



# OOH Heats Up QSR Advertising

Quick-serve restaurants have historically leveraged Out of Home advertising to support upper-funnel brand tactics. Ever since the digitization of OOH, QSR brands are now using OOH to drive full-funnel strategies, including performance metrics, such as location visits, and purchases.

**\$387B**

in revenue generated by the fast food industry in the United States in 2023<sup>1</sup>

**60%**

of consumers recall seeing QSR OOH ads recently<sup>2</sup>

**67%**

of consumers who saw a QSR OOH ad made a purchase in person<sup>2</sup>

**\$250M**

spent on OOH by QSR brands in 2023<sup>3</sup>

Source: <sup>1</sup>IBIS World, 2023, <sup>2</sup>OAAA, 2023, <sup>3</sup>Vivvix and OAAA, 2024

Advancements in audience targeting, location targeting, and measurement solutions, have established OOH as a cost-effective performance marketing channel for QSR and restaurant marketers. Marketers can perform attribution and decisively measure the impact of their ad spend. Place Exchange's vast network of premium OOH media can help ensure your message reaches hungry locals in the right place at the right time. All with the ease, automation, and flexibility of programmatic execution within your DSP.

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more

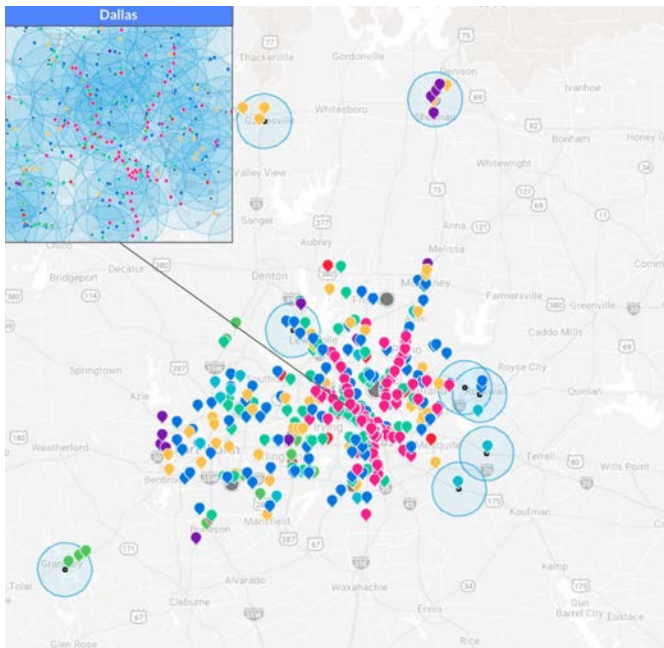
## Leverage Advanced Targeting Capabilities

- Location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

## The Daily Consumer Journey

Engage consumers throughout their daily journey with creative messaging placed within a geo-fenced radius of your brand’s physical locations when they are commuting, at the office, on campus, shopping, filling up their gas tanks, while they are at the gym, and more.

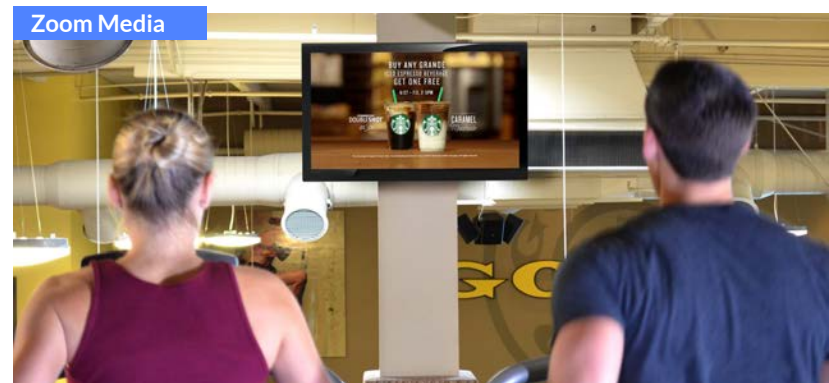
**Target by city & geofence:** Sample map showing inventory in Dallas within a 5 mile radius of a QSR restaurant.



- **Total Screens: 1,103**
- **Impressions (4-week): 5.9M**

### Publishers

|                       |  |
|-----------------------|--|
| Smart City Media      |  |
| Zoom Media            |  |
| Clear Channel Outdoor |  |
| Outfront              |  |
| GSTV                  |  |
| Vengo                 |  |
| Adkom                 |  |
| Lamar                 |  |
| QSR Locations         |  |

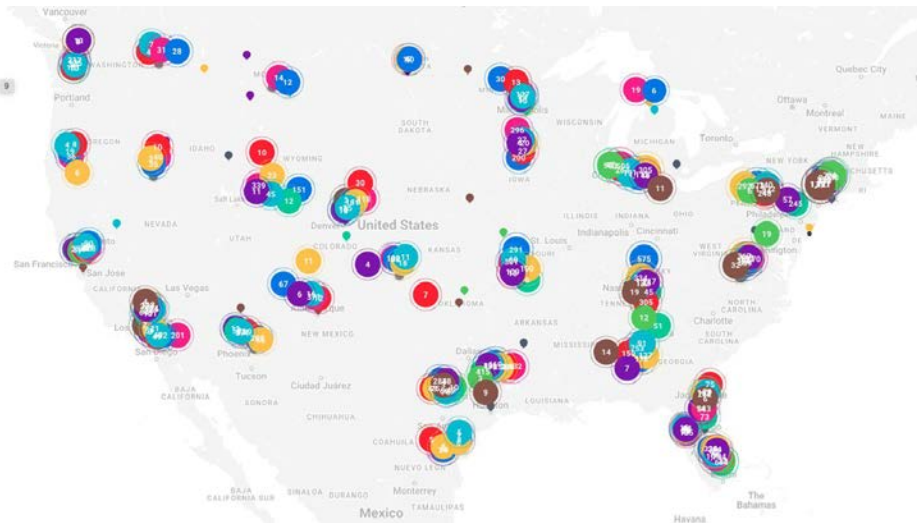


## Utilize Dynamic Creative to Guide Consumers

Place Exchange has developed the capability to serve true dynamic creative on any Digital OOH screen, giving advertisers the ability to tailor messaging with endless creative possibilities and maximize real-time relevance. From weather triggers, to driving directions, to product SKUs and more, marketers can now leverage the power of dynamic creative to automate personalization in the real world as never before.

**Target by venue category on a national scale: Sample map showing the top venue categories on a national scale around Wendy's locations.**

- Total Screens: **41,652**
- Impressions (4-week): **9.96 B**



| Publishers        | Screens |                                       |
|-------------------|---------|---------------------------------------|
| Retail            | 19,233  | <span style="color: red;">●</span>    |
| Entertainment     | 7,400   | <span style="color: blue;">●</span>   |
| Transit           | 5,031   | <span style="color: green;">●</span>  |
| Outdoor           | 3,607   | <span style="color: red;">●</span>    |
| Point_Care        | 3,009   | <span style="color: yellow;">●</span> |
| Health_Beauty     | 2,015   | <span style="color: cyan;">●</span>   |
| Office_buildings  | 897     | <span style="color: purple;">●</span> |
| Residential       | 231     | <span style="color: green;">●</span>  |
| Education         | 218     | <span style="color: brown;">●</span>  |
| Financial         | 11      | <span style="color: grey;">●</span>   |
| Wendy's Locations |         | <span style="color: black;">●</span>  |

