

# Out-of-home (OOH) point-of-sale

Out-of-home (OOH) point-of-sale is a form of marketing in which advertising measures are placed inside and outside shops to address the target group in a specific way and persuade them to make a purchase. Well-known advertising measures include posters, large-format billboards and digital advertising spaces in car parks, displays, billboards and light boxes at the point of sale, including on shopping carts or in the checkout area.

In offline marketing, an application example for OOH point-of-sale could be the presentation of products or sales promotions in the shop windows of large retail shops. This strategy attracts potential customers and generates interest in the advertised products.

By placing specific advertising messages, companies can maximise their customer reach and influence purchasing decisions.

## Booking options

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

## Media segment

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

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✓ Print | ✓ Analogue |
|-----------|---------|------------|

## Target group

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

## Marketing objective

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

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✓ Purchase  | ✗ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | ✗ Google Business Profile              | ✓ Roof objekt                       |
| ✗ Advertorial                            | ✗ Influencer                           | ✗ Sales talks                       |
| ✗ Annual report                          | ✗ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✓ Location Based Service               | ✗ Shopping cart                     |
| ✓ Audio, radio spot, audio file          | ✗ Mobile payment systems               | ✓ Sign, labelling                   |
| ✓ Augmented Reality                      | ✗ Newsletter                           | ✗ Social media advert               |
| ✓ Beach flag, flag, roll-up              | ✗ Newspaper, magazine, periodical      | ✗ Social media company page         |
| ✗ Book, E-book                           | ✗ NFC                                  | ✗ Social media posting              |
| ✗ Brochure, flyer, inserts               | ✗ Offer, quotation                     | ✗ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✗ Sponsoring                        |
| ✗ Chat, chatbot                          | ✗ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✗ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✗ Survey                            |
| ✗ Contact form                           | ✗ Petrol pump nozzle                   | ✓ Telephone and video call service  |
| ✗ Content SEO-optimised                  | ✗ Postcard                             | ✗ Unboxing                          |
| ✗ Credit card                            | ✓ Poster, billboard, pillar            | ✗ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✓ Video spot, moving image          |
| ✓ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✗ Virtual Reality                   |
| ✓ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✗ E-mail, signature banner               | ✗ Programmatic print                   | ✗ Vouchers, coupons, discount cards |
| ✗ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✗ Event                                  | ✗ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✗ WLAN for visitors                 |
| ✗ FAQ                                    | ✓ QR code, link                        |                                     |
| ✓ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

## 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) ambient media

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)