

# DECEMBER 2020

# **Essential Venues for Consumers**

Over the last eight months we have learned a few things about essential venues! Grocery stores, c-stores, liquor stores and pharmacies continue to remain open! We have seen a huge success in the venue types below during this uncertain time. Consumers are looking for positive messaging, encouraging safety protocols including our most recent COVID signage program (View Here) in high traffic venues!

#### OOH IS EQUIPPING CONSUMERS WITH THE KNOWLEDGE THEY NEED



found COVID-19

from the ads

safety information to be useful



29% grateful for useful information

from the ad



saw special offers and promotions



were educated about something new

23%



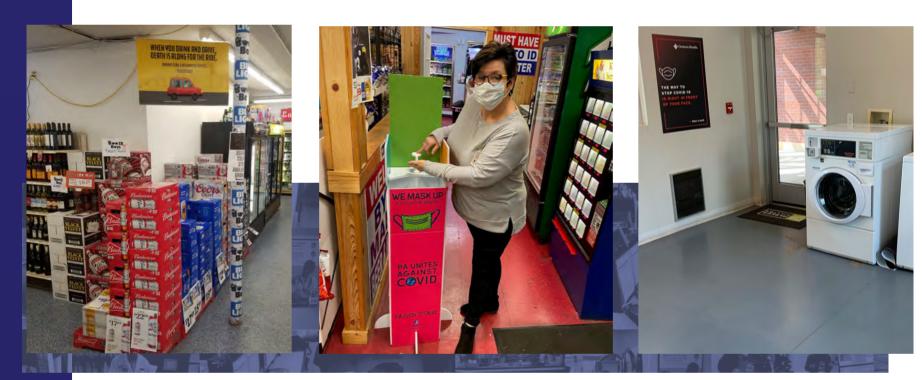
saw updates on the advertiser business hours and that businesses are services



felt comforted as it was a sign back

Source: OAAA

### **High Traffic Venues with Niche-Demographics**



**C-STORES** 

**GROCERY STORES** 

**APARTMENT LAUNDROMATS** 



**LIQUOR STORES** 

**PHARMACIES** 

68% OF CONSUMERS ARE **SUFFERING** FROM **DIGITAL DEVICE BURNOUT** AND TUNING OUT ONLINE ADS.

## **ASK ABOUT ADDITIONAL VENUE TYPES!**

















