

# Out-of-home (OOH) traffic media

Out-of-home (OOH) traffic media in marketing refers to advertising media that are used in conjunction with vehicles to achieve high visibility and reach.

By placing advertising messages in public transport, on or in vehicles such as buses, taxis or lorries, companies can increase their brand awareness and advertise products or services.

One example of an application for OOH traffic media is the use of advertising space on buses. Companies can place their brands or products on the sides or backs of buses to make them accessible to a broad target group. This form of advertising can be particularly effective in urban areas where buses have a high presence and are seen by many people.

## 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  
 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) sports stadium  
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)