



Unlock the Power of Programmatic OOH for Alcohol Brands



Agenda

1. Why Programmatic OOH
2. Place Exchange Media Offering
3. Creative Capabilities
4. Measurement
5. Appendix: Case Studies



Alcohol brand objectives and goals

- Mass reach at cost-effective CPMs - drive brand awareness, launch new products, and promote seasonal beverages
- Target audiences with specific demographics and interests, all while ensuring compliance with LDA regulations
- Deliver memorable, high-impact creative
- Ability to message to audiences with customized real-time content and promotions
- Drive foot traffic to retailer locations
- Activate an omnichannel strategy



Why Programmatic OOH for alcohol brands

- **Massive reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels
- **LDA (legal drinking age)-compliant** - target registered publisher inventory not in proximity to schools and churches; and target 21+ venues like bars, casinos, and liquor stores
- **Strategic audience targeting** - leverage first and third-party data from retailers, casinos, restaurant and bars, nightclubs, etc. for planning and buying
- **High-impact life-size digital screens** in meaningful physical environments
- **Dynamic creative capabilities** - increase relevance and engagement
- **Advanced measurement** - ability to measure desired outcomes
- **Omnichannel approach** - unify DOOH messaging with marketing efforts in other channels
- **DOOH is just another digital screen** - but fraud free, 100% viewable, non-skippable

Examples of alcohol advertisers in the top 100 OOH spenders in the US (Source: OAAA)





Increase brand quality, trust, & consumer engagement with OOH

106%

increase in perception of brand quality for advertisers that dedicated 15% or more of their ad budget to OOH

85%

of OOH viewers find the ads useful

58%

of consumers trust messaging in OOH ads, higher than for *any* other channel

46%

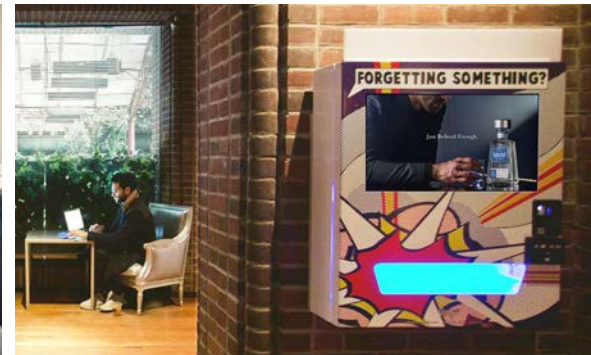
of adults have performed an internet search after seeing an OOH ad

4x

more online activity per OOH ad dollar spent than TV, radio and print

Access a variety of consumer contexts

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.



Activate the full-funnel impact of DOOH

Top of the funnel

Brand awareness, Brand affinity

Middle of the funnel

Purchase intent

Bottom of the funnel

QR Scans, Purchases, Foot traffic



REACH



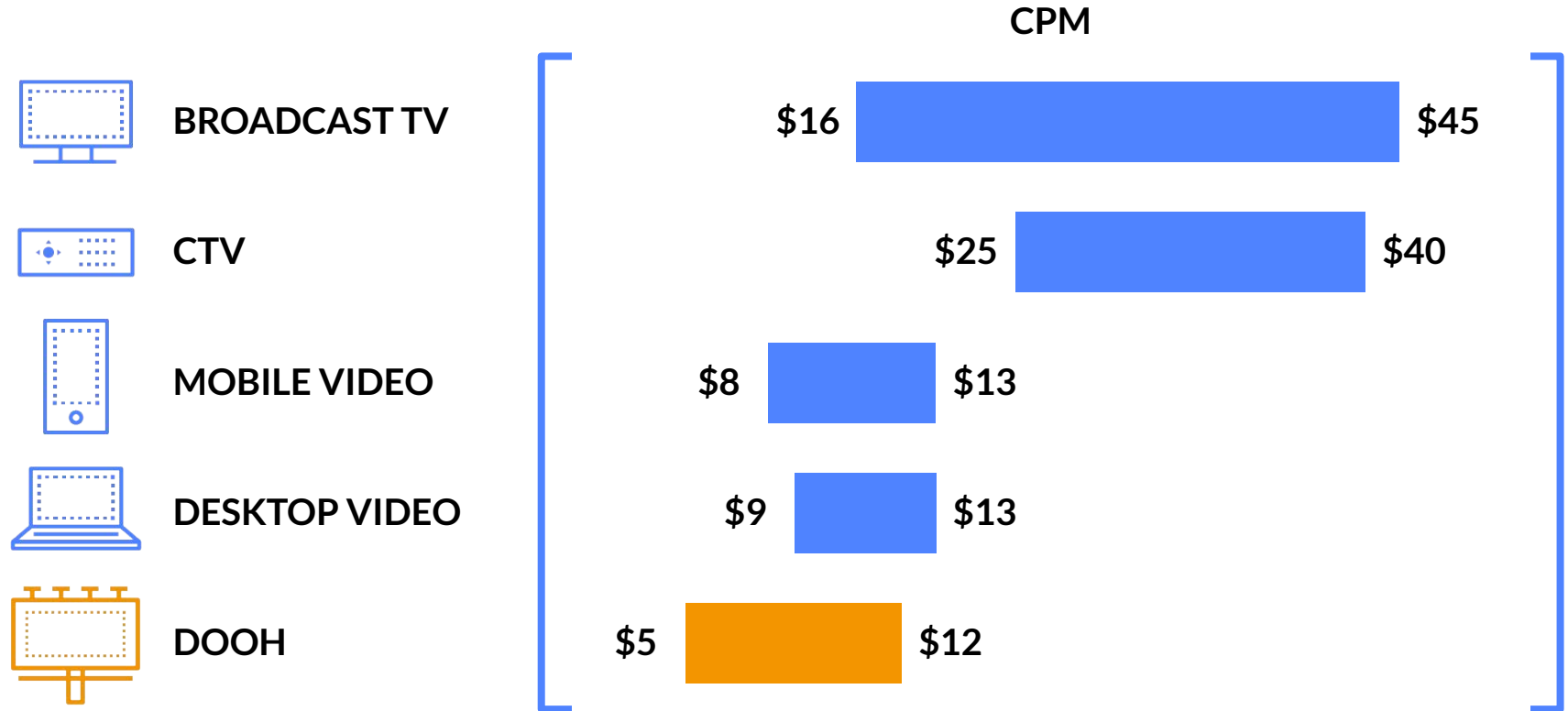
ACT



CONVERT

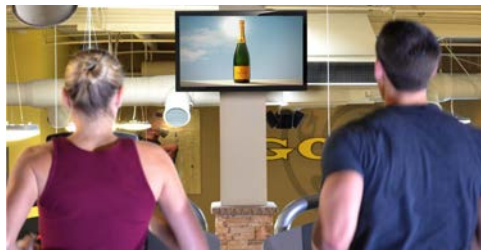


Take advantage of high impact media at a lower avg. CPM



Extend reach at cost-effective CPMs

Access the same audiences using DOOH complementing linear TV with more cost-effective CPMs.



\$7.17 DOOH CPM

DOOH CPM is **85% less** than linear TV CPM

\$48.04 Linear TV CPM

Source: Place Exchange H1 2023 Programmatic Trends Report,
MediaPost 2023





Amplify online ads with DOOH

86%

increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads¹

87%

of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad²

46%

of adults have performed an internet search after seeing an OOH ad³

48%

of consumers click on a mobile ad after being exposed to an OOH ad⁴

Sources:¹OnDevice Research,²Neuro-Insight,³Peter J. Solomon Study/Wall Street,⁴OAAA & MRI|Simmons

Place Exchange Media Offering





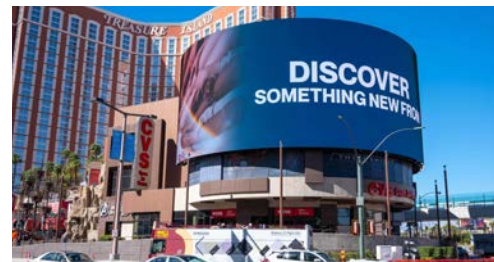
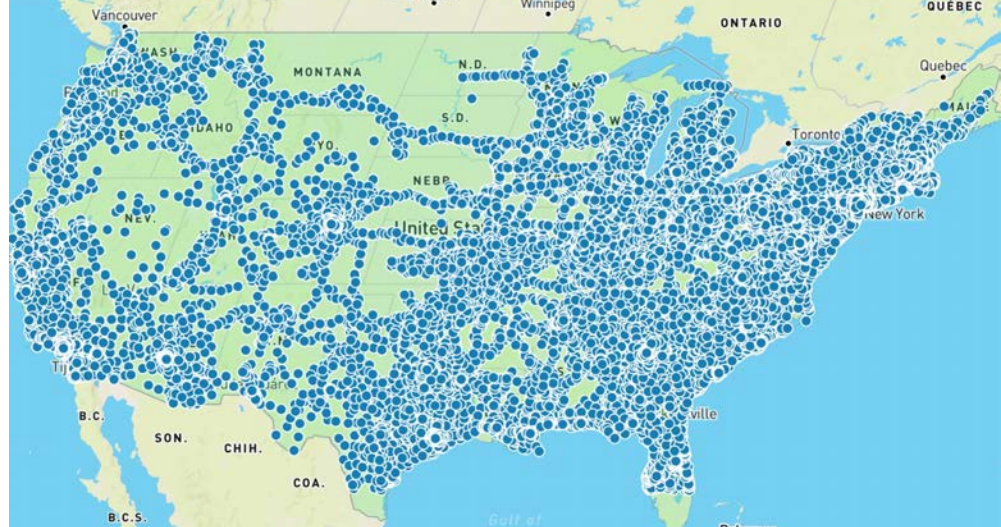
**Place Exchange is the only
independent and agnostic
programmmatic OOH SSP built for
an open ecosystem**

Vast coverage of all major
OOH formats and venues

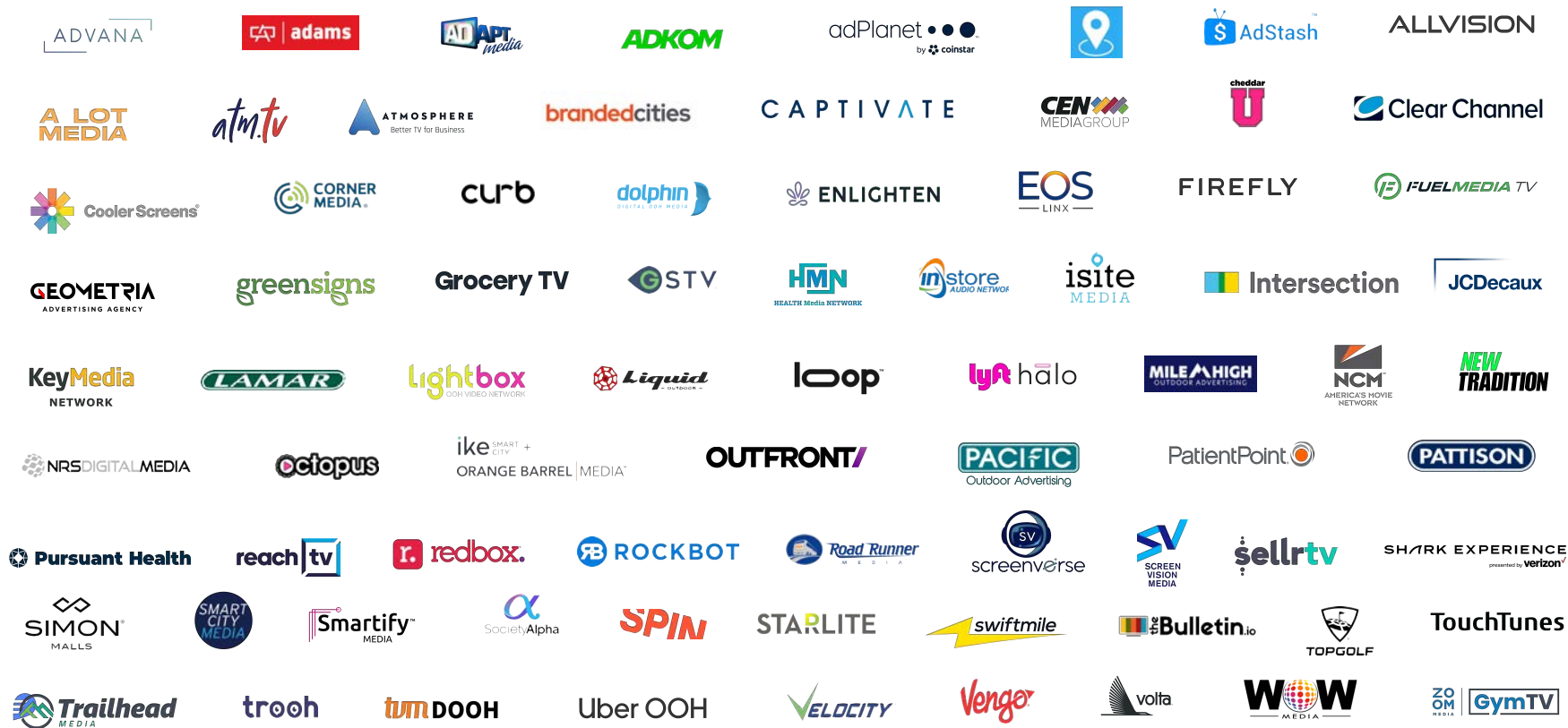
USA

100 billion impressions

870 thousand screens



Place Exchange is directly integrated with all the leading premium OOH publishers across North America



Ensure quality in the DOOH ecosystem with Place Exchange Clear



Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's inventory standards. All inventory is regularly reviewed for compliance.

Consistency

PX standardizes inventory attributes so buyers can transact across diverse DOOH formats. PX ensures consistency of impression counts by vetting each publisher's impression counting methodology, partners, and data sources.

Transparency

PX passes each publisher's media exactly as the publisher presents it with all associated data and no aggregation or bundling for full media transparency to buyers. PX provides proof-of-play validation. There are no hidden fees and no arbitrage.

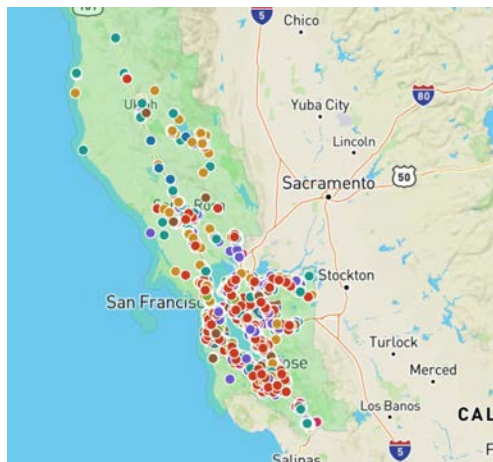
Compliance

PX prioritizes privacy compliance in all jurisdictions in which it operates. PX is verified by TAG and a member of the NAI. PX requires its publisher partners to certify that they have the legal right to sell and display inventory on their assets.

Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where vodka drinking audiences index highest.



Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



Location

PX enables location targeting at any level of granularity, from distinct points of care, to custom geofences, zips, or DMAs.



Audience Targeting

Example: List of zip codes in CA, FL, IL, NY provided for a brand that over-index against adult vodka drinkers who have a HHI of \$100K+. Place Exchange mapped and delivered ads across the available outdoor, transit and place-based inventory within the targeted regions.

Map shows a sample of NYC inventory in Place Exchange.

Publishers

TouchTunes



Intersection LinkNYC (street furniture)



Intersection Cities and Transit



Screenverse



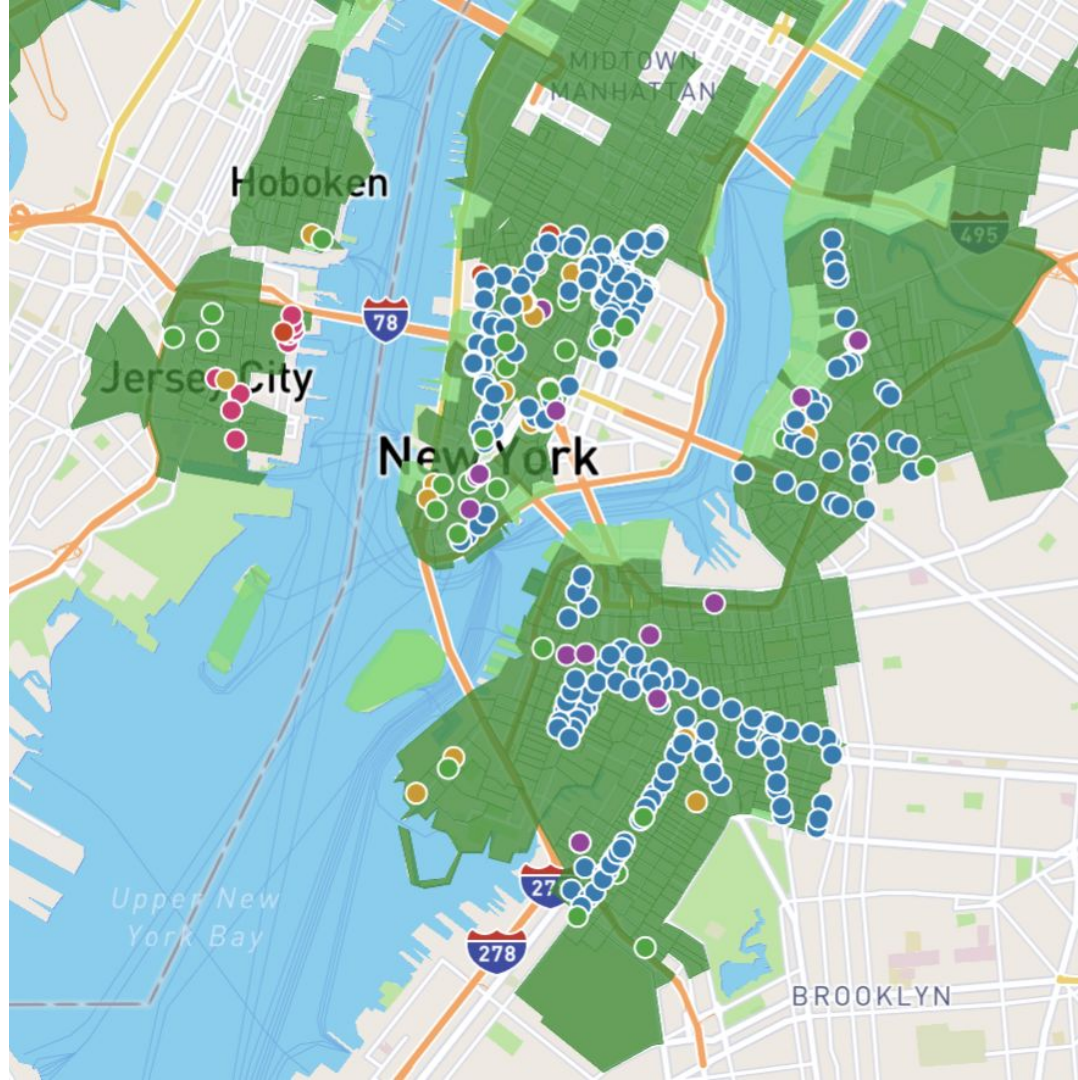
Atmosphere TV



Lamar



OUTFRONT



Physical Context

Example:

Retail Grocery Stores

DOOH media located within a **10-mile** radius of **retail grocery stores** in Atlanta, GA

Publishers

Publisher 1 ●

Publisher 2 ●

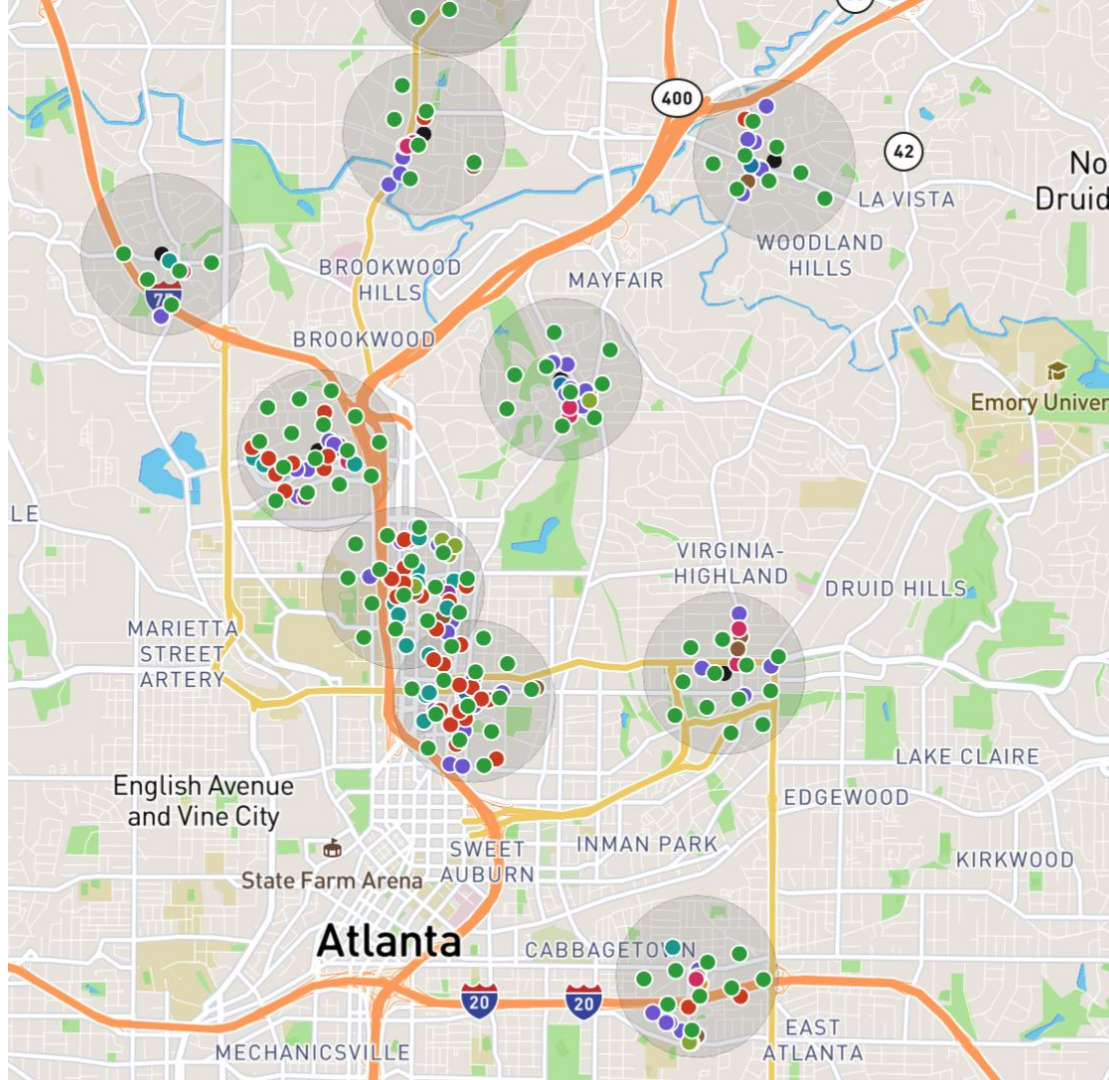
Publisher 3 ●

Publisher 4 ●

Publisher 5 ●

Publisher 6 ●

Retail store location ●

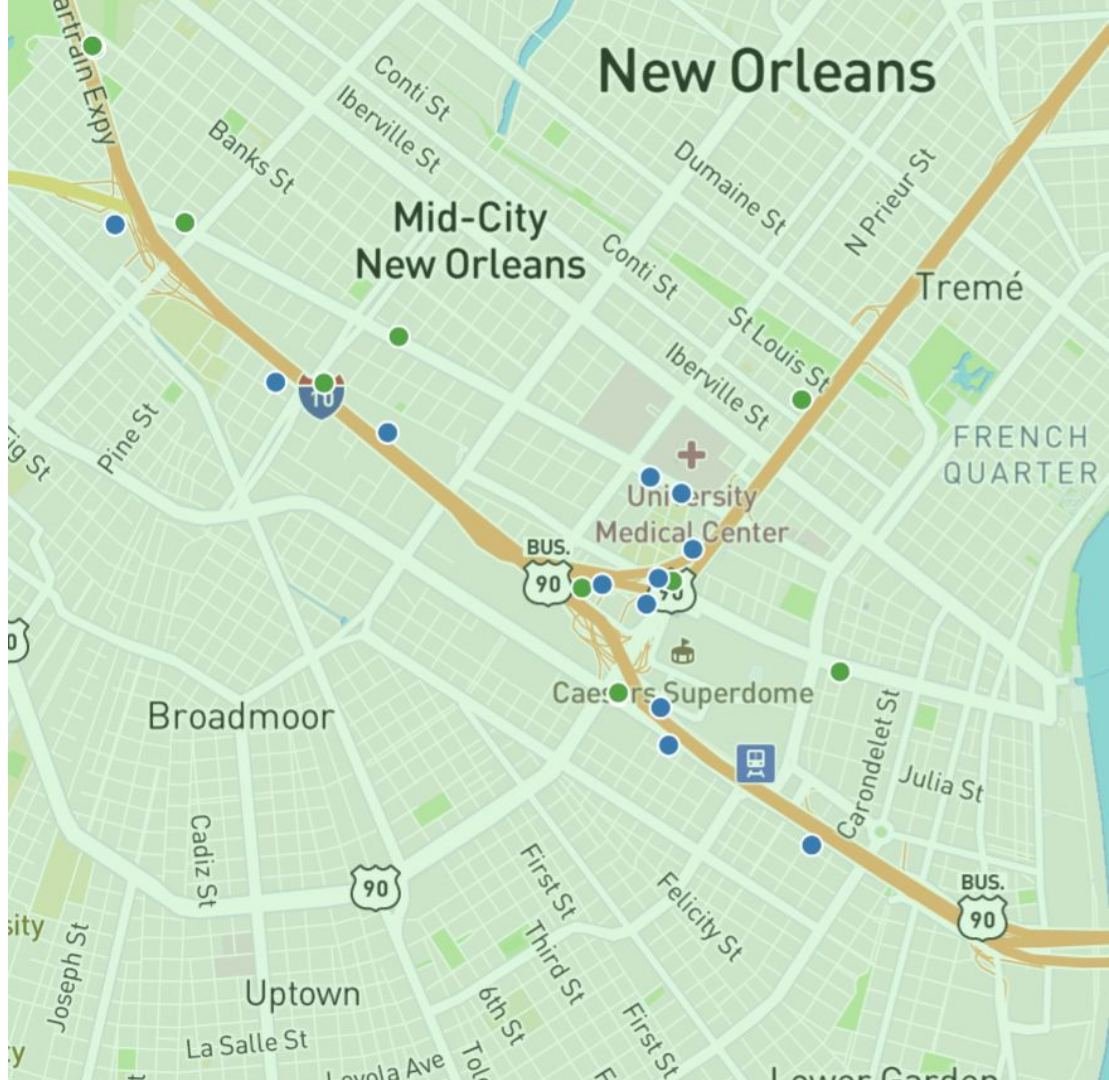


Location Targeting Example: LDA Compliant

DOOH media located within LDA
compliant locations in New Orleans

Publishers

Publisher 1	●
Publisher 2	●
Publisher 3	●
Publisher 4	●
Publisher 5	●
Publisher 6	●
Grocery store location	●



Legal Drinking Age (LDA) Compliance and Targeting

What is LDA Compliant?

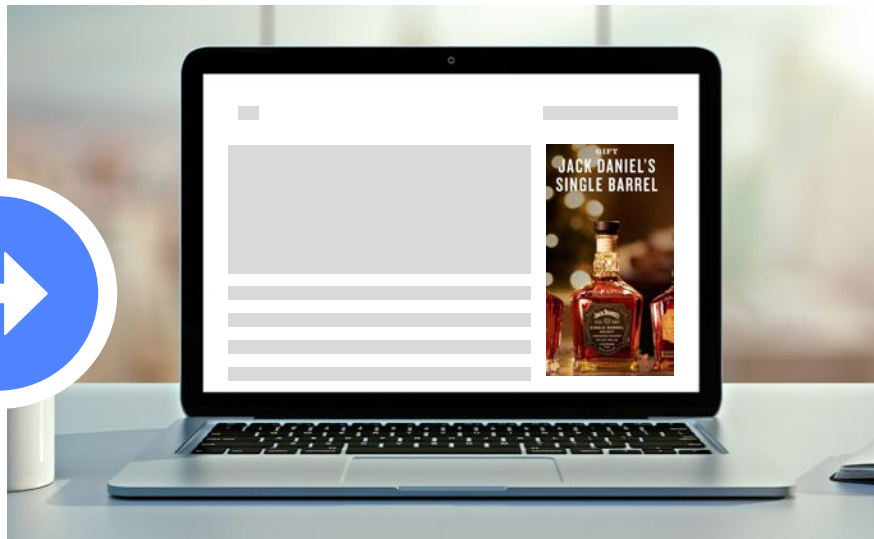
LDA Compliance mandates that alcohol advertising should target areas where at least 71.6% of the audience is of legal purchase age (21+).

Place Exchange's approach to LDA:

- Inventory - Filter for alcohol compliant inventory at the screen-level
- Creative
 - Add legal copy for each DMA, option to add using dynamic creative
 - If required, ensure a legible Surgeon General's Warning is displayed
 - QR codes can be utilized to expand on any legal requirements



Drive engagement by retargeting exposed Device IDs across screens



- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging

- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks



Creative Capabilities & Ad Formats



Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

Repurpose existing TV assets at a more efficient CPM in OOH.

Creative guidelines:

- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts



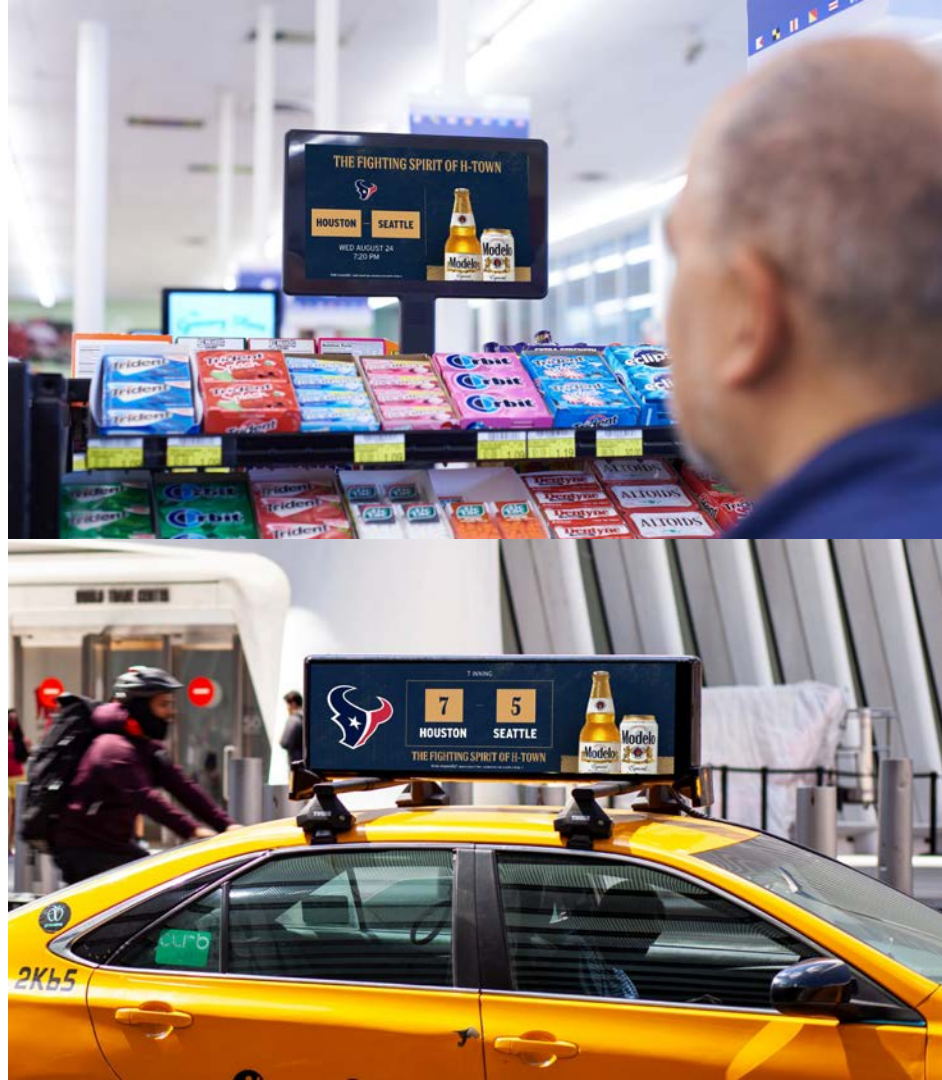
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Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (DOOH) creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through your preferred DSP



Dynamic Creative Examples

Showcase local offering



Schedule product promotions



Incorporate daily countdowns



Adapt messaging based on weather

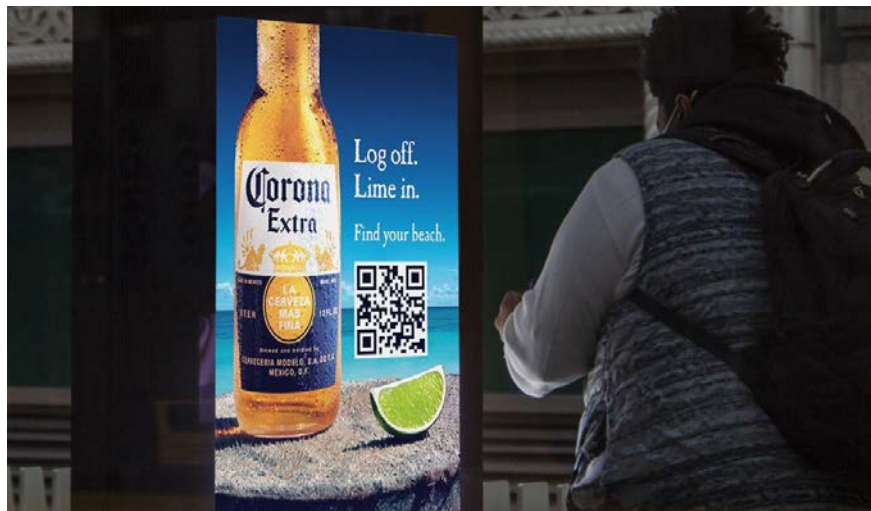


Call to Action

Supported Call to Actions (CTA) include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.

Measurement benefit: Adding a CTA to your OOH creatives can enable you to directly track “click-through” response

Creative benefit: Adding a CTA that links to ISI and more product information can create a more engaging and less cluttered creative while allowing for a successful MLR approval process



Measurement & Innovation in DOOH



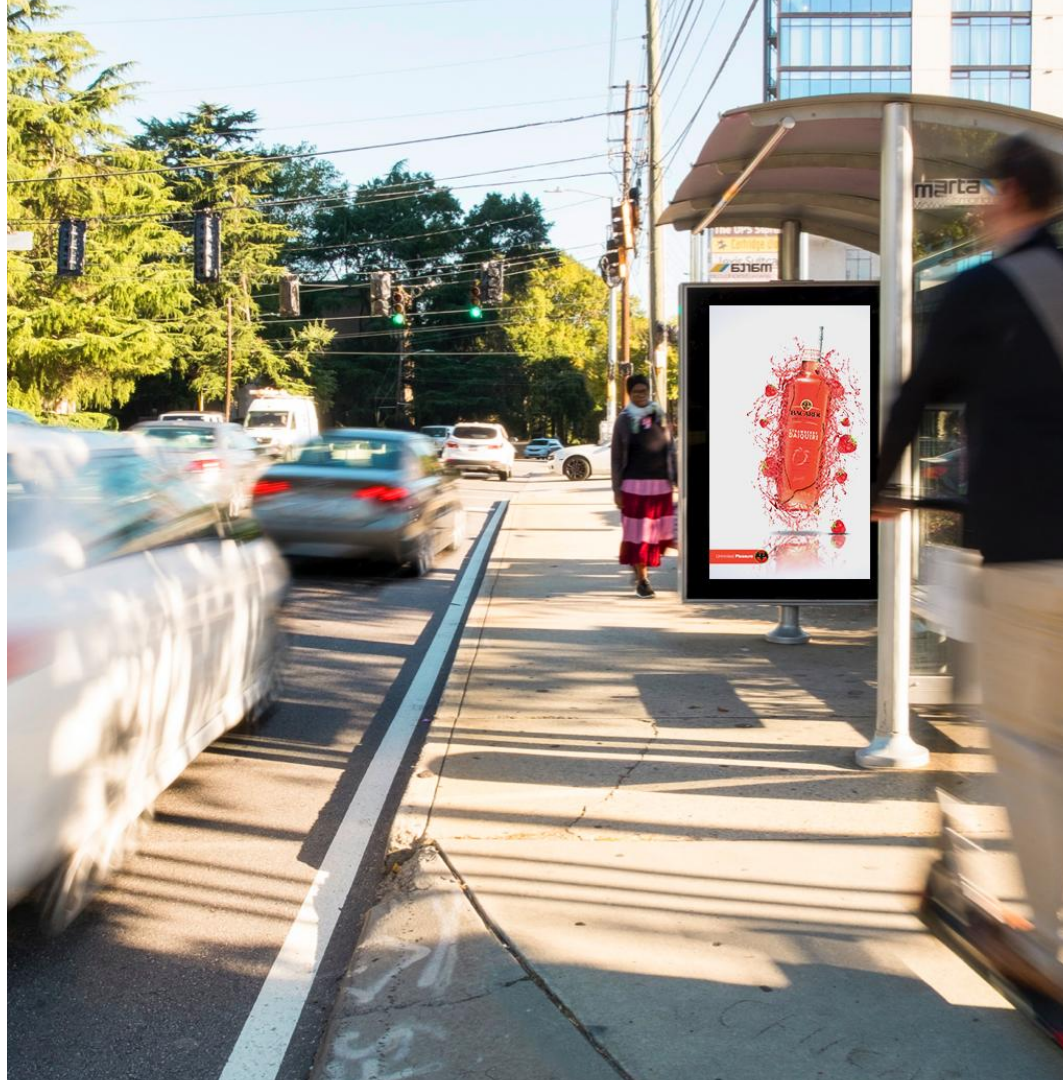
Measure the full-funnel impact of DOOH

Place Exchange's unique ability to capture and pass **mobile IDs** means marketers can perform digital attribution and decisively measure impact.

Metrics supported:

- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality / lift

Upper funnel branding and engagement metrics can also be enabled, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.



Easily integrate DOOH to existing Measurable Solutions

Brand Lift



Foot Traffic



Offline Sales





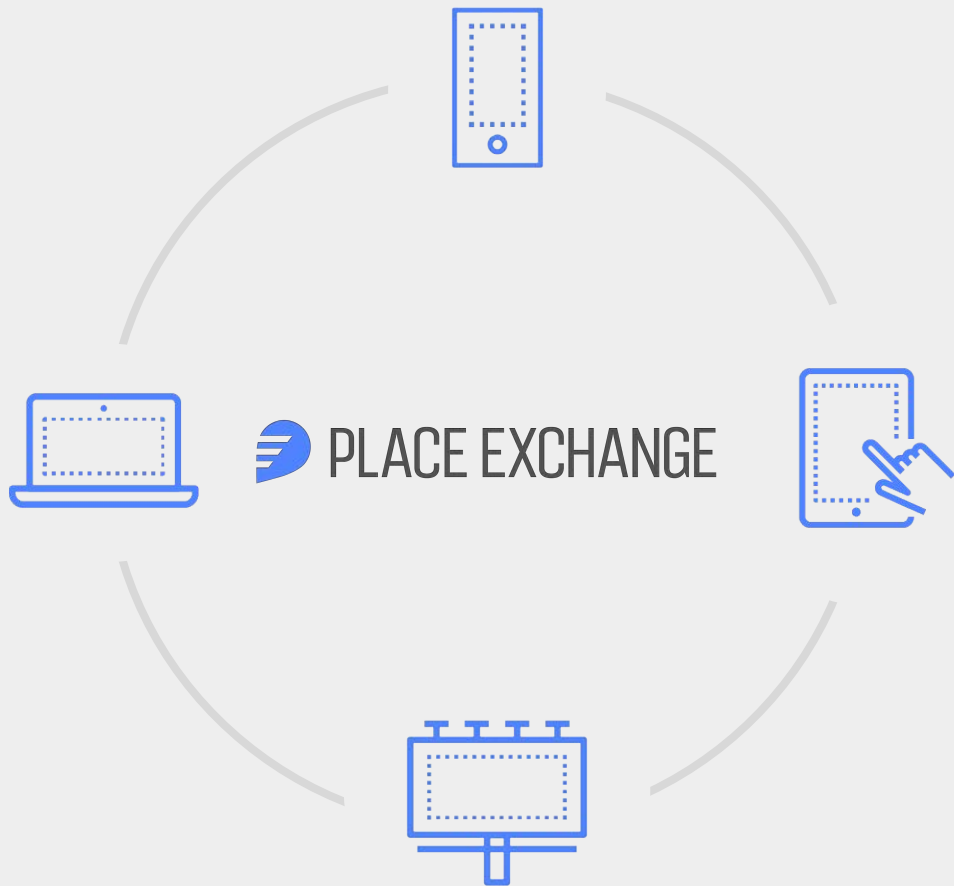
PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the [OAAA OOH Impression Measurement Guidelines](#), offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving
- Aggregate population and segment-specific reach, frequency, and impression measurement
- National and DMA-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

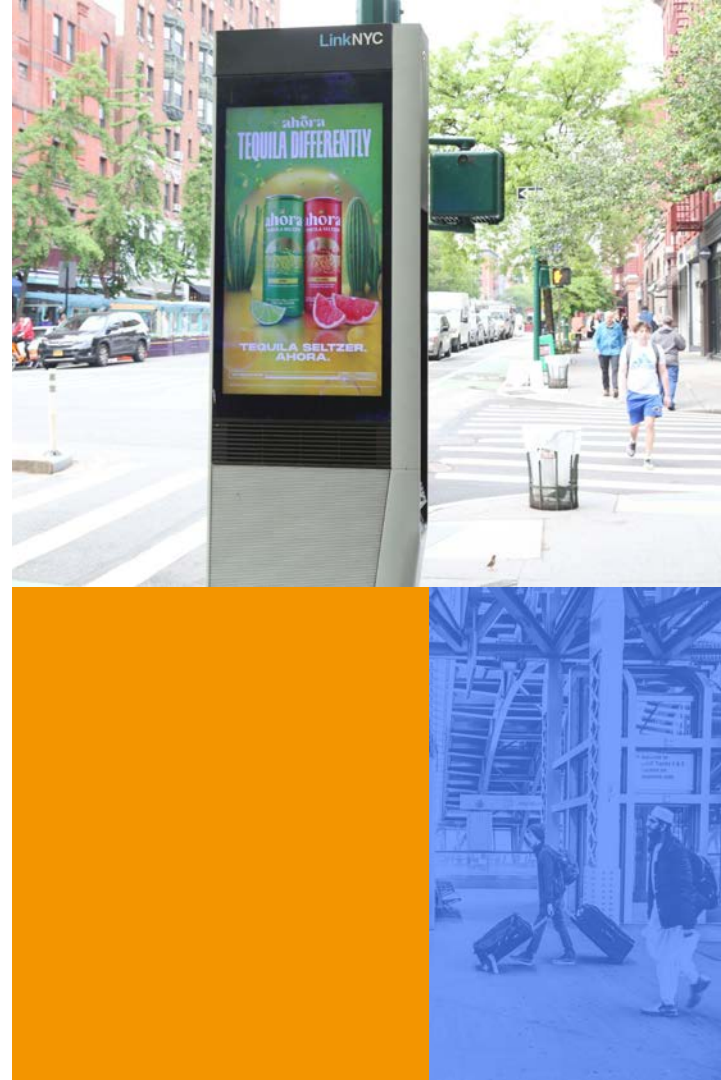
Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points
- **Single source** for all DOOH media with massive scale
- **Creative simplicity**
- **Full-funnel** applications
- **Strategic targeting** with precision
- **Flexibility and control** over media owner, location, days, times
- **Advanced measurement** capabilities



Unlock the real power of OOH

sales@placeexchange.com



Appendix



Large Format

- Short dwell times (ex. billboard average viewing time is 5-8 seconds)
- Larger-than-life screens optimal for high-impact branding
- Target consumers along their commuting paths for high frequency reach

Brand Awareness & High-Impact

Retail Media

- Medium dwell times (ex. customers spend on average 4.5 minutes at checkout)
- Access to shoppers at point of purchase and the ability to unify with other retail-centric marketing initiatives
- Consumer proximity to screen enables interactive opportunities

Deep Engagement & Long Dwell Times

Urban Street Level

- Short to medium dwell times (ex. taxi top viewing time is 8 seconds; in-car ads are served during rides that take up to 20+ min on avg)
- Generate brand awareness at scale, or deliver hyper-local impressions
- Human-scale screens optimal for short videos and interactive opportunities

Convert & Physical Proximity

Place-Based

- Long dwell times (ex. customers average 2 hours in bars)
- Captive environment optimal for video content
- Consumer proximity to screen enables interactive opportunities

Case Study

Tequila Brand



Objective

One of the largest global spirits company, aimed to boost awareness and brand perception of their tequila brand among tequila lovers in California, Florida, Illinois, and New York with DOOH messaging.

The brand's media agency OMD Worldwide partnered with Place Exchange to programmatically deliver their ads on prominently positioned OOH displays in zip codes that over-index against tequila drinkers with interest in travel/cooking and with a combined HHI of \$100K+.



Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach the tequila brand's target audience in identified zip codes in CA, FL, IL, NY with a variety of premium OOH formats● Demonstrate brand lift for the brand moving into the new year	<ul style="list-style-type: none">● Maximize impressions against the desired audience within the target locations● MFour brand lift metrics<ul style="list-style-type: none">○ Ad Recall○ Brand Awareness○ Brand Perception○ Brand Consideration	<ul style="list-style-type: none">● Select high-indexing inventory on Place Exchange in target zip codes● Use Place Exchange to seamlessly activate DOOH campaign programmatically on The Trade Desk DSP across multiple OOH media owners

Audience Targeting

The brand provided a list of zip codes in CA, FL, IL, NY that over-index against adult tequila drinkers who have a HHI of \$100K+. Place Exchange mapped and delivered ads across the available outdoor, transit and place-based inventory within the targeted regions.

Map shows a sample of NYC inventory in Place Exchange.

Publishers

TouchTunes



Intersection LinkNYC (street furniture)



Intersection Cities and Transit



Screenverse



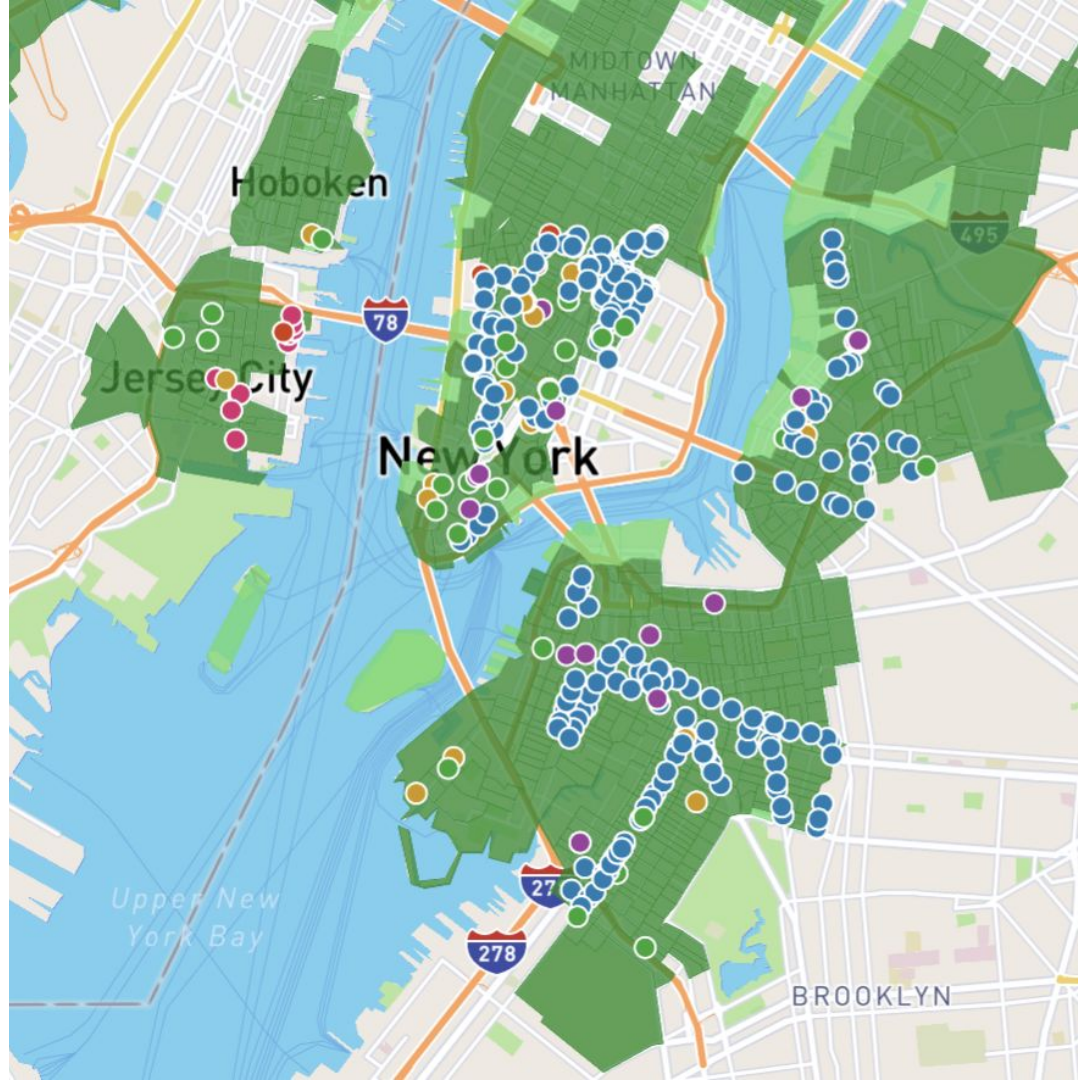
Atmosphere TV



Lamar



OUTFRONT

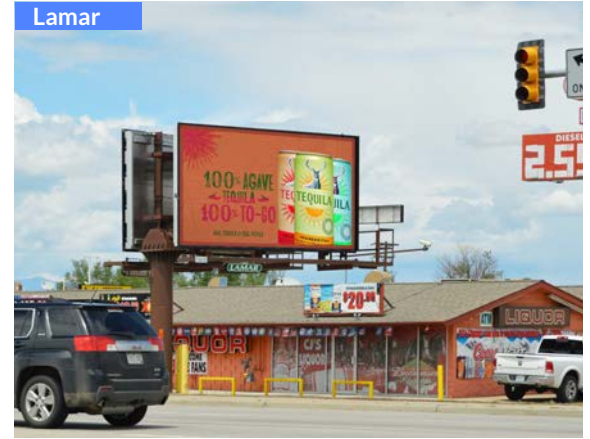


The campaign ran on high-impact eye-level screens, roadside billboards, mobile media, and in bars, & restaurants

OUTFRONT



Lamar



Firefly



TouchTunes



Atmosphere TV



Campaign Results

Overview of 5-month flight:

91 million

total impressions delivered by
Place Exchange to tequila lovers
in California, Florida, Illinois,
and New York.

Brand study results, measured by mFour,
demonstrate brand lift across all recorded metrics:

Measured by  mfour

43% of consumers exposed to the
ads recalled the tequila ads

29% increase in brand awareness

67% increase in brand perception

20% lift in brand consideration