

BENEFITS OF LOCAL
OUTDOOR ADVERTISING





Local Advertisers

Outdoor advertising is a **tried, trusted and highly affordable** advertising medium used by thousands of local businesses - large and small - to **increase business and drive growth**.

Why advertise on Outdoor panels?

Outdoor advertising digital 6 sheets (75" screens) are located in commercial centres, transport hubs and major roads, providing repeated exposure.

All our advertising is difficult to ignore it increases brand, service or product recall and influence from both drivers, passengers and pedestrians alike.

It works alongside other digital marketing tools and boost digital searches and enquiries.

Highly noticeable, highly targeted and proven to reach required customers / audiences, outdoor advertising is proven to influence customer behaviour and turn viewers into customers.

Return on Investment

- Industry case studies show that for every £1 spent by SME's they are likely to see a £4 return.
- Cheaper and better value than other advertising format
- Flexible rates to suit your budget and objectives
- No ad blockers, your campaign can't be missed, boosting your profile





Benefits of local outdoor advertising

Outdoor advertising in the UK remains an **affordable, powerful, measurable and versatile** marketing tool for businesses of all sizes. Its is effective in **high reach, strong consumer trust and influence on purchasing decisions**. Businesses can leverage digital formats to achieve maximum impact, making it a critical component in modern marketing approach.



of the UK population sees
OOH advertising at least
once every week





Benefits of outdoor advertising for businesses include:



Hyper-Local Targeting

Advertisers can focus on specific geographic areas or community demographics, ensuring their message reaches the right audience



Trust and Credibility.

70% of viewers are influenced by outdoor ads to visit shops or make purchases.



Effective for Brand Awareness

Advertisers report that outdoor ads are highly effective for building brand awareness and being seen as part of the community.



High Visibility

Outdoor ads are always present in high traffic areas, ensuring continuous exposure to a wide audience.



Localised Impact

Businesses can tailor messages to resonate with local audiences, bring high recall and brand recognition.

79%

of people take action after seeing an OOH advertisement



Cost-Effectiveness for Local Business

Outdoor ads provide long-term visibility and can fit with any budget. Digital advertising provides the ability to buy both short (days) or long-term campaigns and the flexibility to change advertising quickly.



High Engagement and Attention

Outdoor ads can engage audiences with memorable content, resulting in wider consumer engagement.



Complementing Digital Campaigns

Outdoor advertising can reinforce and complementing material delivered through digital/online platforms, enhancing marketing effectiveness.





Why is outdoor advertising so effective?

People spend a significant amount of time outside their homes, providing ample opportunities to capture their attention in a more unavoidable way.

By placing ads on our advertising panels, you can deliver a powerful message to a wide range of audiences without worrying about ad blockers. Unlike digital ads, outdoor ads are part of the physical world, making them harder to ignore.



98%

of the population exposed to at least one OOH ad per week due to their careful positioning in commercial centres, transport hubs and major roads, providing repeated exposure. All our advertising is difficult to ignore it increases brand, service or product recall and influence from both drivers, passengers and pedestrians alike.





Consumer Trust and Influence

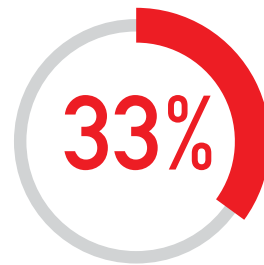
OOH advertising builds credibility and trust, with consumers reporting trust in



outdoor
campaigns



online
search ads



clickable
banners



of viewers are influenced by outdoor ads to visit shops or make purchases



of people sharing funny engaging outdoor ads with friends leads to last memories and influence



Return on Investment

£4

Average return for every £1 spent on OOH advertising in the UK

+88%

Lift in premium brand perceptions driven by OOH advertising

+41%

Lift in brand esteem among consumers exposed to OOH campaigns

37%

of UK advertisers plan to increase their brand advertising spend in 2026



Consumer Behaviour

86%

of OOH advertising in the UK is mobile-integrated

72%

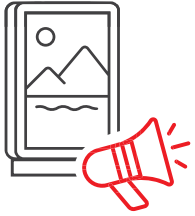
of people prefer brands that use humour in their advertising

82%

of consumers say brands play an important role in shaping culture

73%

View Digital OOH ads favourably - the highest rating of any ad channel

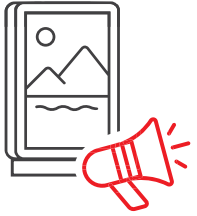


Trueform Advertising Panels

Currently covering: **Berkshire, Surrey & Warwickshire.**
Coming soon: Eastbourne & Lewes.

Working in collaboration with





Digital Advertising 75" panels

For ultimate flexibility and allow for real-time updates.

Sold in 10 second slots, per minute. You can purchase day parts, days, weeks or months – catering for all marketing requirements, events, product launches and new promotions.

www.trueform-outdoor.com/content-specifications



of people can recall OOH ads they have seen in the last month



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OUTSMART

