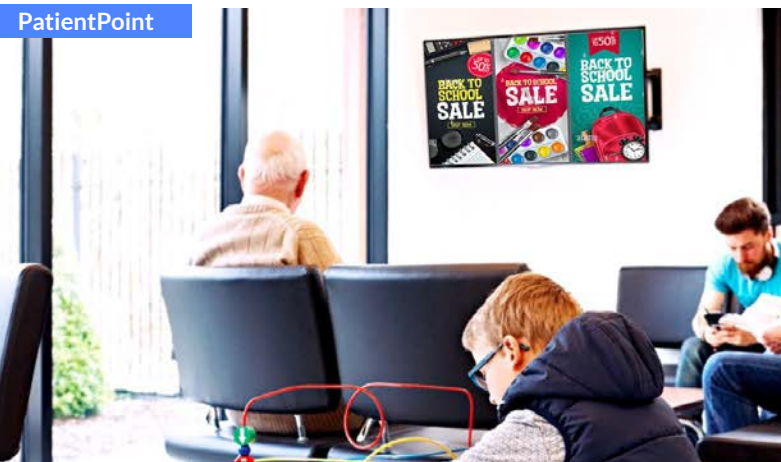




Back to School with OOH

While school supplies are in need year-round, peak back-to-school (BTS) shopping season begins at the start of the summer, and consumers are looking to OOH ads for special sales and deals as they make informed buying decisions. In addition to influencing online purchases, programmatic OOH is in a prime position to reach all the BTS shoppers turning to brick-and-mortar stores with high-impact creative near and inside physical store locations.



PatientPoint



JCDecaux

\$890

average spend per family on BTS supplies¹

\$41.5 billion

spent on BTS shopping in 2023¹

\$94 billion

spent on back to college shopping in 2023¹

69%

of consumers plan to shop in physical retail stores for BTS supplies²

74%

of students noticed a sale that is being advertised²

68%

of BTS shoppers look for sales and deals on OOH ads²

Source: ¹National Retail Federation 2022, ²OAAA BTS - Harris Poll 2022

Reach BTS shoppers with Place Exchange's Retail Media Network - the largest network of in-store retail media in the US with over 300,000 screens

- In-store video/static at the point of purchase
- Storefront video/static
- On street furniture and billboards surrounding retailers
- Unify in-store messaging with retail marketing efforts in other channels



Stay top-of-mind with contextual executions & offer deals with QR codes



College Campus screens to engage older students

Use contextually relevant placements in college campuses, common areas, dining halls, and around the radius of college campuses



QR Codes with sales and promotional offerings

Leverage the ability to place QR codes on any eye level screen enabling customers to engage with the ad to receive special coupons