

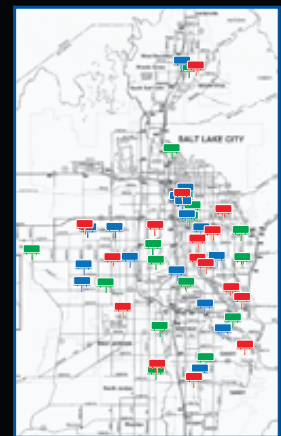
nielsen  
.....

# POSTER ADVERTISING STUDY

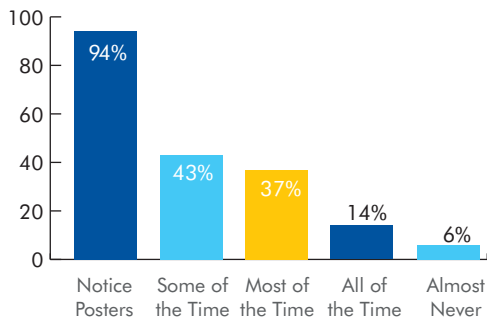
NIELSEN ON LOCATION REPORT  
2017

## SALT LAKE WAS CHOSEN AS A TEST MARKET FOR POSTER AD AWARENESS/ CAMPAIGN PERFORMANCE STUDY

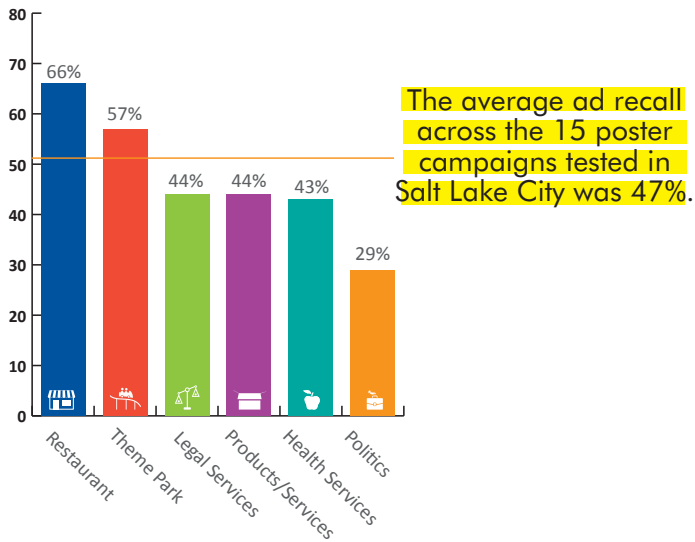
Diane Williams | Director of Media Analytics | Nielsen



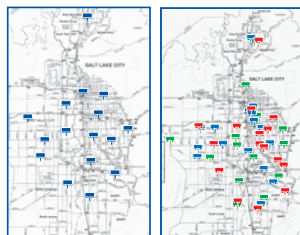
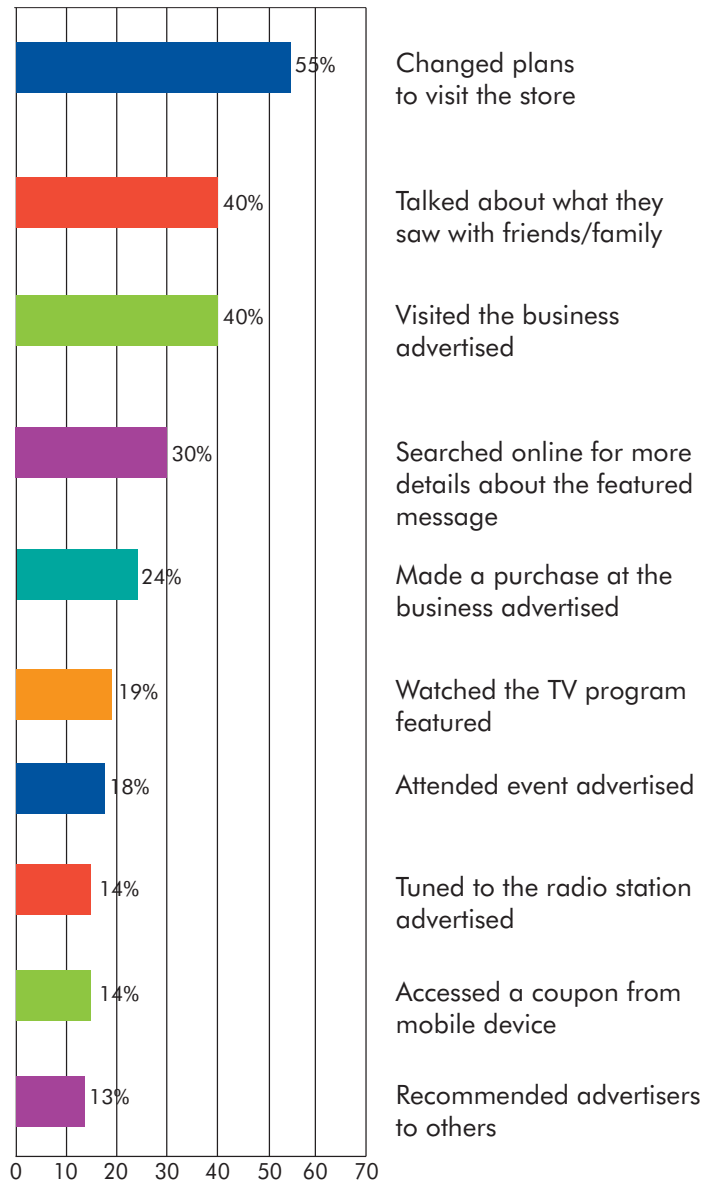
## 94% Recall Seeing a Poster In the Past Month



## Consumers Recall Specific Campaigns on Posters

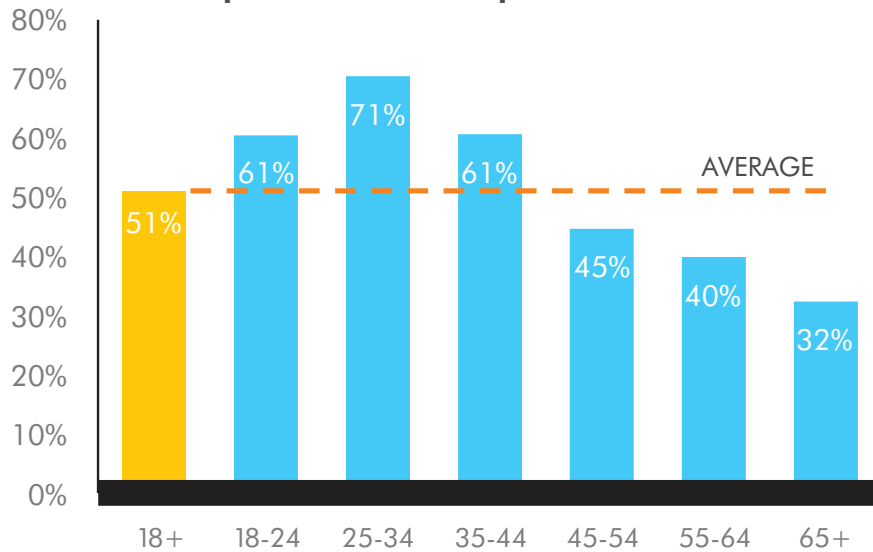


## "After Seeing a Poster Billboard, Have You Ever..."

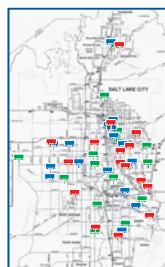
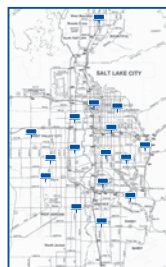
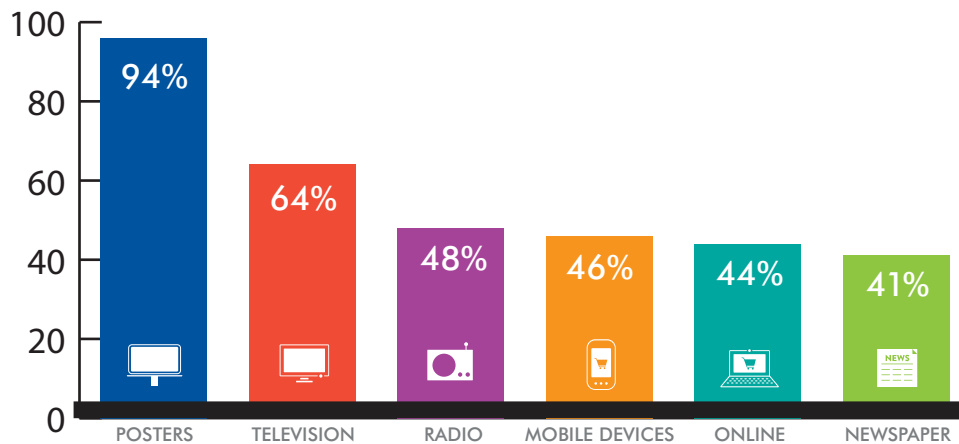


BASE: NOTICED POSTER IN THE PAST MONTH | n = 1,986

Poster viewership was highest among people age 25-34 with 71% noticing a poster in the past month.



Advertisements on posters are more noticeable than advertisements on...



# More Posters Increase Reach and Frequency, Equating in Higher Ad Recall

