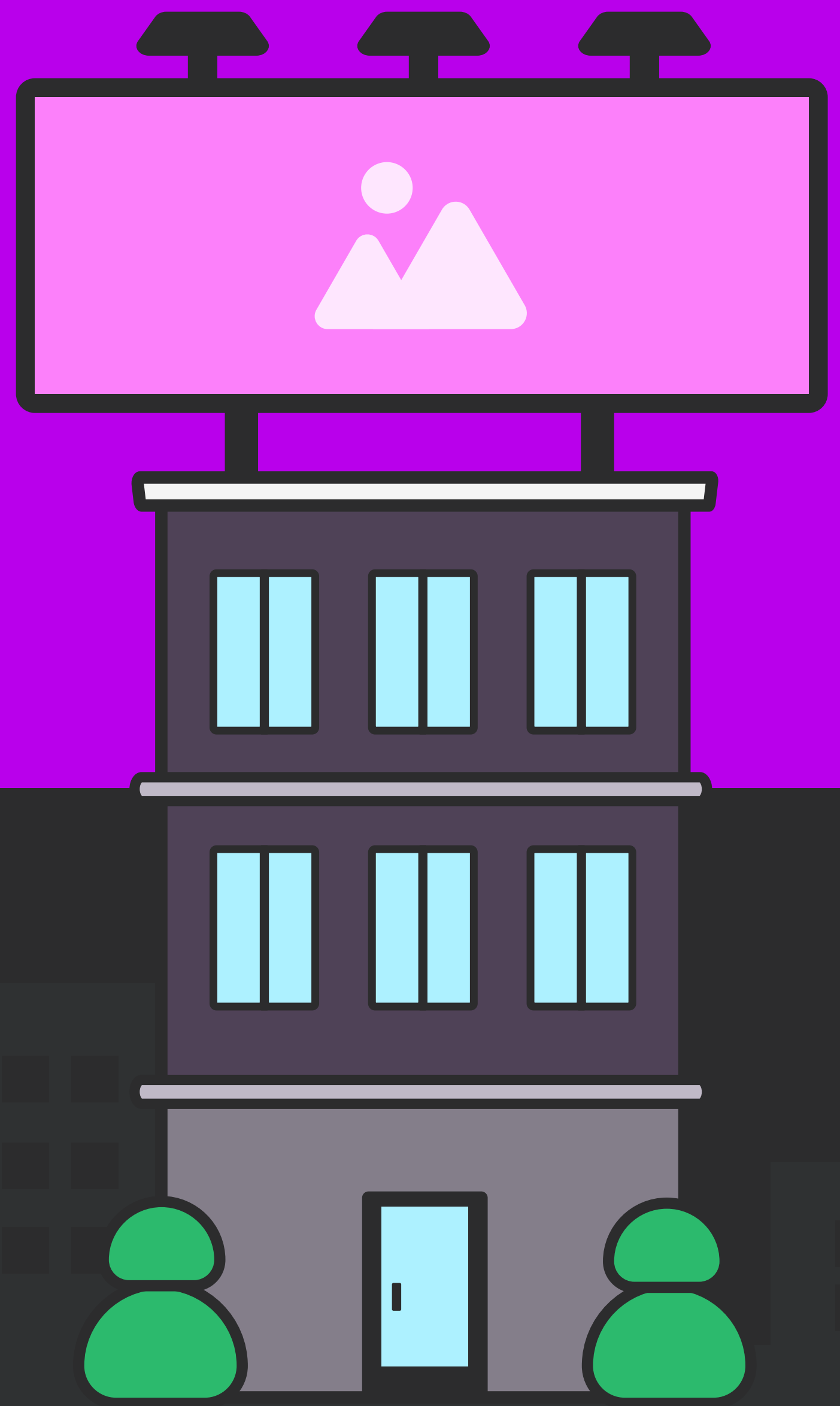


THE POST-PANDEMIC MARKETING RENAISSANCE

The pandemic changed everything, for marketers and consumers alike. People were no longer able to connect in person – with their co-workers, friends, even family in many cases – so we learned to connect with the world around us in ways we've never connected before.

Now, we are out of home once again and back in touch – with one another and with our physical surroundings. This has ignited a post-pandemic marketing renaissance that is bringing together advertisers and audiences to renew real, meaningful connections on the largest screen of them all – the real world.

New consumer research, gathered by OneScreen.ai and Kickstand Communications, reveals a resurgence in out-of-home (OOH) advertising as consumers better notice physical surroundings in their post-pandemic emergence.



77%

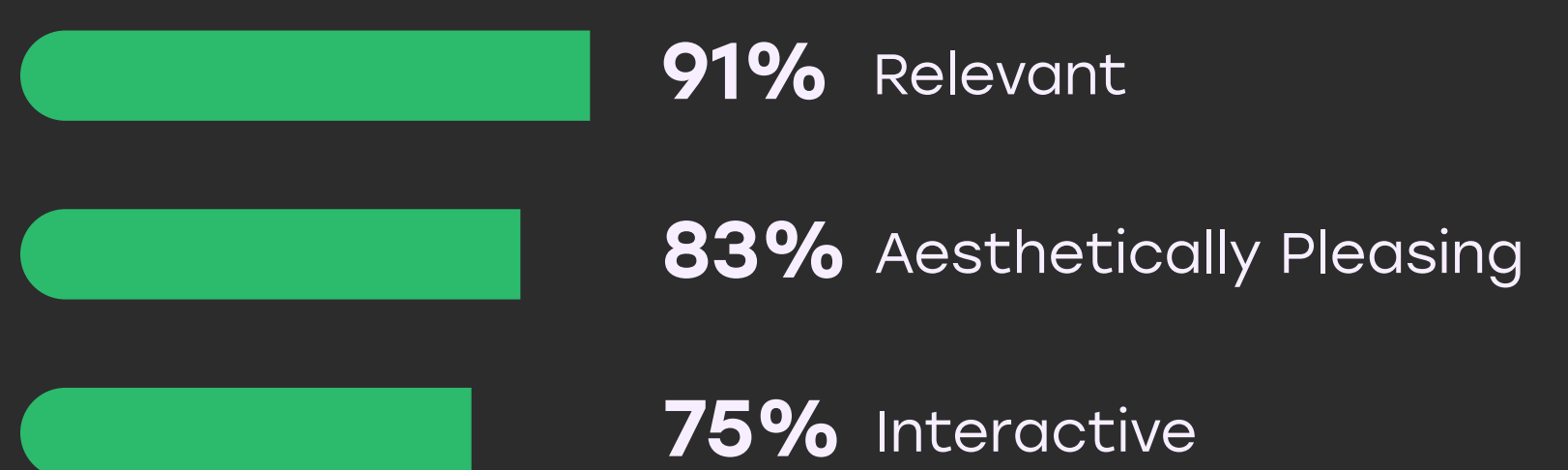
of consumers say they notice their physical surroundings more now than before the pandemic



80%

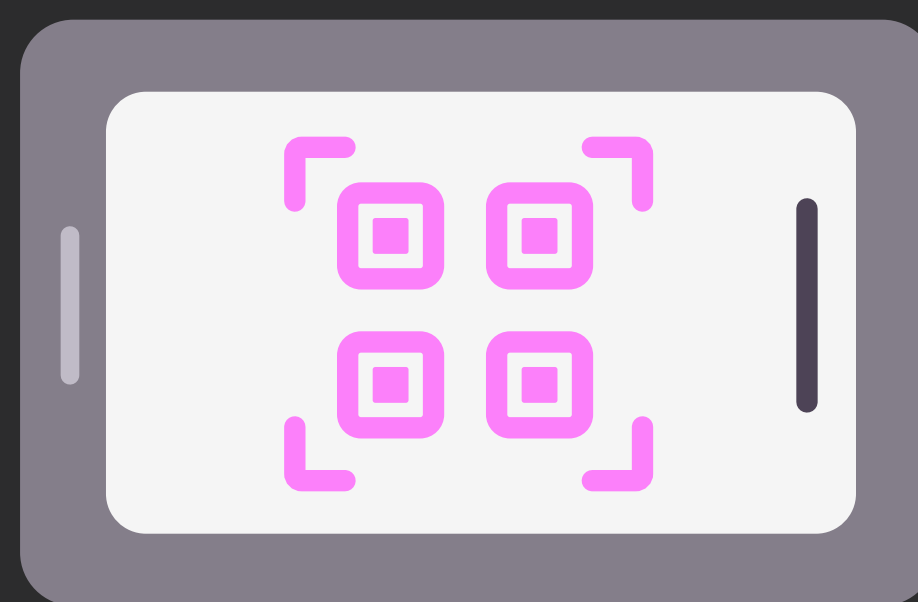
of consumers in 2021 made a purchase after seeing an OOH ad

OOH ads have exceptional ability to surprise and delight viewers. To do that, consumers say ads need to be:



91%

of survey respondents said QR codes are more prevalent now than before the pandemic, and two-thirds say they're more inclined to use them now.



Out-of-home opens the door

for brands and consumers to meet in new and relevant ways out in the real world – as long as marketers listen to consumer concerns and heed their advice to deliver on their desires.

