



OUT OF HOME ADVERTISING



WHY DIGITAL?

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 accesses programmatic billboard inventory. 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**

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





83%

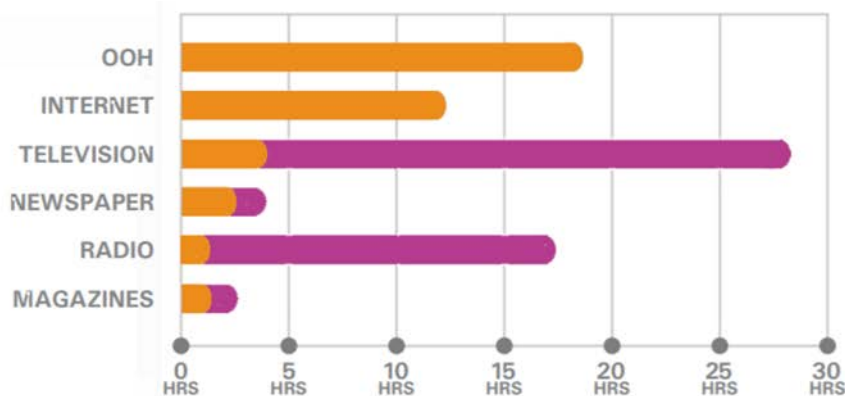
OF CONSUMERS SAY
THEY NOTICE THE
MESSAGE ON OOH ADS

CONSISTENT AD PLAY



THE AVERAGE AMERICAN TRAVELS
20 hours PER WEEK

AnnaKiya Designs is a trusted member of the Outdoor Advertising Association of America. Through a private affiliate agency program 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 out of home advertising.



A person traveling for
18 hours is exposed to
OOH ads during all 18
of those hours.





MOBILE ADVERTISING LED TRUCKS

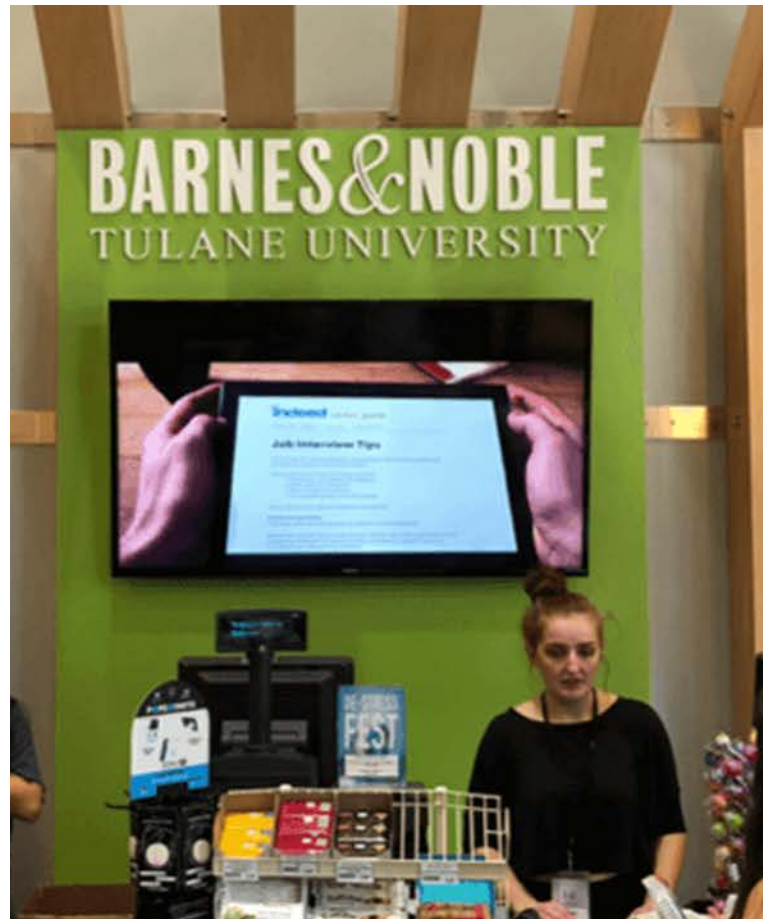
Transit advertisements are more flexible than traditional billboards because they move with the flow of traffic rather than being static. The digital display network is being served on the tops of a fleet of 40 taxis that travel around Las Vegas. Each taxi has three digital displays, providing nearly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

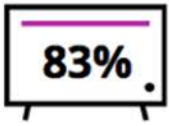


MEDIA EXPOSURE & VIEWERSHIP

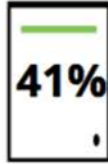
Avg. Time Spent Exposed to Media And % of Visitors Who Noticed Media

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

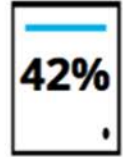


EXAM ROOM MEDIA

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



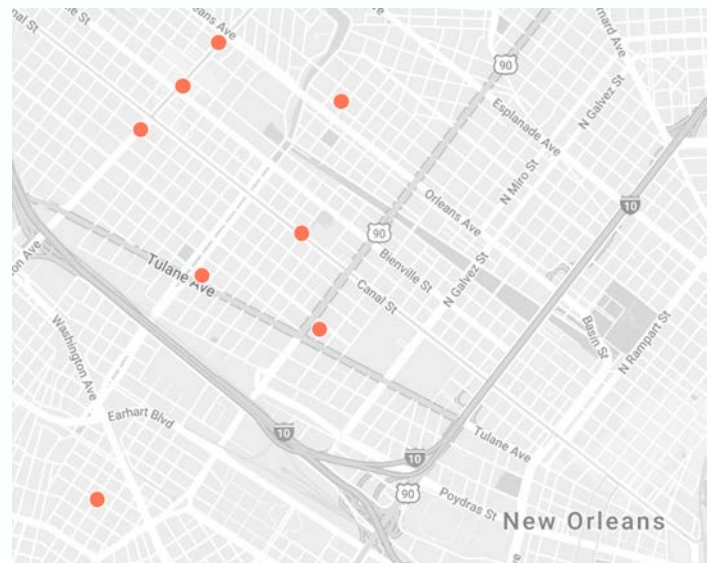
Noticed Outcome Health Digital Wallboards

36 Minutes
Avg. Time Spent in Exam Rooms



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.



CREATIVITY IS OUR CULTURE

POWERED BY





CASE STUDY: NOLA TRAVEL AGENCY

NOLA Travel agency felt they had saturated their local area for potential new clients and wanted to expand their reach to those that often travel in and out of New Orleans and Baton Rouge.

OBJECTIVE

The company's goal was to get more clients to book their special promotion to Dubai and to increase brand awareness outside of their typical market areas.

RESULTS

- Total viewer impressions was 12,574 for a short term two week campaign.
- Social media activity increased and gained +80 followers.
- Agency booked 2 trips for the Dubai Special trip promotion.

ACTION

Women in Baton Rouge between the ages of 18-25 that commute to school and work were the target demographic for the campaign. Billboard locations were selected along major traffic jam areas along Airline Highway and at gas stations en route for those traveling in/out Baton Rouge . The campaign schedule was displayed only at peak commuting times for drivers: 7-10am, noon-2pm, and 4-6pm. The campaign was short, lasting only two weeks.





CASE STUDY:

XAVIER UNIVERSITY PREPARATORY-35 YEAR CLASS REUNION



OBJECTIVE

The reunion organizers wished to specifically target the family, friends, and former classmates of 1982 to increase Family Day attendance and gain new students for open enrollment. With multiple committee sponsored activities, they wanted to make sure attendees knew the details for each.

RESULTS

- Event activities were nearly full for each venue.
- Viewer impressions peaked at over 355,000 for the course of the six week campaign.
- Sold out attendance for "Prep en Blanc" closing event. Over \$10,000 collected in donations to the school from class of 1982 and their families.

ACTION

A six week campaign was launched with two locations. One off I-10 in New Orleans and another (poster size) near a rival school. One main graphic was used to promote the reunion and several individual graphics were used for the activities. Our team designed custom postcards with event schedule, custom wine bottle labels, reunion shirts, and a large 3D model hornet mascot with plaque that was donated to the school.

