

New Kantar Study Shows Out-of-Home Advertising Outperforms Key Channels and Addresses Gaps in Modern Marketing Strategies

Five-year Collaboration between Clear Channel Outdoor and Kantar Sheds New Light on OOH for its Additive Nature and Proves it's a Vital Medium for Filling Gaps Other Media Channels Cannot Address

NEW YORK, July 8, 2025 /PRNewswire/ -- The results of a five-year first-of-its-kind collaboration between [Clear Channel Outdoor](#) (NYSE: CCO) and [Kantar](#) prove out of home (OOH) advertising outperforms CTV and digital channels in key metrics such as ad awareness, brand favorability, and purchase intent. As marketers face confusion with fragmentation, unreachable audiences who pay for ad-free streaming, and challenges with campaign measurement, these findings reveal OOH's additive nature in delivering short-term conversion intent while simultaneously building long-term brand loyalty, making it an essential component of any modern marketing strategy.



By rigorously analyzing OOH's impact on key brand metrics, this partnership provides advertisers with actionable insights into how OOH drives brand impact for advertisers. The outcomes reinforce OOH's role as a high-performing channel that delivers strong results, positioning itself as an essential component of a balanced media strategy. According to benchmarks from Kantar, OOH matches linear TV in driving favorability and purchase intent, demonstrating its ability to deliver TV-like impact at a more efficient price point as marketers struggle to connect the dots between marketing spend and ROI.

Moreover, these results represent a review of thousands of measurement studies conducted via CCO [RADARProof](#), Clear Channel's campaign performance attribution solution, and Kantar, across a wide variety of advertising categories. Additional key findings from the study include:

- **Out-of-Home delivers superior brand lifts compared to digital and significantly outperforms digital media in all measured metrics.** With broader reach and stronger message recall, OOH provides an effective and impactful platform for boosting brand visibility, favorability and intent;
- **OOH consistently delivers higher brand awareness and engagement compared**

to digital media and holds its own against TV, showcasing OOH as an essential component for achieving superior brand impact; and

- **OOH stands out with a significant 13.3% increase in Ad Awareness compared to digital media, TV and CTV**, proving its unique value in capturing audience attention and boosting brand memorability.

"The proof that out of home media is an essential component for achieving superior brand impact could not come at a more opportune time," said Dan Levi, EVP and CMO of Clear Channel Outdoor. "It's more critical than ever for marketers to have a better and more complete understanding of how to optimize spend over the near and longer term in a marketplace that is expected to be increasingly impacted by the rising economic uncertainty and continued fragmentation of the media marketplace. As brands try to establish new ways to stand out and truly engage with their audiences, out of home is an incredibly powerful solution and its strength doesn't just lie in visibility but in the ability to drive consumer action. Its robustness spans the marketing funnel, from building brand awareness to driving conversions and during times of disruption out of home's ability to enable nimble and creative messaging makes it an even more critical component for a brand's campaign."

"At Kantar, we're committed to helping brands navigate an increasingly complex media landscape with clarity and confidence. Through our five-year collaboration with Clear Channel Outdoor, we applied rigorous measurement and analytics to uncover the true impact of Out-of-Home advertising," said Nicole Jones, Chief Media Commercial Lead. "Our work demonstrates that when marketers leverage OOH as part of a balanced media mix, they unlock a powerful channel that drives both immediate results and long-term brand growth. Out-of-Home advertising is not just a complementary channel; it's an indispensable channel that drives serious impact for brands. In an era where digital saturation and audience fragmentation challenge marketers daily, OOH delivers superior brand lift, awareness, and purchase intent."

What's more, OOH is a vital medium for filling gaps other channels cannot address.

As digital ad performance plateaus, OOH emerges as a critical medium for addressing gaps that other channels cannot fill or have stopped filling. Whether a brand aims to drive awareness of new product launches or improve brand affinity, OOH bridges the gap between performance marketing and brand building, solidifying its role as a high-performing media channel. OOH's comprehensive ability to reach incremental audiences, build awareness, and influence intent, positions it as an essential inclusion within a diversified media mix. In today's evolving media landscape, OOH is a crucial channel for achieving balanced and impactful marketing strategies.

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc. (NYSE:[CCO](#)) is at the forefront of driving innovation in the out-of-home advertising industry. Our dynamic advertising platform is broadening the pool of advertisers using our medium through the expansion of digital billboards and displays and the integration of data analytics and programmatic capabilities that deliver measurable campaigns that are simpler to buy. By leveraging the scale, reach and flexibility of our diverse portfolio of assets, we connect advertisers with millions of consumers every month.



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