Out-of-home (OOH) ambient media

Out-of-home (OOH) ambient media are online and offline advertising formats that are placed outside your home in your direct and everyday living environment.

These include restaurants, sports facilities, supermarkets, petrol stations, airports, railway stations and cinemas. Examples include advertising on shopping bags or digital screens on public transport.

They enable companies to place their messages in specific locations where their potential customers spend time, whether travelling to work, shopping or in their leisure time.

One example is an online shop that places digital adverts on public screens in shopping centres. By presenting its products and drawing attention to offers, it reaches people who are on a shopping trip and may be interested in making a purchase. Another example is advertising on petrol pumps at petrol stations.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✗ Self service tool, media buying platform
- ✗ Marketingportals, Marketing automation platforms

Media segment

- ✓ Internet
- ✗ E-commerce
- ✗ Social media
- ✗ Mobile
- ✓ Out of home, digital out of home
- ✓ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✓ Print
- ✓ Analogue

Target group

- ✗ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Business-to-Employee

Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✗ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

Customer Journey

✓ Awareness
✓ Consideration

✗ Purchase
✗ Retention

✗ Advocacy

Ad media

✓ Advertisement, Banner
✗ Advertorial
✗ Annual report
✗ Appointment calender
✓ Audio, radio spot, audio file
✓ Augmented Reality
✓ Beach flag, flag, roll-up
✗ Book, E-book
✓ Brochure, flyer, inserts
✗ Catalogues, price lists
✗ Chat, chatbot
✗ Company entries
✗ Configurator
✗ Contact form
✗ Content SEO-optimised
✗ Credit card
✗ Customer card
✓ Display, monitor, citylight, megalight
✓ Display stand, light box
✗ E-mail, signature banner
✗ E-paper
✗ Event
✗ Exhibition stand, event modules
✗ FAQ
✓ Games, competitions

✗ Google Business Profile
✗ Influencer
✓ Landing-page, microsite
✓ Location Based Service
✗ Mobile payment systems
✗ Newsletter
✗ Newspaper, magazine, periodical
✓ NFC
✗ Offer, quotation
✓ Office equipment
✗ Office files
✗ Operating instruction, user manual
✗ Passers-by addressing
✓ Petrol pump nozzle
✗ Postcard
✓ Poster, billboard, pillar
✗ Product live demo
✗ Product packaging, product labeling
✗ Product sample
✗ Programmatic print
✓ Promotional items
✗ Push, text messages
✗ Quality seal
✓ QR code, link
✗ Rental addresses, target group areas

✓ Roof objekt
✗ Sales talks
✗ Self service terminal
✗ Shopping cart
✓ Sign, labelling
✗ Social media advert
✗ Social media company page
✗ Social media posting
✗ Social media profile page
✗ Sponsoring
✗ Spontaneous event
✗ Structured company data records
✗ Survey
✓ Telephone and video call service
✗ Unboxing
✗ V-card
✓ Video spot, moving image
✓ Virtual Reality
✗ Virtual, voice assistent
✓ Vouchers, coupons, discount cards
✗ Web layer
✗ White paper
✗ WLAN for visitors

Connected media channels

App (Advertising medium)
App (Brand, topic)
Audio streaming platforms
Cinema
Corporate lounge areas
Digital signage, POS TV
Event
Guerilla marketing action
Influencer marketing
Location-based service
Messenger
Metaverse

Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online shop (Brand)
Out of Home (OOH)
Out-of-home (OOH) point-of-sale
Out-of-home (OOH) posters
Out-of-home (OOH) sports stadium
Out-of-home (OOH) traffic media
Point of sale (POS), Showroom
Product, service (Advertising medium)
Product, service experience
Radio
Recruitment platform
Retail media platform
Shop windows, display areas
Social media platforms
TV private sector
TV public sector
TV streaming platform, Connected-TV
Video streaming platform YouTube
Website (Advertising medium)
Website (Brand, topic)
Wi-Fi hotspot (Advertising medium)
Wi-Fi hotspot (brand location)