

Out-of-home (OOH) sports stadium

Out-of-home (OOH) sports stadiums in marketing allow companies to present their products or services to a wide audience of sports fans on site. These advertising spaces, such as perimeter advertising, screens, athletes' run-in areas, programme booklets, tickets and jerseys, offer a wide reach and a high level of attention.

Investing in OOH advertising in sports stadiums can increase brand awareness, generate interest and ultimately increase sales. For example, a sportswear manufacturer could place its latest collection on the perimeter boards while a drinks manufacturer advertises on the screens. OOH advertising in sports stadiums is an effective way of directly addressing the target group and achieving marketing objectives.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✓ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketing portals, 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
- ✗ Customer care
- ✗ Sales increase
- ✓ Lead generation, new customer acquisition
- ✗ Employee recruitment

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