

# OUT OF HOME ADVERTISING

POWERED BY



# WHY DIGITAL?

Business owners with the confidence to venture out, have benefited from digital signage technology and great creative campaigns that deliver key messaging, guidance or much needed entertainment in public places without any physical intervention being necessary.

The retail industry, which has been badly affected by the loss of footfall could potentially benefit from signage that supports pop-up art galleries or the streaming of music videos in shopping centres, malls and high streets. Retailers could also use signage more extensively in-store for way-finding or to indicate which parts of the store are quiet or busy to help guide customers.

In any setting, from a supermarket to a museum, and from a train station through to a company reception area, digital signage has an important role to play in sharing crucial health and safety messages. It also has the advantage of being easily updated, so it is a vital technology for disseminating urgent or emergency information whether it's in a public space, or in private offices.

In the world of advertising, companies want to know how many people are seeing their ads. It's the job of the out of home company or agency to deliver that information in a way advertisers can understand it. Many companies embrace geopath technology for audience measurement. The geopath method involves traffic counts, vehicle occupancy, demographics, and observed behaviors based on anonymous mobile location data collected.

OOH measurement techniques are evolving more rapidly than ever before due to competition with the biggest advertising platforms used today: online/digital (Facebook Ads, Google Ads, etc)

Annakiya Designs accesses programmatic billboard inventory in multiple countries. We provide audience reporting for clients to better understand which consumers see your billboards.



# OOH ADVERTISING THAT WORKS

KIOSKS • TAXI FLEETS OFFICES • MALLS  
UNIVERSITY CAMPUSES • GROCERY STORES

**OUT OF HOME IS A RAPIDLY GROWING INDUSTRY, WITH SALES GROWING ANNUALLY AND TECHNOLOGY FUELING ITS CONSUMER GROWTH.**



**NOW WITH**

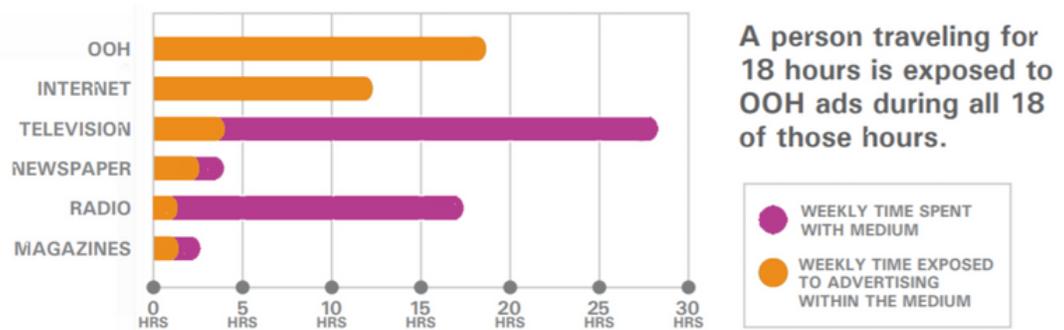
**Uber**

*Uber OOH mobilizes your brand in an unmissable way. Hundreds of cars within each city, traveling thousands of miles monthly, delivering millions of ad impressions.*





AnnaKiya Designs is a trusted member of the Outdoor Advertising Association of America. Through multiple private affiliate agency programs we have access to thousands of audited digital advertising locations. Rest assured that the weekly impressions count for each structure is accurate. Geopath technology combines traffic data and demographics to calculate viewer impressions for each campaign.





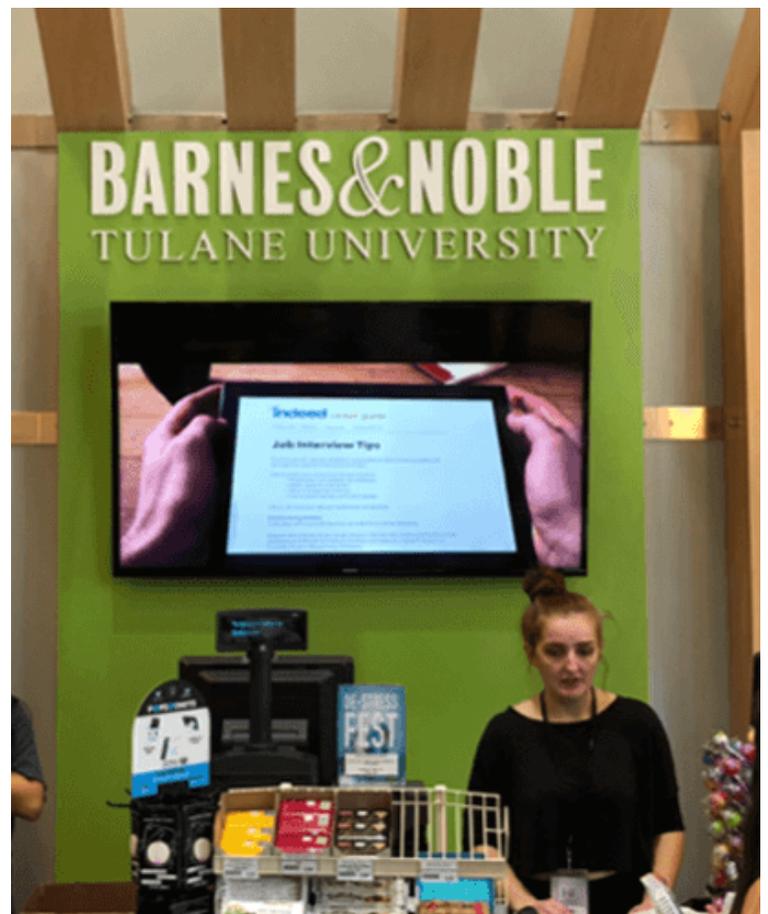
# MOBILE ADVERTISING LED TRUCKS

Transit advertisements are more flexible than traditional billboards because they move with the flow of traffic rather than being static. The digital display network is being served on the tops of a fleet of 40 taxis that travel around Las Vegas. Each taxi has three digital displays, providing nearly 360 degree visibility. Popular trips are between the airport and Las Vegas Blvd hotels.

# COLLEGE CAMPUS NETWORK

Access digital screens and kiosks located on participating college campuses for students that fit you target audience.

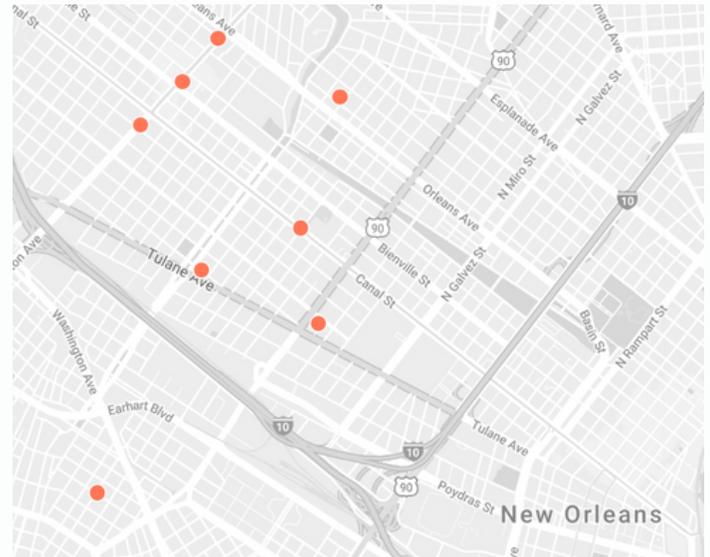
- Delgado Community College
- Tulane University
- Xavier University of Louisiana
- Nicholls State University
- Grambling State University
- Louisiana State University
- Florida A&M University
- University of Southern Mississippi
- 1,600+ Campuses





# MEDICAL OFFICE WAITING ROOM TVS

Continue to foster awareness with waiting room tv displays. All medical office business names are hidden to protect their privacy. Office waiting room locations are selected with geofencing with street locations provided upon request.



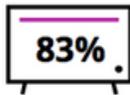
Vibrant TV screens situated prominently in doctor's office and medical clinic waiting rooms throughout the United States. 30% of the content is dedicated to 3rd party advertising displayed within a mix of informative and entertainment content.

## MEDIA EXPOSURE & VIEWERSHIP

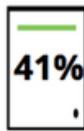
*Avg. Time Spent Exposed to Media And % of Visitors Who Noticed Media*

### WAITING ROOM MEDIA

83% of adults who visited a doctor's office with an Outcome Health TV in the waiting room, noticed the TV in the waiting room. Visitors spent an average of 38 minutes in the waiting room.



Noticed Outcome Health TVs



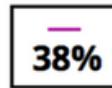
Noticed Outcome Health Posters

38 Minutes  
Avg. Time Spent in Waiting Rooms

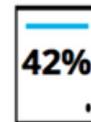


### EXAM ROOM MEDIA

38% of adults who entered a doctor's office exam room with an Outcome Health Tablet, noticed the tablet in the exam room. Visitors spent an average of 36 minutes in the exam room.



Noticed Outcome Health Tablets



Noticed Outcome Health Digital Wallboards

36 Minutes  
Avg. Time Spent in Exam Rooms

