

OUTFRONT/

WE GET YOU NORTH CAROLINA.

Media Across The Market



WE GET YOU AMERICA.

At OUTFRONT, we understand that to brands, audiences are everything. We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives.

We are famous for incomparable impact and creativity of our medium – we champion the power of the biggest canvases across North America to drive engagement, fame, and trust.

And we do it where it matters.

- We are everywhere. We empower smart brands to take advantage of our ubiquity (400K canvases), our national footprint (25 top markets), and our local dominance (and relevance).
- We are front and center in the places where people live, work, and travel. From urban centers, to busy highways, to transit hubs, to neighborhoods.

We leverage new technology to make OOH more relevant, responsive, and rewarding. And it makes your existing digital investments work harder.

Intelligent OOH is about the permanent versus the transient. The IRL to the URL. The confluence of and flexibility between screens. Truth, trust, and transparency.

OUTFRONT. Impact where it matters.



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 tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research 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.

NORTH CAROLINA
704.525.0808
SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI, NIELSEN 2017, OCEAN & NEUROINSIGHT BEYOND OUT OF HOME.

LOCATION

With over 400K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (75% of US population reached each week), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

CREATIVITY

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience.

WE GET YOU AUDIENCES/

OUTFRONT/

/ 70%

OF TIME IS SPENT
OUT-OF-HOME

&

68%

OF MOBILE USE IS
DONE ON THE GO

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SOURCE: TGI, 2017.

Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Plus, consumers continue to spend the majority of their day outside the home.

**OUTFRONT IS UNIQUELY
POSITIONED TO SEAMLESSLY
INTEGRATE SNACKABLE BRAND
STORIES INTO HOW WE LIVE OUR
LIVES TODAY. OUR MEDIA (AND
YOUR BRAND) BECOME ADDITIVE
TO THE EXPERIENCE, RATHER THAN
INTERRUPTING IT.**

Smartphones have universally become the remote control to our lives, we use them to get from point A to point B, to communicate and share with family, and to stay connected. Leveraging the core strengths of OOH with the connectivity of mobile allows for additional touchpoints of engagement.

This could be direct through interactions with QR or social codes or clicking on a retargeted ad. It can also be indirect through inspiration to search or share the brand.

WE GET
YOU

OUTFRONT



OUTFRONT

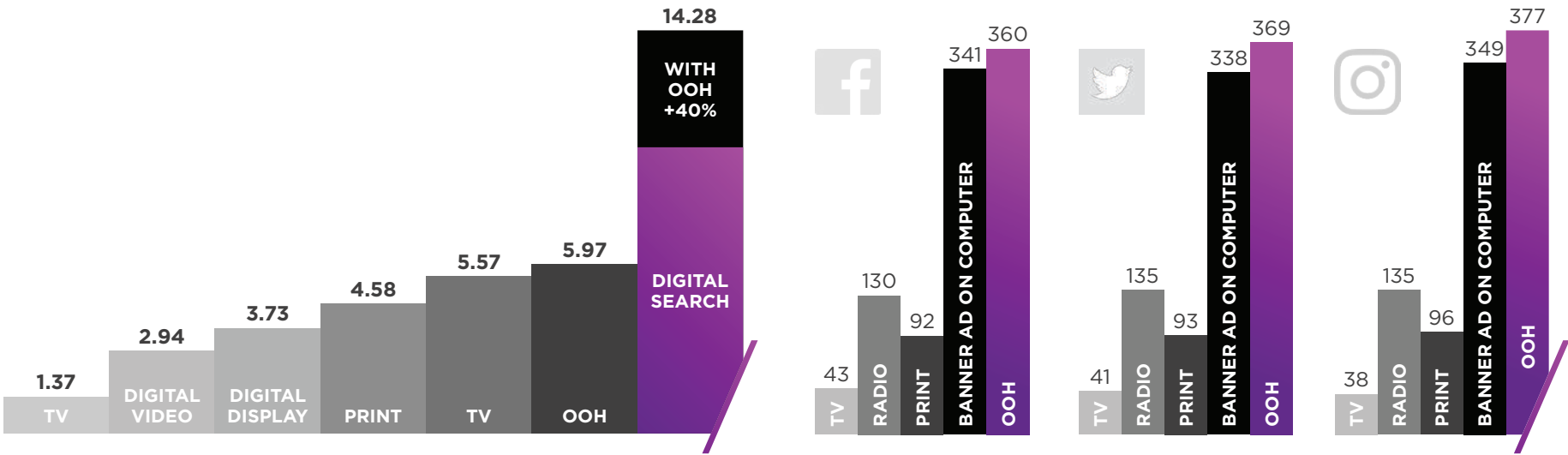
AUDIENCES ARE EVERYTHING AND WE DELIVER THE
RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT
TIME. WHO DO YOU WANT TO GET TODAY?

NORTH CAROLINA
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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 170% increase in search for a fashion brand in Boston in only 4 weeks. [Read more.](#)

SOCIAL

OOH drives nearly **4x more social/digital activations**, per ad dollar spent, than any other media.

A contextually relevant domination drove 335M earned press and social impressions. [Read more.](#)

MOBILE

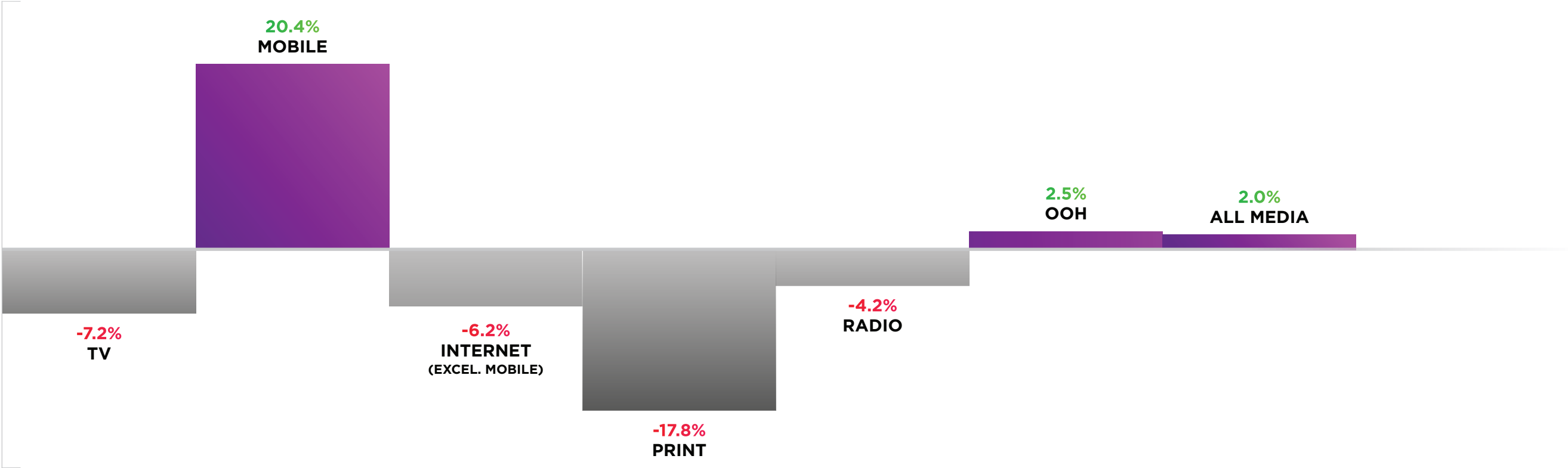
Consumers are **48% more likely to engage** with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile drove an 85% lift in engagement and over 32,600 store visits to WeWork in 4 weeks. [Read more.](#)



OOH & MOBILE GROW TOGETHER

US Media 2019 Forecast



OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!

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 NETWORK
1	New York-Newark et al, NY-NJ-PA	15,854,407	● ●	●	● ●	● ● ●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach, CA	10,451,893	● ●	●	● ●	● ●	● ●	● ● ●	● ●	●
3	Chicago, IL	7,317,590	● ●	●	● ●				● ●	●
4	Dallas-Forth Worth-Arlington, TX	5,493,383	● ●	●				● ●		●
5	Houston-The Woodlands, TX	5,139,142	● ●	●				●		●
6	Miami Ft Lauderdale, FL	4,928,584	● ●	●		● ● ●	● ●	● ● ●		●
7	Washington, DC-VA-MD-WV	4,792,045	●	●		● ● ●	● ●	●		●
8	Philadelphia, PA	4,760,831	● ●	●	●			●		●
9	Atlanta, GA	4,469,298	● ●		● ●	● ●	● ●	● ● ●		●
10	Boston-Cambridge-Newton, MA-NH	3,869,173	● ●	●		● ● ●	● ●	● ●	●	●
11	San Francisco-Oakland, CA	3,791,851	● ●	●	●	● ● ●	● ●	● ●	●	●
12	Phoenix-Mesa-Scottsdale, AZ	3,629,102	● ●		● ●	● ●		● ●		●
13	Riverside, CA	3,400,434	● ●		●		● ●			●
14	Detroit-Warren-Dearborn, MI	3,349,295	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	2,037,653	●		●					●
16	Minneapolis-St. Paul, MN	2,745,894	● ●		●				● ●	●
17	San Diego-Carlsbad, CA	2,612,004	● ●	●	●			●	●	●
18	Tampa St. Petersburg, FL	2,488,858	● ●		●					●
19	Denver-Aurora-Lakewood, CO	2,157,155	● ●	●	●			●		●
20	Baltimore-Columbia-Towson, MD	2,199,095	●							●
21	St. Louis, MO-IL	2,184,791	● ●		● ●					●
22	Orlando-Kissimmee-Sanford, FL	1,969,080	● ●		●				●	●
23	Portland-Vancouver, OR-WA	1,937,025	●		●					●
24	Pittsburgh, PA	1,891,339	●							●
25	San Antonio-New Braunfels-TX	1,868,353	●							●

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

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TOP 50 MARKETS

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26	Sacramento-Roseville, CA	1,792,435	● ●		● ●					●
27	Las Vegas-Henderson-Paradise, NV	1,703,138	● ●				● ●		●	●
28	Cleveland-Elyria, OH-KY-IN	1,615,250	● ●							●
29	Kansas City, MO-KS	1,612,246	● ●	●	●					●
30	Columbus, OH	1,584,094	● ●	●	●					●
31	San Jose-Sunnyvale, CA	1,552,839	● ●		●	●	●	● ●	●	●
32	Indianapolis-Carmel-Anderson, IN	1,530,232	● ●							●
33	Nashville-Davidson, TN	1,470,997	● ●							●
34	Virginia Beach, VA-NC	1,354,497	●							●
35	Providence-Warwick, RI-MA	1,297,094	●					● ●		●
36	Jacksonville, FL	1,181,026	● ●							●
37	Raleigh, NC	1,013,132	●		● ●					●
38	Memphis, TN-MS-AR	1,010,521	● ●							●
39	Richmond, VA	1,009,213	●							●
40	Louisville, KY-IN	1,002,724	● ●		●			●		●
41	New Orleans-Metairie, LA	998,197	● ●		●					●
42	Hartford-West Hartford, CT	961,069	● ●		● ●	●				●
43	Buffalo-Cheektowaga, NY	903,131	●							●
44	Rochester, NY	854,315	●							●
45	Grand Rapids, MI	803,636	● ●		● ●					●
46	Fresno, CA	712,009	● ●		●					●
47	New Haven-Milford, CT	680,701	● ●		● ●	●				●
48	North Port-Sarasota, FL	674,397	● ●							●
49	Allentown-Beth, PA	664,490	● ●							●
50	Dayton, OH	626,034	● ●							●

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

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MEDIA ACROSS NORTH CAROLINA.

CONTAIN YOUR CARGO



WeatherTech.com



CargoTech®



OUTFRONT

WE GET YOU NORTH CAROLINA.

OUTFRONT/

Raleigh/Durham/Chapel Hill DMA has a population of 2,037,430. Raleigh, Durham, Chapel Hill and the cities that surround them set the bar high and keep raising it. From AAA 4 and 5 Diamond Hotels to world-class museums, up-and-coming chefs and award-winning breweries, the desire for better is always here. See the transformed tobacco houses of the American Tobacco and Brightleaf Square historic districts, now home to unique shops, dining and nightlife. Or catch a game in the home of the Stanley Cup-winning Carolina Hurricanes, the infamous Durham Bulls, and some of the greatest rivalries in college sports.

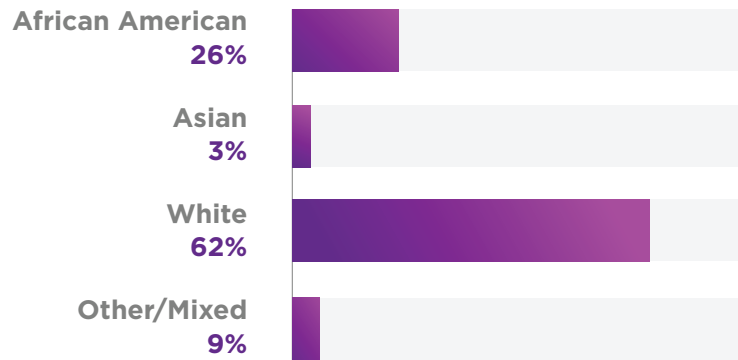
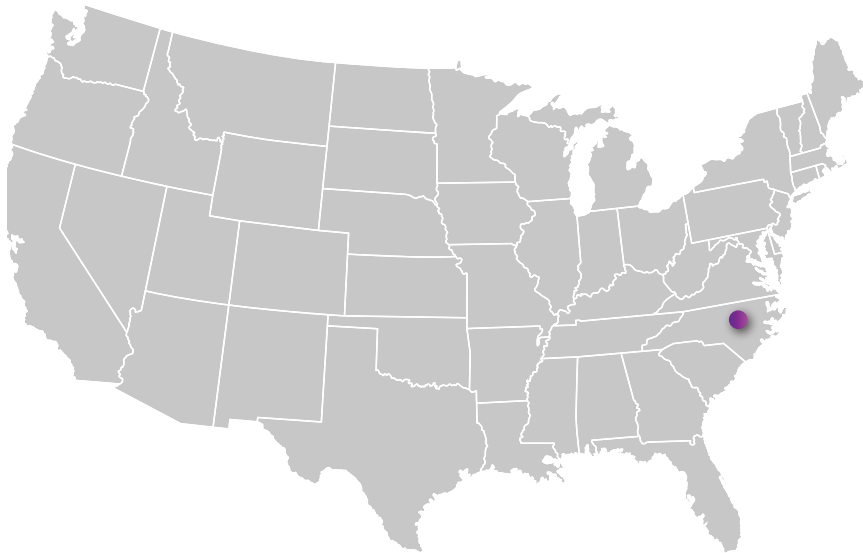
WHY COLORADO SPRINGS?

- Great for golfing with some of the top gold courses in the country, NC reaches affluent tourists.
- Home of 3 Top Rated Universities – NC State, UNC, Duke University and their basketball teams.
- Known for the Research Triangle Area – pegged as the 2nd Silicon Valley.
- Raleigh/Durham/Chapel Hill is desired for its beauty and quality of living.



NORTH CAROLINA

Profile



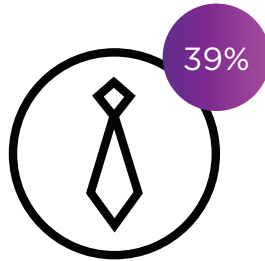
NORTH CAROLINA 5.53 CBSA



College Degree
or higher



Total miles traveled
past week



White-collar
occupation



Female



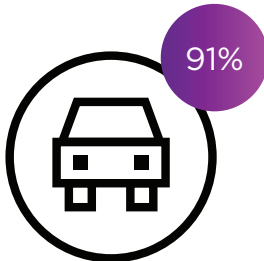
Time spent traveling to
and from work each day



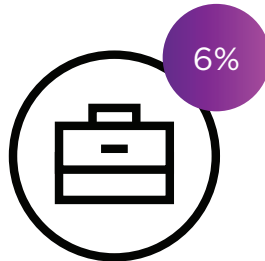
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA FORMATS

BILLBOARDS	15
BULLETINS	16
SECOND SCREEN MEDIA	18
MOBILE NETWORK	19
SOCIAL INTEGRATION	20
INFLUENCERS	21



**CAN'T HIDE
GREAT TASTE**
THIS IS MY WORLD



OUTFRONT

BILLBOARDS



BULLETINS

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

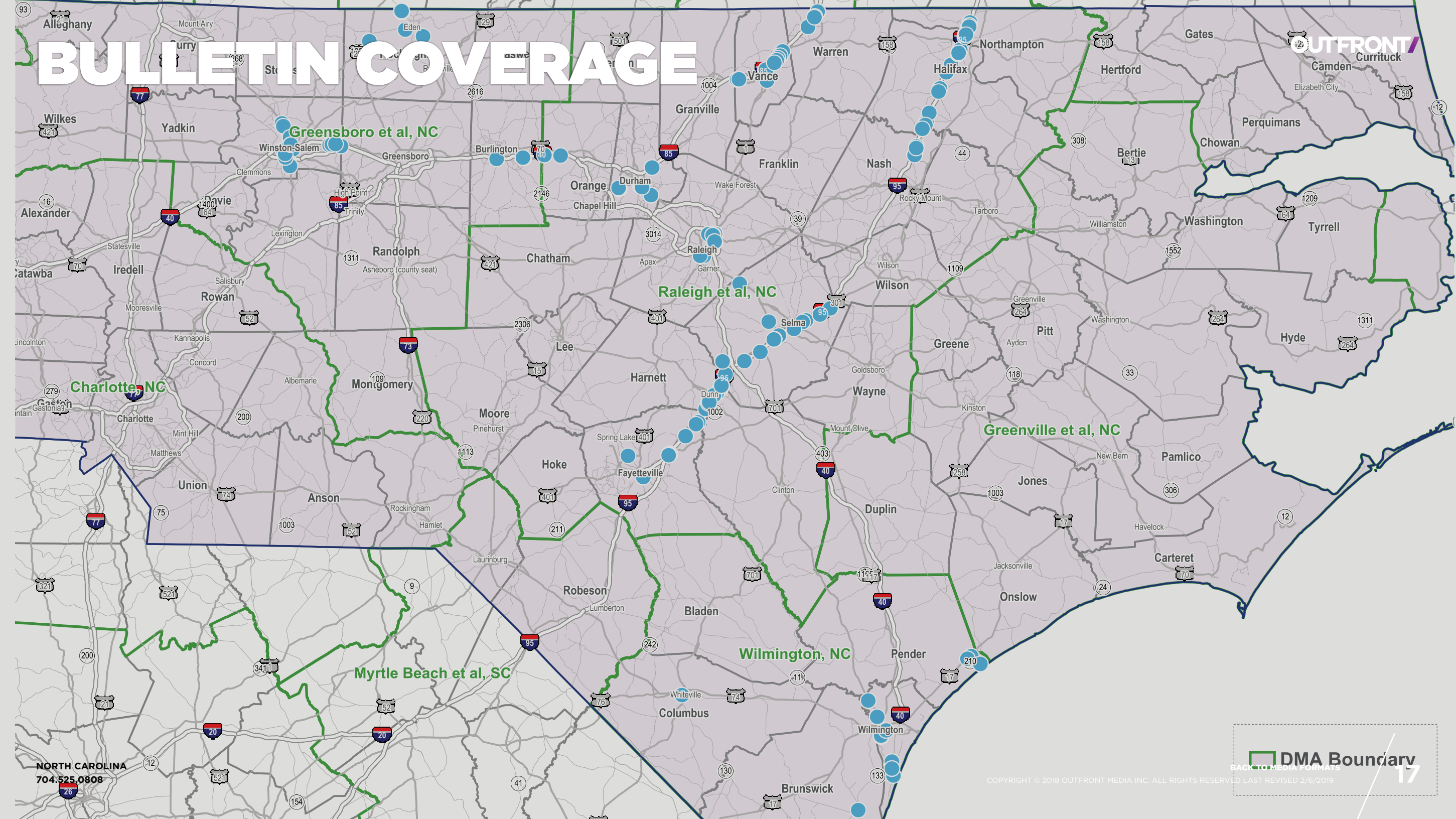
PRODUCT INFORMATION

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

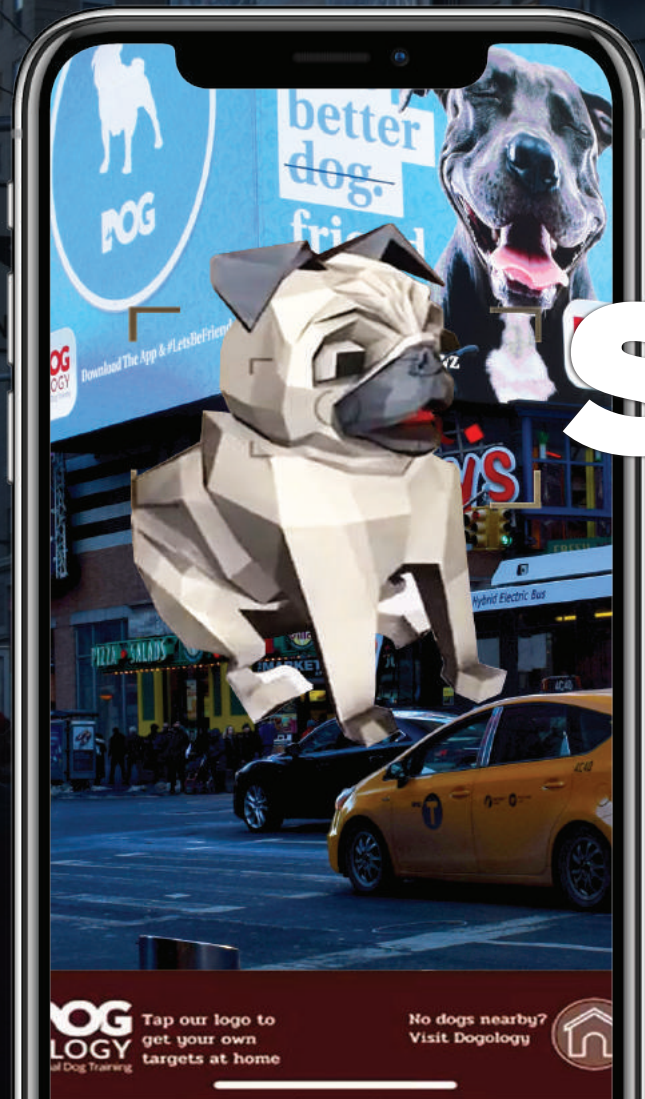
COVERAGE

- See map for complete coverage

BULLETIN COVERAGE



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.

DROVE OVER 11K+ ESTIMATED VISITS TO JEWEL STORES

Disclaimer: OUTFRONT does not guarantee results or end user activity/engagement with respect to OUTFRONT Mobile Network campaigns, including, without limitation, the click through rate (CTR), the secondary action rate (SAR) or increased traffic/visits, customer interactions, commercial opportunities, revenue or ROI.



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.

ENGAGEMENT OPPORTUNITIES

- Snap Codes & Filters
- QR Codes
- Shazam Codes
- Spotify Codes
- AR
- Paid Social
- Influencers

IRL TO URL IMPACT

OOH secures 4X more social activations, per ad dollar spent, compared to all other media.



INFLUENCERS

Choose the right influencers for your brand and continue to **amplify the impact of your OOH campaign on social media**. Content can live infeed on Facebook, Twitter or Instagram or as an Instagram story.

METRICS

- Views
- Engagement
- Clicks
- Downloads



An aerial, high-angle photograph of a large, diverse crowd of people gathered on a cobblestone plaza. The people are of various ages, ethnicities, and are dressed in casual summer attire. Some are standing, some are sitting on the ground, and others are looking at their phones. The plaza is paved with light-colored cobblestones in a grid pattern. The overall atmosphere is one of a busy, public event or festival.

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