

trueform
outdoor media

Benefits of Outdoor Advertising

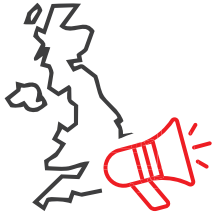


OUTSMART

 WORLD
OUT OF HOME
ORGANIZATION

 SOCIAL VALUE
QUALITY MARK
VALUE DISTINCTION

 MADE IN
BRITAIN®



National Advertisers

Trueform's advertising estate is focused on delivering high-quality panels in prime locations across affluent areas, including Berkshire, Surrey, Warwickshire and the South Coast.

Our advertising formats include Classic & Digital 6 sheets, with immediate availability.

Targeted for:

- Maximum Audience Visibility
- Premium Positions
in commercial centres and arterial routes

Part of a brand's buying mix and marketing strategy

- Regionally
- Targeted locations
- Programmatic trading

Compliments other marketing strategies:

- Radio
- TV
- Digital

Flexible advertising rates available dependent on:

- Volume and time period purchased
- Flexible deployment on digital
- Classic 6 sheet on a two week basis.





Benefits of Outdoor Advertising

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



98% 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.

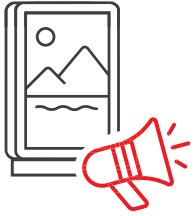


Localised Impact

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

79%

of people take action after seeing an OOH advertisement



Cost-Effectiveness

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?

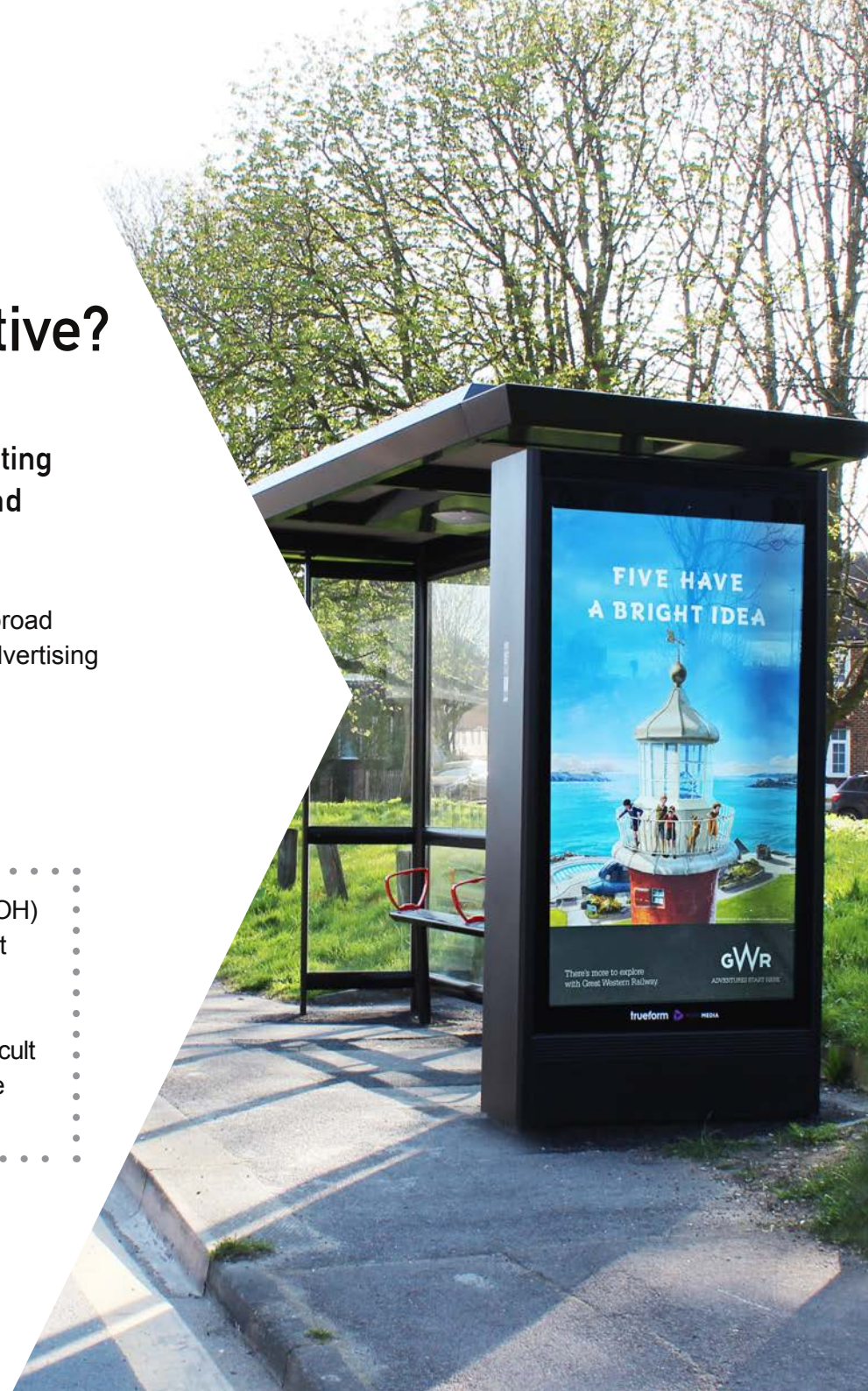
People spend a significant amount of time outside their homes, creating valuable opportunities to capture their attention in a highly visible and unavoidable way.

By advertising on our panels, your business can deliver powerful messages to a broad audience without the concern of ad blockers. Unlike digital advertising, outdoor advertising exists within the physical environment, making it far more difficult to ignore.



98%

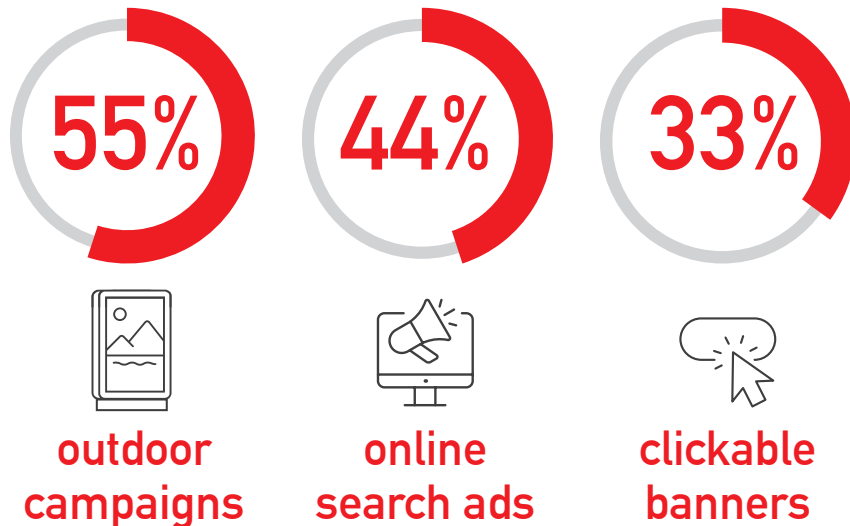
of the population is exposed to at least one out-of-home (OOH) advertisement each week, thanks to the strategic placement of advertising sites in commercial centres, transport hubs, and along major roads, ensuring repeated exposure. Our advertising panels are designed to be highly visible and difficult to ignore, increasing brand, service, and product recall while influencing drivers, passengers, and pedestrians alike.



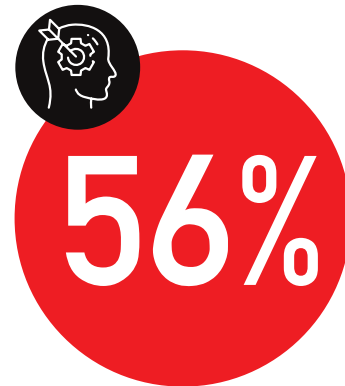


Consumer Trust and Influence

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



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%

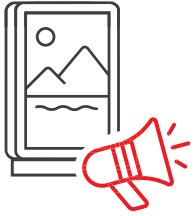
of people prefer brands that use humour in their advertising

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

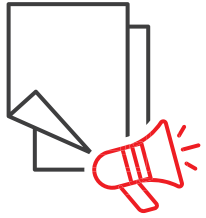


Trueform Advertising Panels

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

Working in collaboration with





Paper 6 sheet advertising

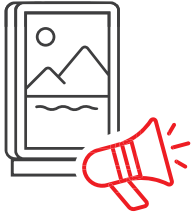
Enjoy all the traditional benefits of out-of-home (OOH) advertising at a cost-effective price. Campaigns are sold in fixed locations on a two-week basis, making them a popular choice for both small and large businesses alike.

www.trueform-outdoor.com/content-specifications



of consumers say OOH campaigns feel personally relevant to them





Digital Advertising 75" panels

Designed for ultimate flexibility, allowing real-time updates to your advertising campaigns.

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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