

## 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



**38%**

found COVID-19 safety information to be useful from the ads



**29%**

grateful for useful information from the ad



**23%**

saw special offers and promotions



**23%**

were educated about something new



**20%**

saw updates on the advertiser business hours and services



**20%**

felt comforted as it was a sign that businesses are 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!

