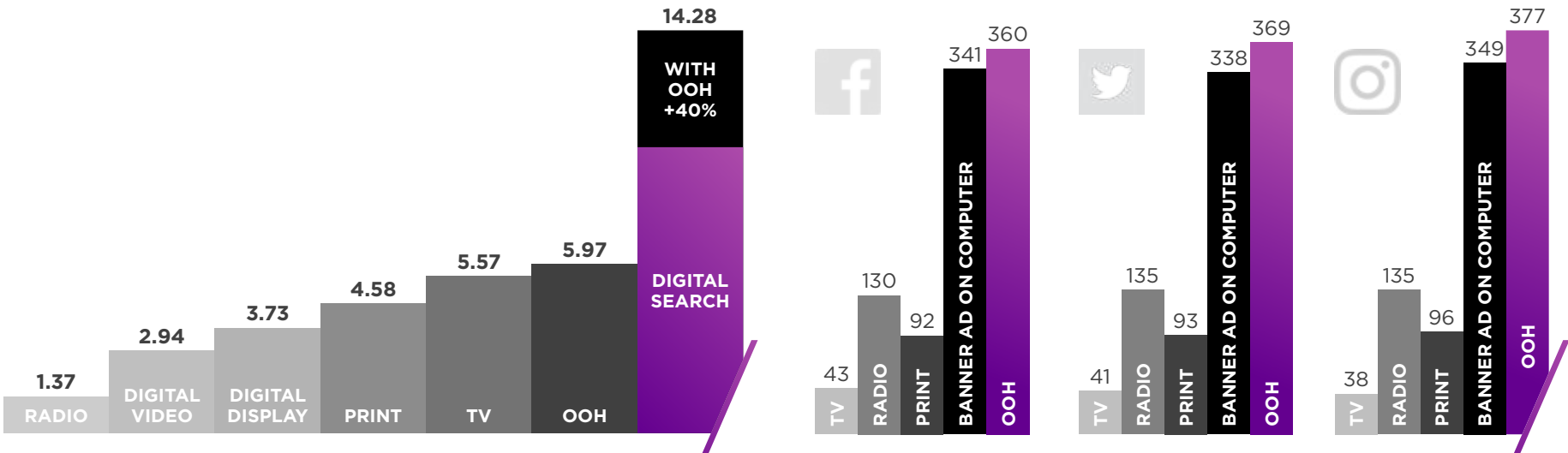
## ATTRIBUTION

### TRACKING SUCCESS

Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Phone Calls, Tune In, and Brand Affinity.

# AMPLIFICATION MATTERS.

OUTFRONT is the best primer for digital engagement.



## SEARCH

When OOH is added to the media mix, it **increases search’s return on ad spend by 40%.**

OOH drove 300% increase in search for an innovative insulin company. [Read more.](#)

## SOCIAL

OOH drives nearly **4x more social/digital activations**, per ad dollar spent, than any other media. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

A single subway wrap for Supreme reached 2.2 billion people on Twitter. [Read more.](#)

## MOBILE

Consumers are **48% more likely to engage** with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile increased purchase intent for Bounce Curl by 18%. [Read more.](#)



# ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE **ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.**



## FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.



## ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app.



## TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.



## LOCATION SURVEYING

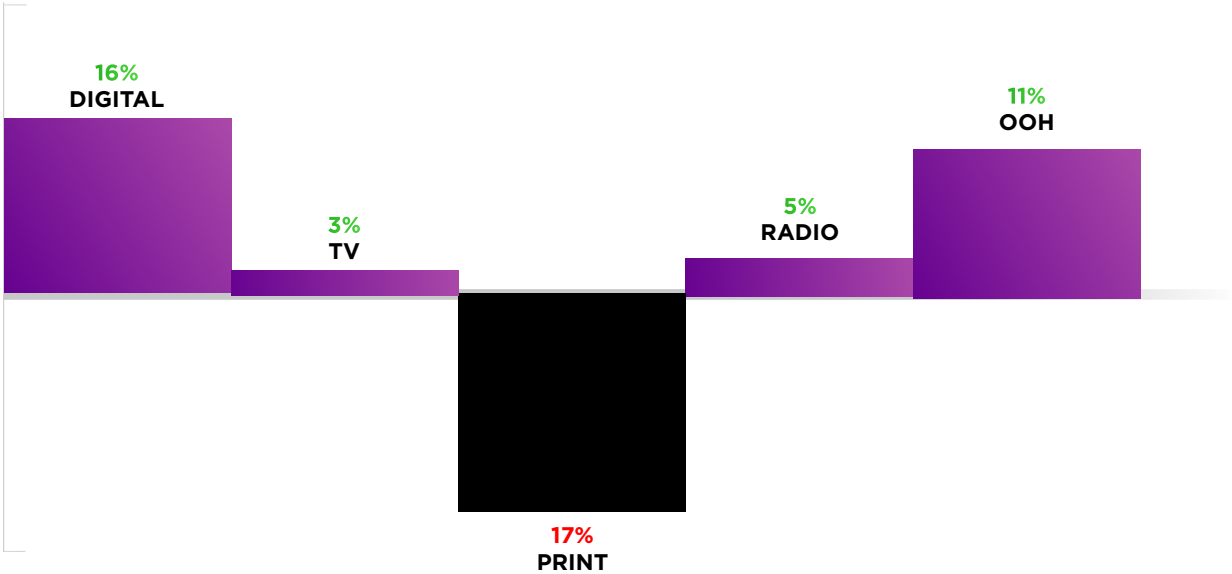
On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy.



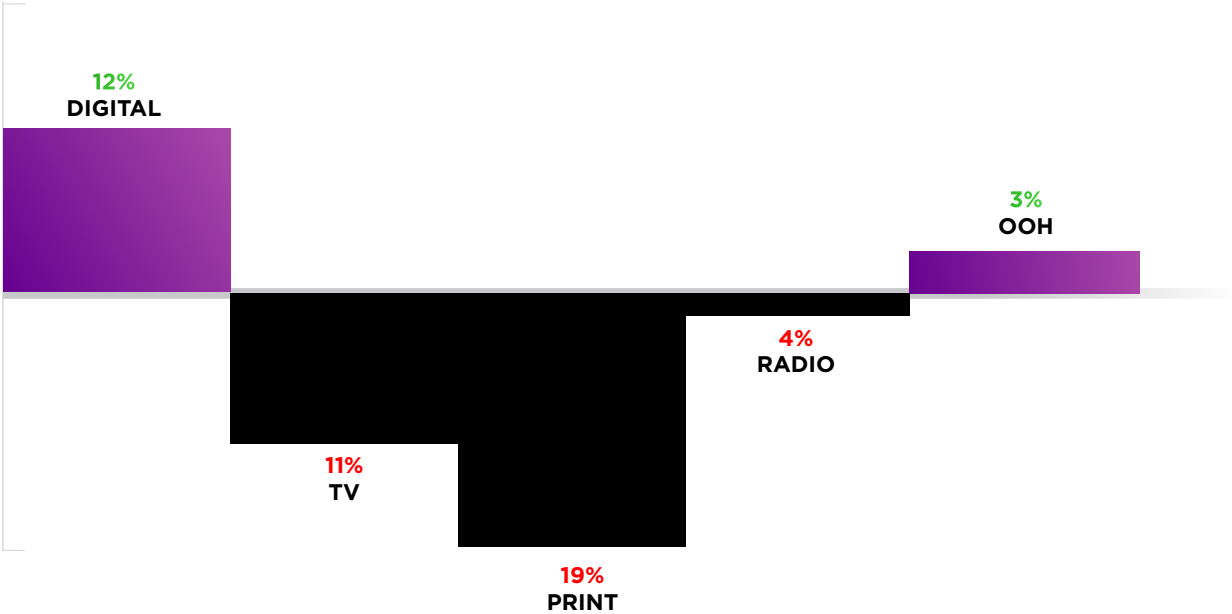
# OOH IS SET FOR CONTINUED GROWTH/

## US Media Forecast

2022 FORECAST



2023 FORECAST



SOURCE: MAGNA GLOBAL, 2021.



# IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

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# TOP 50 MARKETS/

TOP 50 MARKETS		CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	15,756,268	● ●	●	● ●	● ● ●	●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	10,403,667	● ●	●	● ●		● ●	● ● ●	● ●	●
3	Chicago et al, IL-IN-WI	7,428,442	● ●	●	● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	5,865,419	● ●	●				● ●	●	●
5	Houston-The Woodlands et al, TX	5,389,712	● ●	●				● ●		●
6	Washington et al, DC-VA-MD-WV	4,983,627	●	●		● ● ●	● ●	●		●
7	Miami-Fort Lauderdale et al, FL	4,975,502	● ●	● ●		● ● ●	● ●	● ● ●		●
8	Philadelphia et al, PA-NJ-DE-MD	4,932,029	● ●	●	●			● ● ●		●
9	Atlanta-Sandy Springs et al, GA	4,752,714	● ●		● ●	● ● ●	● ●	● ● ●		●
10	Boston-Cambridge-Newton, MA-NH	4,032,782	● ●	●	●	● ● ●	● ●	● ●	●	●
11	San Francisco-Oakland et al, CA	3,827,557	● ●	●	●	● ● ●	● ●	● ●		●
12	Phoenix-Mesa-Scottsdale, AZ	3,790,320	● ●	●	●	● ● ●	● ●	● ●	●	●
13	Riverside et al, CA	3,542,301	● ●		●					●
14	Detroit-Warren-Dearborn, MI	3,412,676	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	3,235,687	●		●					●
16	Minneapolis-St. Paul, MN	2,872,781	● ●	●	●				● ●	●
17	San Diego-Carlsbad, CA	2,642,192	● ●	●	●				● ●	●
18	Tampa St. Petersburg, FL	2,638,887	● ●		●					●
19	Denver-Aurora-Lakewood, CO	2,379,094	● ●	●	●					●
20	Baltimore-Columbia-Towson, MD	2,249,834	●							●
21	St. Louis, MO-IL	2,207,607	● ●	●	● ●					●
22	Orlando-Kissimmee-Sanford, FL	2,119,083	● ●		●					●
23	Portland-Vancouver et al, OR-WA	2,028,866	● ●							●
24	San Antonio-New Braunfels, TX	1,990,817	● ●							●
25	Pittsburgh, PA	1,904,900	●							●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2021 UPDATE).

# TOP 50 MARKETS/

	TOP 50 MARKETS	CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Sacramento--Roseville et al, CA	1,868,176	● ●		● ●					●
27	Las Vegas-Henderson-Paradise, NV	1,816,899	● ●						● ●	●
28	Cincinnati, OH-KY-IN	1,747,915	●							●
29	Kansas City, MO-KS	1,685,604	● ●	●	●					●
30	Columbus, OH	1,680,497	● ●	●	●					●
31	Cleveland-Elyria, OH	1,633,258	● ●							●
32	Indianapolis-Carmel-Anderson, IN	1,618,427	● ●	●						●
33	San Jose-Sunnyvale et al, CA	1,570,775	● ●		●	● ●	●	● ●		●
34	Nashville-Davidson et al, TN	1,558,528	● ●							●
35	Virginia Beach et al, VA-NC	1,406,361	●					● ●		●
36	Providence-Warwick, RI-MA	1,354,161	● ●					● ●		●
37	Jacksonville, FL	1,256,747	● ●							●
38	Raleigh, NC	1,097,311	●							●
39	Richmond, VA	1,040,950	●							●
40	Memphis, TN-MS-AR	1,026,675	● ●							●
41	Louisville et al, KY-IN	1,001,624	● ●		●			●	● ●	●
42	New Orleans-Metairie, LA	1,000,128	● ●	●	●					●
43	Hartford-West Hartford et al, CT	978,154	● ●		● ●	●				●
44	Buffalo-Cheektowaga et al, NY	943,573	●						●	●
45	Rochester, NY	891,865	●							●
46	Grand Rapids-Wyoming, MI	845,634	● ●		● ●					●
47	Worcester, MA-CT	772,237	●							●
48	Bridgeport-Stamford-Norwalk, CT	749,957	●			●				●
49	Albany-Schenectady-Troy, NY	744,134	●							●
50	Fresno, CA	735,818	● ●		● ●					●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2021 UPDATE).



# MEDIA ACROSS BRANSON-SPRINGFIELD.





# WE GET YOU BRANSON-SPRINGFIELD.

OUTFRONT/

Branson, MO attracts **nearly 9 million tourists annually** for reasons ranging from scenic natural beauty to the star studded theaters along Highway 76. Branson offers **family oriented entertainment** such as the Silver Dollar City theme park, the Ozark Mountains, and Presleys' Country Jubilee. Branson is also one of the country's top destinations for music lovers.

## WHY BRANSON-SPRINGFIELD?

- Branson has been a “rubber tire” destination with the vast majority of tourists arriving by vehicles, RVs, and tour buses.
- One of the most popular theaters is Dolly Parton's Dixie Stampede.
- Three prize winning big lakes--Table Rock, Taneycomo and Bull Shoals--offer some of the finest fishing in the nation. You can enjoy boating, swimming, skiing, sailing, sunning, scuba diving, parasailing and sightseeing.
- For the more adventurous activities, Branson offers many outdoor attractions such as the Branson Zipline and Promised Land Zoo.

### BRANSON-SPRINGFIELD

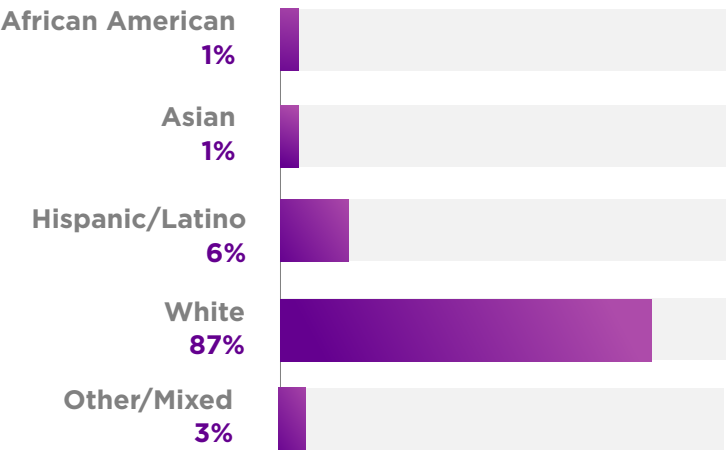
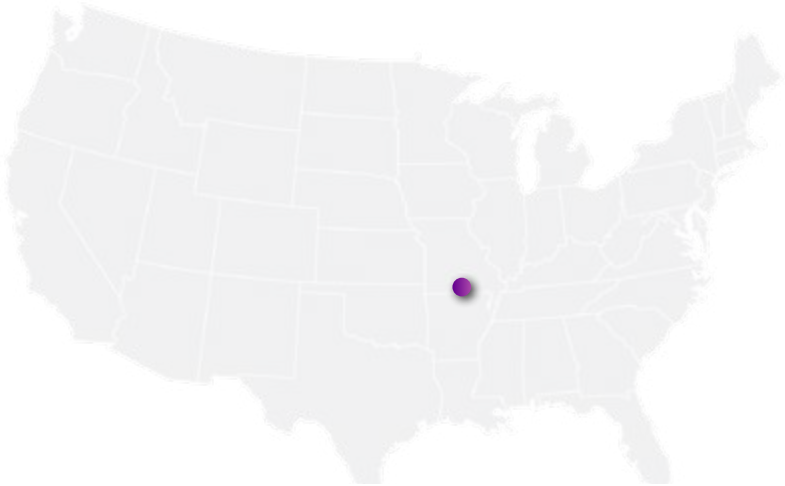
816.421.5720

SOURCE: DEEP SOUTH MAGAZINE, 2021; TRIP ADVISOR, 2021; US CENSUS AMERICAN COMMUNITY SURVEY, APTA.



# BRANSON-SPRINGFIELD

## Profile



BRANSON 56,595 CBSA



College Degree  
or higher



Average HHI



White-collar  
occupation



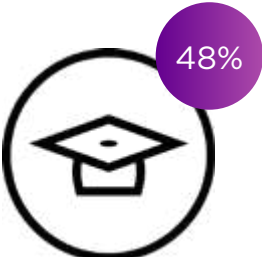
Female



Time spent traveling to  
and from work each day



Blue-collar  
occupation



Male



Drive alone or  
carpooled



Employed



# MEDIA FORMATS

<b>BILLBOARDS</b>	<b>16</b>
BULLETINS	17
<b>SECOND SCREEN MEDIA</b>	<b>19</b>
MOBILE NETWORK	20
SOCIAL INTEGRATION	21





# BILLBOARDS







# BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Branson-Springfield area, our bulletins are uniquely situated to communicate your brand message in close proximity to tourist destinations, prompting action.

## PRODUCT INFORMATION

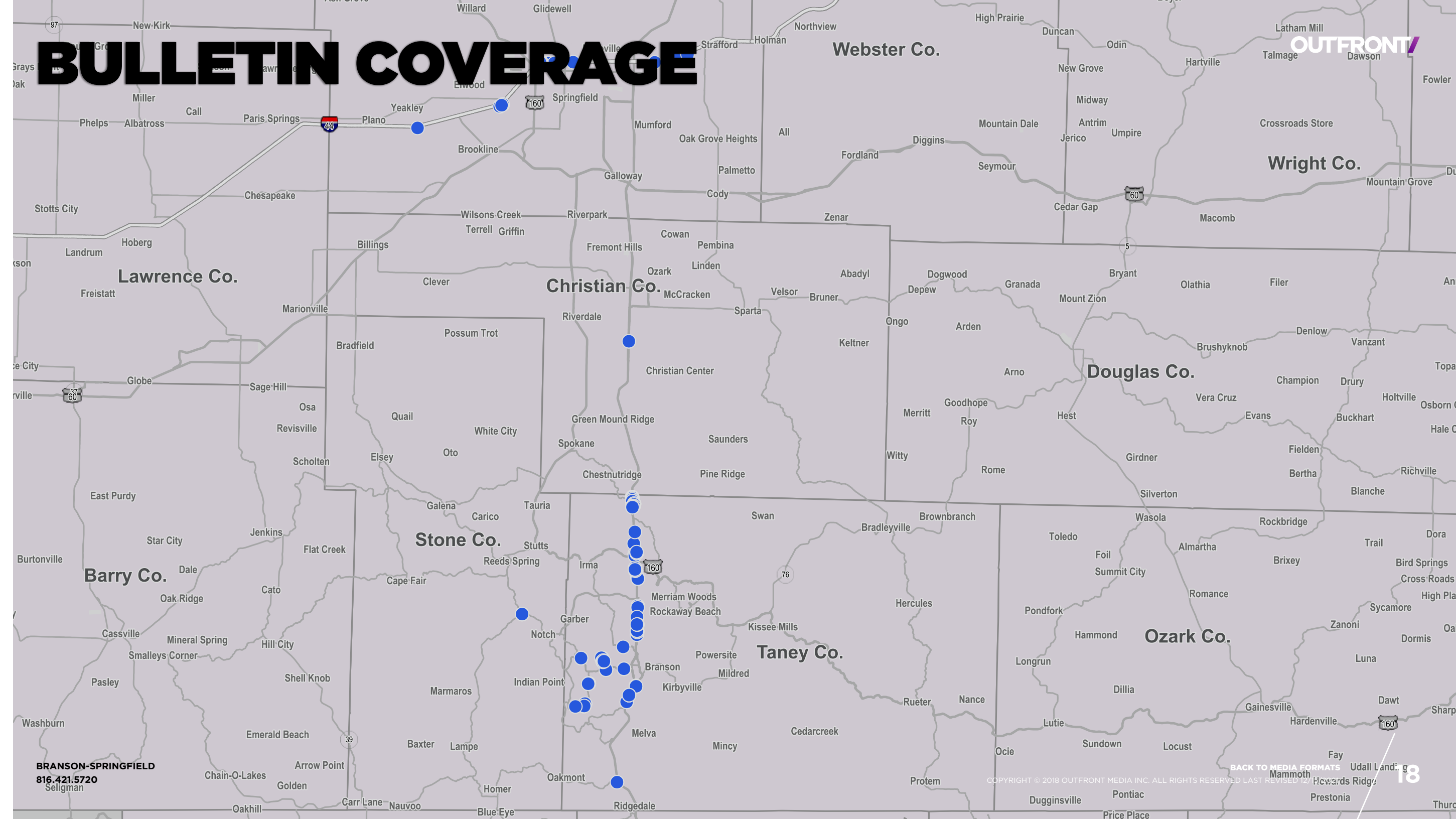
- 14'H x 48'W
- Odd Sizes
- Sizes vary by location
- Extensions allowed

## COVERAGE

- See map for complete coverage



# BULLETIN COVERAGE



**BRANSON-SPRINGFIELD**  
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Seligman



# SECOND SCREEN MEDIA



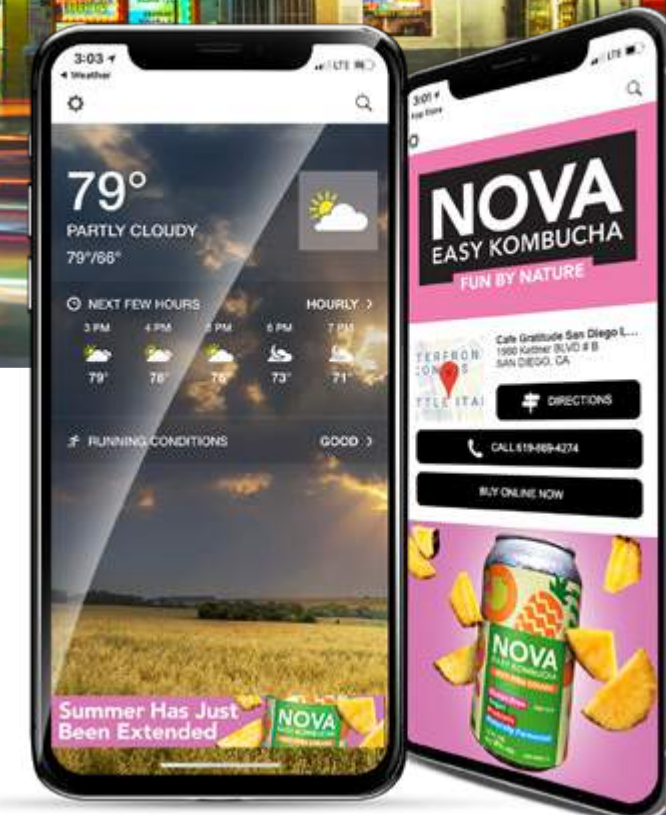
# MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lat/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

## PRODUCTS

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

## LOCATED IN THE TOP 50 MARKETS



[Learn more about our mobile offerings.](#)



# SOCIAL MEDIA INTEGRATION



## DRIVING CLIENT RESULTS

Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

[Learn more about our social amplification.](#)

## ENGAGEMENT OPPORTUNITIES

### Organic

- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes

### Paid

- AR
- Influencers

## LOCATED IN THE TOP 50 MARKETS





# OUTFRONT

WE GET YOU AMERICA

WEGETYOU.COM  
816.421.5720  
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