

IMPACT OF DIGITAL ADVERTISING ON OUT-OF-HOME ADVERTISING IN
INDIA

by

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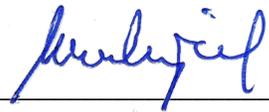
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Dedication

To my father, Mohd Qaseem Siddiqui... Your sacrifices have been the foundation upon which our family stands today. Your unwavering trust in me has been my greatest strengths throughout. This dissertation is a tribute to your endless dedication, hard work and the countless sacrifices you made to give us a better life.

With deepest gratitude and obedience.

Alim Ahmad

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I extend my deepest gratitude to my mentor Dr Iva Buljubasic, whose invaluable guidance, encouragement and support have been instrumental in my PhD journey. Your insights, patience and dedication have shaped my research and strengthened my academic pursuits. Your belief in my abilities even during the most challenging times has been a source of motivation and confidence. I am truly grateful for your time, wisdom and mentorship, which have not only helped me complete this dissertation but also enriched my personal and professional growth, Thank you for your support and inspiration.

Alim Ahmad

ABSTRACT

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INDIA

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2025

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This study examines the relationship between digital marketing, “Out of Home” (OOH) advertising, and the application of “Generative Artificial Intelligence” (Gen AI) to improve marketing communication and coordination. The research therefore seeks to find out how each of these elements fits into a total marketing communication, specifically the Indian market. It also looks at how Gen AI can enhance the connection between digital and OOH advertising as the two forms of advertising by providing information, automating, and appealing to the individual. The study utilizes mixed method research design quantitative data collected from 213 respondents through surveys and qualitative data collected from 7 respondents through interviews. Survey data and secondary data sources are used to test the model goodness of fit and effectiveness of integrated marketing communication activities. Concerning the quantitative data, the analysis was conducted with the help of SPSS software applying tests of correlation and regression. On the other hand, the

qualitative data were analyzed by applying content analysis on different interviews. The outcomes of this study indicated that digital marketing and OOH advertising by themselves improve brand awareness and consumer involvement. Digital marketing is very selective flexible and quantifiable while OOH advertising offers broad reach, and tangible offline consumer encounters, especially in heavily trafficked locations. This also helped to show the symbiotic relationship which exists between digital marketing and OOH advertisements. Altogether, the mentioned tools work in synergy to give a single brand marketing message thus increasing the impact of the campaigns. Offline is supported by digital where traffic is driven to online properties while OOH advertisement aids brand recall and is a strong offline booster of online promotion. Moreover, the findings highlighted four ways that Gen AI could revolutionize marketing. Self-learning Gen AI improves a given campaign's impact through algorithms, analytics and intelligent content creation. It helps initiate targeted communication and customized media buying, thus helping brands shift from one platform to another within OOH and Digital for delivering a matched customer experience. Thus, the study reveals how the emergence of Gen AI will revolutionize how marketing is done today. It offers theoretical developments in IMC as well as managerial implications for marketers interested in the use of AI to link digital and OOH advertising. AI-integrated techniques can help brands get better marketing and more relevant communication across physical and digital domains in a constantly changing environment.

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LIST OF ABBREVIATIONS

Abbreviations	Full Form
OOH	Out of Home
GAI	Generative Artificial Intelligence
OA	Outdoor Advertising
CAGR	Compound Annual Growth Rate
SPSS	Statistical Package for Social Science
DOOH	Digital Out-of-Home
IMC	Integrated Marketing Communication
IoT	Internet of Things
VR	Virtual Reality
AR	Augmented Reality
VOI	Value on Investment
YOLO	You Only Look Once
SSD	Single Shot Multibox Detector
CV	Curriculum Vitae

CHAPTER I: INTRODUCTION

1.1 Introduction

Digital marketing has replaced traditional marketing strategies in the current era of technological breakthroughs. One tool for expanding a company internationally is digital marketing. Digital marketing has made it possible for consumers to evaluate products, make purchases around-the-clock, and even return delivered goods if they're bad. It goes without saying that there is a high demand for goods of all types due to the world's expanding population. Because of the demand for items, it is clear that these products must be developed and introduced to the market. There is a consequent need to inform consumers about these numerous items. The idea of advertising is now in play (Dsouza and Panakaje, 2023). In addition to manipulating, persuading, or motivating an audience (viewers, readers, or listeners; occasionally a particular group) to continue or take a new action, advertising is a form of commercial communication. Although political and ideological advertising is equally popular, the targeted outcome is most frequently to influence consumer behaviours with respect to a commercial item (Dsouza and Panakaje, 2023).

The urban and rural markets are the two divisions of the Indian consumer products market. A tactic for introducing specific goods and services to the provincial market, rural marketing promotes commerce between urban and rural marketplaces while simultaneously meeting customer needs and achieving organisational objectives (Malviya, 2024). Approximately 70% of Indians still reside in the 6.5 lakh villages, and 50% of the population is largely dependent on agriculture. As infrastructure improved, communities grew closer to cities (Jain, 2022). As a result of mobile devices and, to a lesser extent, the internet, rural India became more accustomed to urban life and villages became closer to

the metropolitan population. This inspired individuals in rural areas to better their standard of living and expand their prosperity. Telecom companies have been attempting to capture the rural market in a number of ways. The rural market undoubtedly has prospects and is quite appealing to service suppliers. But it's not as simple as it looks. The obstacles of rural marketing are numerous; therefore, the service providers must put in a lot of effort to address them in a polite manner. Finding out what issues rural residents have and seeing the possible impact of digital marketing on them are the primary goals of the study (Dr.R.Lakshmi, 2023).

In a time of aggressive brand marketing, advertising is crucial in influencing consumers' purchasing decisions. Customers are made aware of the presence of brands in the market through advertising campaigns. Advertising is thought to be the most crucial component of brand marketing. One may argue that brand marketing is impossible without a well-thought-out advertising strategy and campaign (Farooq and Maqbool, 2024). Advertising can increase a product's popularity and, consequently, its sales. People and marketers in a nation like India rely largely on advertising. Advertising has a significant social impact in India. Advertising has impacted the lives of all people (Sivakumaran and Harindranath, 2022). Advertising has a significant influence on Indian consumers' purchasing decisions, regardless of the brand—FMCG, industrial products, or cosmetics. It's interesting to note that consumers are often swayed by commercials and quickly decide to purchase the product. One significant tipping point for advertisers was the advent of online advertising media. Due to online advertising's dominance over conventional ad media platforms, brand owners are extensively promoting their brands online. Modern outdoor advertising techniques are extremely technologically sophisticated, particularly in terms of the resources available for starting an internet campaign. An internet advertising

display at the airport, mall, or metro station that provides rich content about the promoted brand readily attracts customers.

Beyond the confines of private places, out-of-home (OOH) advertising is a dynamic and significant aspect of the advertising scene. OOH, also referred to as outdoor advertising or outdoor media, uses a variety of platforms, including digital displays, billboards, transit advertisements, and street furniture, to interact with a wide range of people in public areas. This type of advertising makes use of busy areas to increase brand awareness and efficiently convey messages (Dr. Apeksha Jain, 2024). OOH advertising has developed with modern sophistication, utilising cutting-edge technologies and imaginative strategies to draw in onlookers. It is an essential part of comprehensive marketing strategy because of its capacity to engage customers in real-world settings, affecting consumer behaviour in a variety of urban and transportation settings and facilitating brand recognition (Dr. Apeksha Jain, 2024).

Any outdoor advertising that promotes a business's goods is referred to as OOH advertising. OOH advertising comes from four main sources: posters, digital billboards, transportation media, and billboards. Maintaining a sense of trust with consumers while also working to keep their brands at the forefront of consumers' minds has become crucial for brands. Consumers are always looking for brands that have stories and storylines that speak to them. Customers will have greater faith in your brand if they are more familiar with it (OBONYO, 2019). An effective way for businesses to consistently introduce their brands to consumers is through out-of-home advertising. Continuous targeted marketing initiatives, particularly with billboards, can accomplish this. OOH has taken the role of television advertising as the most effective way to generate brand recognition and conversations in the modern business environment. In a competitive marketplace, this suggests that Out of Home offers one of the best chances for the development of

recognizable and familiar personalities (OBONYO, 2019). Consumer behaviour is the study of the several phases that customers go through before, during, and after making a purchase. It is interested in the decision-making process people use to use resources. Consumer attitudes, on the other hand, can be understood as learnt behaviours that people develop to consistently act in a positive or negative manner towards a certain product. The term "traditional outdoor advertising" refers to marketing strategies that use publicly displayed billboards and posters. Also referred to as OOH advertising, the diversification of traditional media has created more opportunities than risks (Bhatti and Kumar, 2023). Because of cutting-edge strategies like digital out-of-home and transportation media, out-of-home advertising stands out as a successful marketing strategy for attracting clients outside of houses.

Traditional forms of advertising, such print and outdoor media, have undergone a total makeover. This is due to technical advancements that have drastically altered the appearance and feel of different print and outdoor advertising media. One of the newest methods of promoting brands is online advertising, which is becoming more popular among advertisers and brand owners (Jogi and Vashisth, 2021). The main objective of an advertising campaign Taneja and Vij (2019) is to position the brand with a compelling brand message and to attract the attention of the target audiences. Customers may be influenced by a brand's advertising message in a number of ways. The advertiser invests a significant sum of money to market his brand to the target audience in the most inventive or creative way possible. Advertising could also serve to reassure staff members or stockholders about a company's viability or success. Sponsors typically use a variety of new and traditional media, including blogs, websites, and text messaging, in addition to mass media like newspapers, magazines, radio and television commercials, outdoor

advertising, and direct mail, to pay for and distribute advertising messages (Bhatti and Kumar, 2023).

Today's consumers interact with a wide variety of media and technologies while they are away from home. As a result, the function of outdoor media has changed and evolved. The newest developments in outdoor advertising assist consumers in making decisions about products or services before making a purchase. Decision-making has been influenced by out-of-home media Benazir, Parasuram Singh and Barvin (2020), and this change in lifestyle has affected how marketers design their advertising campaigns. The target audience is given a much better chance to see the message thanks to it. There are now a lot of fewer options for outdoor advertising than there formerly were. Nowadays, advertising is an adult profession. Advertising's inventiveness has been shown beyond a reasonable doubt. It is challenging to ignore the rising popularity of new trends in outdoor advertising in the age of the information explosion. The new fashion illustrates more than the conventional outdoor advertising medium and has increased consumer purchasing power by generating need and desire for the goods (Bhatti and Kumar, 2023).

1.2 Digital Advertising

Internet advertising has shifted the advertising paradigm in India and the world at large on how different brands convey messages to their intended consumers. In contrast to conventional media channels, digital only allows consumer isolation by demographics, interests, behaviors and even GPS location data (Kaur, 2023). This level of targeting along with the foresight, where the campaigns can easily be monitored through Analytic tracking has played a tantalizing factor for digital advertising against Out of Home (OOH) advertising (Du *et al.*, 2021). The millennial consumer in India is now more inclined to spend time on the internet; as such, brands have been willing to output immense proportions on internet advertising across the Facebook/Instagram, Google/You Tube and

other digital interfaces. Mobile advertising is another area that has advanced the growth of digital channels due to increased smart phone and accessible mobile data services (Du *et al.*, 2021; Kaur, 2023).

However, as may be seen from the figures above, digital advertising has become more dominant than traditional forms of advertising while, OOH advertising is still relevant and indeed is dynamic (Baslandze *et al.*, 2023). The core media formats, billboards, posters and transit advertising are being complemented by digital forms and ensuring consumers' interaction. Digital billboards for instance are unique structures that can have their content changed at will and in real-time hence afford brands the luxury of changing content depending on time of the day or prevailing weather conditions. Finally, research in augmented reality (AR) and place-based solutions are now promising brand interaction in the physical-digital continuum and providing the customer with a truly engaging experience (Flavián, Ibáñez-Sánchez and Orús, 2019).

It is ideal for digital advertising and OOH to appear as competitors because this blend is becoming increasingly symbiotic (Flavián, Ibáñez-Sánchez and Orús, 2019). Most brands use OOH to create awareness around a message that has been advertised on other digital media and OOH has in turn created extensions of the digital media that can be engages in deeper ways (Babst, Roux and De Jager, 2022). This integration is most evident in large urban centers in which large format outdoor illumination engages with hand-held media via QR codes, applications, and social networks, forming a coherent consumer track. This is already starting to happen in India as urbanisation continues and as brands seek to stand out in a worsening world of media clutter (Ali, 2020). Consequently, it is believed that digital advertising is likely to act as an extension to the existing OOH advertising. The use of both formats permits developing extensive campaigns with high coverage, interaction, and effectiveness. It can further be concluded that the future of advertising in

India remains firmly rooted in the physical world with consequent support from digital technologies. More popular and numerous amounts of formats and technologies are being tested by marketers, the integration of digital and OOH advertising an important function in consumers' behaviour and new trends in brands interaction in the future (Ali, 2020; Babst, Roux and De Jager, 2022).

Generally speaking, digital transformation is the endeavour to maintain competitiveness by utilising digital technologies to adjust to the evolving business landscape (Kontogiorgou *et al.*, 2023). Such kinds of developments are due to the digital transformation. Indeed, digital representations, transitions, and items, heretofore belonging to the realm of analogue, such as music, video, and photographs have displaced analogues. The media industry has also been affected greatly by the growth in the use of the digital technology. The distinctions between various advertising mediums have become more hazy due to the quick changes in the media landscape brought about by digital revolution (Lee and Cho, 2019). In this sense, the phrase "digital transformation" (also known as "converting from analogue to digital media") refers to more than just a shift in the way that media is transmitted or a technological development that merely enhances the quality of the image; rather, it encompasses a comprehensive approach to business strategy and innovative ways of thinking that can change organisations and improve the strategic mindset (Lee and Cho, 2019). For the first time, digital advertising spending in the US will surpass that of traditional advertising, including television advertising, in 2019. Spending on digital ads is expected to rise 17.6% globally to \$333.25 billion (Enberg, Jasmine, 2019). This suggests that by the end of 2019, digital advertising will make up about half of the worldwide advertising business.

It has not yet been critically acknowledged that a universal definition of digital advertising is practically necessary. When Internet advertising was the primary form of

digital advertising, the terminology' interchangeable usage did not cause any issues or misunderstandings (Santoso *et al.*, 2020); It has not yet been critically acknowledged that a universal definition of digital advertising is practically necessary. When Internet advertising was the primary form of digital advertising, the terminology' interchangeable usage did not cause any issues or misunderstandings (Lee and Cho, 2019). Therefore, due to their lack of conceptualization on advertising using digital media, the phrases online advertising and Internet advertising should no longer be regarded as legitimate. The definitional discrepancies can be explained by the fact that, in the era of media convergence, there are numerous media platforms available for the delivery of advertising material, and that the content itself can take on a variety of digital formats, as will be covered later in this article (Olaitan Ridwanullah and Ali Bala, 2022). The primary issue, then, is that earlier definitions of digital advertising only partially capture its current scope.

1.3 Out-of-Home (OOH) Advertising

Now a day's companies are by means of various customs to attract customers headed for their product. For this reason, they are using advertising, publicity, personal selling etc. among all marketing tools that advertisers decide to attract customers towards their products or the services offered, most important is out of home advertising (Alexandrescu and Milandru, 2018). This is because its impact is comparatively long lasting relative to other marketing tools. Technology has allowed us to be more creative with outdoor advertising in the modern world than we could have been only a few years ago (Valeriiivna Pryshchenko, 2019), and the variety of Out of Home Media (OOHM) that is available now is more than it has ever been. There are six primary types of OOH advertising formats: billboards, streets, highways, transit, and alternative. The out-of-home advertising sector has a significant impact on a nation's economy (Czajkowski *et al.*, 2022). One of the most economical methods of promoting a product to the general public is

through outdoor advertising. It is anticipated that the outdoor advertising market's sales record will increase soon. OOH advertising is no longer just seen on billboards. Given the incredible surge in consumption and the increasing number of businesses flooding the Indian market, outdoor advertising is poised to disrupt the traditional media's advertising landscape and bridge the gaps left by the other media (Malthouse, Maslowska and Franks, 2018).

Any outdoor marketing that highlights the products and services your business provides. Outdoor advertisement media can be a billboard, a bus bench, the outside and interior of buses and taxis, commercial vehicles, and signs placed outside your own premises. Marketers called it Outdoor advertising, OOH advertising or advertising that targets the consumers when they are not at home. Reaching consumers while they are "on the go"—in public areas, while travelling, while waiting (like in a doctor's office), or in specific business environments (like a store)—is the aim of out-of-home advertising. The four primary categories of OOH advertising forms are street furniture, transportation, billboards, and alternative (Gurumoorthy, 2015).

Outdoor advertising largely as a very effective means to promote your product in some regions. Even though billboards, bus benches and transit advertising can be very beneficial to the small business person, the initial step to any outdoor advertising is usually to place signs at their own sites. A potential customer will frequently see your exterior sign first. In addition to being eye-catching and noticeable enough to draw attention without being gaudy, your sign should be educational enough to tell potential customers about the products being sold there.

According to Kaur Dhandyal *et al.* (2020) Reiterating brand messaging to consumers is a major function of outdoor advertising. In order for other mainstream media to have a bigger impact, OOH advertising serves as a support medium and offers the proper

media mix. One of the most valued media is OOH, which also serves as a catalyst for other media like digital and television. The message is reinforced when you view the commercial at home and then go outside and see it again. It facilitates the development of strong brand memory. Exposure to outdoor media increases the likelihood that target consumers will research the brand. 70% of a person's awake hours are frequently spent outside of their home. In the modern era, cell phones and outdoor advertising are the most effective way to bring people together. The aforementioned mix of mobile phones and outdoor advertising has the potential to even influence consumers' brand preferences. Since outdoor advertising is unavoidable and unhindered by the environment, it is a vital means of reaching the metropolitan populace.

Outdoor Advertising Characteristics

Outdoor advertising Alavijeh et al. (2019) encompasses all advertising mediums that offer outdoor exposure. Written, spoken, or visual can all be used for these. Some of the most popular outdoor advertising mediums are billboards, transit, and street furniture. In addition to billboards, which are the most popular kind of outdoor advertising, there are also wall murals, spectaculars, bulletins, 80 sheet posters, 30 sheet posters, wrapped 30 sheet posters, and squared wrapped posters (West and McAllister, 2023). Outdoor advertising now have a plethora of options thanks to technology. More recently, 'outdoor' electronics has been employed willy-nilly in assembling 'spectacular' bill boards that look like giant screen TV most of which include sound. Outdoor media also has very interesting opportunities to use street furniture outside the home. Some examples of popular street furniture are bicycle stands, bus bench and bus shelter advertising, kiosks, sidewalk posters, shopping mall advertisements, in-store advertising and one-sheet posters.

Transit advertising Ngan & Yang (2019) choices Outdoor media mainly targets transport or transit locations like airports, tube stations, buses, taxis, trains etc. The mobile

type of media like trucks and taxicabs have very high recall value. Lastly, there is an “other” form of outdoor media that includes nearly all the choices excluded by the first three. Perhaps the category that is evolving the fastest is this one, which includes substitutes like garbage can advertising, digital displays, aerial displays, carton and cup advertising, movie theatre advertising, and stadium and arena displays. These days, outdoor advertising has the ability to reach both national and local audiences. The effectiveness of outdoor advertising has increased to the point where it can now compete with some more traditional forms of media, like newspapers, radio, and television (T. Narayana Reddy, Syed Mohammad Ghouse, 2022). The market is centred on the medium rather than the other way around, which is one of the main distinctions between outdoor and other media. Therefore, “the medium puts across its message to people going to work, for recreation, or to market their goods.” In order to handle several computer issues in a single day, an executive for example, would most likely “check for” messages from Dell, Hewlett Packet or Epson before going to work. Sometimes it can actually look like this is a very minor shift. Verhoef *et al.* (2021), However, it must be true that it is one of the most effective tools if the psychological make up of those to receive the message is considered at the time it is sent. Looking at other forms of media including the Television of Newspapers, one realizes that “your audience cannot switch off, throw away or even shut down the advert.”

Because it serves a "market in motion," this media is particularly distinctive and demands a distinct presentation style. Since outdoor advertising is limited to seven words, there is no room for in-depth explanations. Advertising outside L. Li (2019) may be most effective when used as a reminder tool to help register the brand so that it is remembered in the forefront of consumers' minds when their "want" needs to be met.

Types of OOH Advertising

Billboard Advertising

In the past, billboard advertising was thought to be excessively costly or unaffordable, available mainly to well-known companies and brands (Zeqiri, Sadudin and Rasim, 2019). These days, most brands can use it and customers generally accept it as a kind of advertising. It maximizes exposure, helps increase brand awareness (and keeps brands at the forefront of consumers' minds), and can be completely customized outside of typical formats.

Billboard advertising is a very powerful tool for raising brand recognition and promoting brands. It can reach large audiences and keep your target audience interested during their everyday activities outside of their homes (Faisal and Ekawanto, 2022). You can keep your brand at the front of your target audience's thoughts by placing billboards in places they frequent.

Like the majority of OOH advertising techniques, billboard advertising stands out for its special capacity to draw attention without being invasive (Czajkowski *et al.*, 2022). Without the intrusiveness of other marketing techniques like pop-up ads or telemarketing calls, billboard advertising is powerful and successful because to its visual impact, strategic placement, and creative freedom (Dwivedi *et al.*, 2022).



Figure 1.1: Billboard Advertising

Source: - (Jayanath Prasanna, 2021)

Billboard advertisements come in a variety of styles, including bus stop ads, traditional 48-sheet ads, and 96-sheet billboards (Oz and Istanbuluoglu, 2022). The kind of billboard you select can have a significant influence, regardless of whether your target audience is local or nationwide. For example, 6-sheet billboard advertisements are best suited for companies with tight budgets who wish to reach local areas, whereas 96-sheets are best suited for companies seeking to reach as many people as possible (Gebreselassie and Bougie, 2019). The kind of billboard you select can have a significant influence, regardless of whether your target audience is local or nationwide. For example, 6-sheet billboard advertisements are best suited for companies with tight budgets who wish to reach local areas, whereas 96-sheets are best suited for companies seeking to reach as many people as possible.

Wall Mural Art

One innovative kind of advertising that has overextended into online venues is wall murals. Without a doubt, the most likeable kind of advertising is wall murals (Murtono and

Wijaya, 2021). People frequently halt dead in their tracks and gape at the amazing detail and artistic expression, creating a memorable impact. The proliferation of outdoor advertising (OA) in public areas creates branded spaces, which are areas for communication where brand messages are presented in an appealing, compelling, and occasionally combative manner (Wijaya, 2019). as investigated by Astuti (2020) which claims that ad tax revenue for the Surakarta municipal government grew steadily throughout the year, but especially quickly in 2014–2015. Accordingly, di Gioia Laura Iannilli (2021) discovered that advertisers continued to rely on OA as their media source. They are vying to put the most captivating advertisements there. In order to prevent OA from disintegrating and destroying the city's natural beauty, the municipal administration must collaborate with the community and the city curator council. To be sustainable, OA should ideally be the same size and the ad placement distance should be kept constant.



Figure 1.2: Wall Mural Art

Source: - (One Day Agency, 2023)

Online, this impression is also present. The greatest offline-to-online shared experience a company can make is a wall mural advertisement, which will have a lasting impact on social media and publishers for many years to come. Wall murals may be a

crucial component of an entire advertising plan when it comes to building brand awareness and creating internet buzz.

Transport Advertising

Particularly in urban regions, consumers frequently spend the majority of their time on public transportation (Išoraitė, Jarašūnienė and Samašonok, 2023). Furthermore, not just people who use transportation see advertisements. Transport advertising is widely acknowledged as a very successful, high-frequency medium that reaches almost everyone, including employees and tourists. While going about their regular lives, the public sees ads on taxis, buses, mobile billboards, and more. Considering that people's twice-daily commutes are connected to this advertising strategy, which increases the frequency of exposure, these sites can be specifically targeted to reach specific groups (Išoraitė, Jarašūnienė and Samašonok, 2023).

For any brand of any size, there are many excellent possibilities and places within the transport advertising ecosystem that increase awareness or prompt a direct response.

You have a choice between:



Figure 1.3: Transport Advertising

Source: - (Airport, 2024)

Airport Advertising: Because they allow advertisers to target commuters, tourists, high net worth individuals, business and leisure travellers, and frequent travellers, airports are perfect for advertising. According to (RENNER, 2018) frequent fliers are extremely responsive to airport advertising, with 80% considering the media, 42% visiting a website or store, and 19% purchasing a product seen at an airport.



Figure 1.4: Bus Advertising

Source: - (Adventuremedia, 2018)

Bus Advertising: Bus advertisements can reach a wide range of people across the country, including drivers, walkers, and tourists in addition to bus passengers. Bus advertising includes partial and complete wraps on city buses inside and out. City bus ads and bus ads are available in most Indian markets. Bus wraps cost much less than TV, internet, and radio ads. Many advertisers favour bus or bus shelter advertising over other mediums. Bus shelter advertising, often known as bus station or bus stand advertising, is the cheapest media type. Bus advertising is effective due of its high visibility and inexpensive cost. Cost-effective bus stop advertising reaches cars and pedestrians. Bus stop ads are available in most cities and complement most other formats. Statistics demonstrate that advertising on city bus displays or bus shelter displays generates high impressions at

little expense. Similar to sightseeing tour bus advertising, double decker bus advertising boosts campaign visibility. Bus advertising boosts brand awareness. Promoting your brand and raising awareness is cost-effective. Bus stop advertising in India, where every metro-semi-metro-urban city has many buses and urbanites rely on them for everyday transportation. Advertising on buses in large cities' busiest locations reaches commuters, drivers, and pedestrians. Due to traffic, modern customers spend as much time, if not more, in their automobiles than watching TV, reading newspapers, or browsing the web. This makes bus advertising the best way to reach customers. Bus shelter and advertising include entire bus covering, back panel, side panel, and window advertising (SmartAds, 2025).

Rail Advertising: Brands may target potential customers with rail advertising when they are most attentive to messages, have the longest dwell time, and are less distracted.

Metro advertising and metro station advertising.



Figure 1.5: Rail Advertising

Source: - (oohinternational, 2024)



Figure 1.6: Metro Advertising

Source: - (Kumar, 2021a)

Ads have benefited greatly from the fast development of Delhi's metro lines, which now provide one of the largest platforms for reaching millions of people continuously. Train wraps and co-branding are only two examples of the many innovative ways that DMRC has expanded its advertising medium. As a form of advertising, train wraps are innovative and fresh. Wraps on metro trains, however, are not seen by as many people as ads on other forms of public transportation. Similarly, when ads for buses or taxis are placed outside the vehicle, they remain visible to passers-by for the whole duration that the vehicle is on the road. The only time passengers can see the train wrap is while they are standing on the platform.

Therefore, it has a less impact on riders' potential for recognition and memory. Similarly, the window of opportunity to display an ad during the brief moment a metro train (equipped with a train wrap) stops at a platform till it departs from that platform is limited to the rider's time waiting at the platform. Between the opening and closing of the

train doors, the train wraps are partially obscured, making it difficult for passengers to see and interpret. The train coverings are designed to cover the doors as well, so seeing them opens and close is less of a problem. The full train wrap ad can only be seen by passengers while the train is in motion (Sharma, 2022).

Digital Out-of-Home (DOOH) Advertising

With the rise of digital media, the advertising sector is experiencing a dramatic shift. One aspect of this transformation is the rise of digital out-of-home (DOOH) advertising. This term describes digital advertising that appears in public and outdoor spaces. The industry is projected to reach \$7 billion each year, rising at a rate of roughly 40% (Sun, 2015).

Billboards, some transportation advertisements, and place-based advertising are among the conventional OOH forms that have been digitalized. Interactive elements are even available in some DOOH formats, which can help your brand stick out and become more memorable (Sayoh, 2023).



Figure 1.7: Digital Out-of-Home (DOOH) Advertising

Source: - (Kumar, 2021b)

With digital OOH advertising, marketers may manipulate the frequency and timing of their adverts while also leveraging the behaviors of their target audience (Czinkota *et al.*, 2021). Weather tracking is one instance of this. By monitoring the weather and temperature, a fashion retailer may take advantage of the dynamic nature of digital out-of-home advertising. In warm weather, the models are dressed in dresses and sandals, while in cold weather, they are wearing warm, fuzzy coats, wool hats, and scarves (Oh, Ha and Jo, 2021).

DOOH is a dynamic and adaptable channel that may greatly improve your overall advertising plan. DOOH gives marketers great flexibility by utilising targeted content and enabling real-time campaign adaptation, which boosts relevance and engagement. The medium enhances brand visibility both online and offline by enhancing other advertising channels (Roux, 2018).

Street Furniture Advertising

Using street furniture is a great approach to establish a more intimate connection with your audience. There isn't another method to be near to moving cars or at eye level with pedestrians (Chesher *et al.*, 2023). Your media plan should take into account this low-cost, high-frequency advertising directed at a particular target demographic for a number of reasons, including the fact that it offers the best chance to raise brand awareness (Zulfikar, 2023).

There are a number of street furniture formats to choose from:

- **Bus Stop Advertising and Bus Shelters:** By maximizing passenger dwell time, bus shelters can reach a large number of passengers each day. This format, which is used nationwide, enables marketers to target particular areas, making it ideal for small, local businesses looking to increase visibility and promote foot traffic (Finlay *et al.*, 2022).

- **Urban Panels:** Eye-level ads meant to attract passers-by are called urban panels. Urban panels are a great method to reach a huge audience with your brand because most city people spend a lot of time outside (Kim *et al.*, 2023).
- **Bike Shares:** Bike sharing advertisements are a wonderful way to reach millennials since they appeal to a young, urban, environmentally conscious population. In addition to the fixed position of bike sharing, your adverts will be mobile as consumers move them throughout the city. reaching a wider audience across a variety of demographics. Therefore, these have the benefit of both being stationary and mobile (Macioszek, Świerk and Kurek, 2020).
- **Metro Lights:** Metro light panels are a form of street furniture advertising messages are located in rush areas at eye level. These let you to hook up with a broad population of users, those who are on their way to work or home, to recreation spots and entertainment destinations (Pidlisna *et al.*, 2023).
- **Urban Furniture:** The majority of urban furniture is found curbside in busy parts of big cities. This implies that both drivers and pedestrians can see them. They are frequently employed to influence customer behavior through point-of-purchase marketing near physical stores (Rui and Othengrafen, 2023).

Street furniture is very useful for all kinds of businesses since it guarantees maximum attention at a comparatively modest cost. They provide customized advertising and high-frequency exposure, guaranteeing that the proper individuals see your message and that it is regularly noticed (Carmona *et al.*, 2018). In particular, you may change and change messaging to incorporate outside factors such as the time of day, weather, temperature or topical references when using today's programmatic out-of-home Advertising Ad Networks and thereby offer companies better tactical options and freedom (Natalie Klym, 2019).

Advertisers can increase brand effect and improve their entire advertising strategy by strategically utilising street furniture.

Place-Based Advertising

Advertising at health clubs, retail networks, stadiums, and arenas, and other locations is known as place-based advertising. Place-based media offers the advantage that, depending on the subject, each location or event draws a highly targeted and interested audience (Suh, Wilson and On, 2023).

For example, a horror movie in a neighbourhood cinema will attract a different audience than a pop artist playing in a city centre arena. A planned and successful place-based advertising campaign can be created by having a thorough understanding of the kind of people that will be visiting the "place."

- **Arena & Stadium Advertising:** Stadium and arena advertising capitalizes on the chance to have a huge audience in one location where they can see your advertisement. A certain number of people can fit in an arena or stadium, which means that a certain number of impressions are assured (Smith, 2023).
- **Cinema Advertising:** While there are many different ways to advertise in a movie theatre setting before, during, and after the show, big-screen video advertisements are the most distinctive option available. You can focus your advertisements according to the type of movie being screened and capitalise on the demographics and interests of the viewers. One commercial can have the whole effect required to motivate customers to act since cinema advertising offers a singular chance to reach a captivated and interested audience (Hesmondhalgh and Lotz, 2020).
- **Digital Place-based Advertising:** Digital place-based advertising allows businesses to create content that adapts to the time, location, and even the weather,

allowing for the customization and delivery of highly relevant messaging (Bansal, 2023).

- **Interior Place-based Advertising:** Strategically placing advertisements in real-world locations, such as malls or airports, is known as interior place-based advertising. To reach customers who are very inclined to make purchases, these commercials usually employ captive audiences and lengthy stay times in waiting areas close to points of sale (Thérèse and Maree, 2021).
- **Exterior Place-based Advertising:** putting ads outside with the goal of capturing visitors' attention as they go about their daily lives is known as exterior place-based advertising (Qader *et al.*, 2022).

By providing customers with contextually relevant information and content in certain areas, place-based advertising can be a successful component of a larger advertising campaign (Wilson and Suh, 2018). This indicates the possibility of the target audience buying your brand's products and converting into potential consumers which makes it easy to reach to them with your advertising campaign at their personal level. With programmable DOOH advertising, you may easily schedule the ad display to display advertising messages in arenas, stadiums, or shopping centers depending on the target group and campaign objectives (Shapiro, 2020).

Digital Radio & Audio Advertising

Did you know that one of the advertising media with the quickest pace of growth is audio? There are several important opportunities to convey your message, and audio advertisements are a great approach to engage customers in a personal and interesting way.

- **Digital Radio, DAX & More:** Because of its enduring appeal, this conventional advertising approach might evoke an emotional reaction or an innate sense of trust in listeners. Based on variables like geography, age, and interests, you may leverage

the unique audience of each station to determine which customers are most valuable to you. Dax is a state-of-the-art digital advertising marketplace that uses audio and outdoor platforms to connect businesses with customers. With DAX, you can place advertisements on podcasts, smart speakers, radio, and on-demand services. Using precise targeting information, you can produce customized advertisements that are dynamically presented to listeners (Santiago, 2024).

- **Spotify Advertising:** With a vast global audience that represents a range of demographics, Spotify is an excellent tool for growing the reach of your business. Spotify's availability and accessibility allow you to reach a large audience. Age, gender, and geography are just a few of the exact targeting choices that the platform offers. Additionally, it allows for a close examination of user preferences with regard to genre and listening habits (Li, 2022).
- **Other platform:** Audio advertising is evolving rapidly, with several platforms offering businesses new ways to reach their audiences. In addition to Digital Radio, DAX, and Spotify, Pandora offers bespoke playlists and genre-based targeting, and Acast and Megaphone offer host-read podcast commercials. Amazon Music and Apple Music target specifically, whereas iHeartMedia mixes conventional and digital radio with a wider reach. YouTube Music, TuneIn, and SoundCloud place ads in music and live radio for diverse audiences. Conversational marketing on Clubhouse and Twitter Spaces encourages user engagement. These platforms use audio to personalise and impact various audiences' ad experiences (Pedreño-Santos and Garcia-Madariaga, 2022).

All things considered, by raising brand recognition and involvement, radio and audio ads can be very effective in an advertising strategy (Atharva Jahagirdar, 2023). You may produce an engaging audio advertisement that engages your viewers emotionally and

leaves a lasting impression by combining speech, music, and sound effects (Dogaru, Furnham and McClelland, 2024). Creative storytelling that complements the main plot of a brand's media campaign is made possible by this approach.

1.4 Recent, Current and Future Trends of Ad Spending in India

India's digital marketing market is growing quickly, and by 2025, it is predicted to be worth \$160 billion (Singh, 2021). It is used by practically every company, including retail, online banking, order tracking, payment systems, and content management (Kakkar, 2023). Global consumers and enterprises can become suppliers and customers by removing geographical obstacles through digital marketing (Kakkar, 2023). The business is well known for enabling commercial transactions and communication at any time or location (Singh, 2021; Kakkar, 2023).

The Indian digital marketing market is expected to grow at a compound annual growth rate (CAGR) of 38.9% between 2023 and 2029 as a result of increased business usage and the penetration of internet and mobile consumers (Kakkar, 2023). India has become more popular in the digital services industry and has seen a rise in the demand for digital marketing specialists due to the country's increasing number of technology-focused start-ups (Dwivedi *et al.*, 2021). From Rs. 98,200 crores in 2022 to Rs. 1,09,900 crores in 2023, the advertising sector is predicted to grow by 11.8% as a result of the Indian government's emphasis on manufacturing, tax breaks, and infrastructure expenditure (Kakkar, 2023).

Digital marketing trends in India that are relatively recent thus include Artificial Intelligence, Augmented Reality, voice search optimisation, Programmatic advertising, Chatbots and Personalization, Automated email marketing, Video marketing, Hashtag marketing on Instagram Reels, Shoppable feed, Influencer marketing and Geofencing (Chandrakar *et al.*, 2023). The growth of the e-commerce establishments in India is

expected to rise to 7 trillion rupees In 2023 due to growing prominence of companies in digital marketing techniques and higher internet and mobile phone users (Chandrakar *et al.*, 2023).

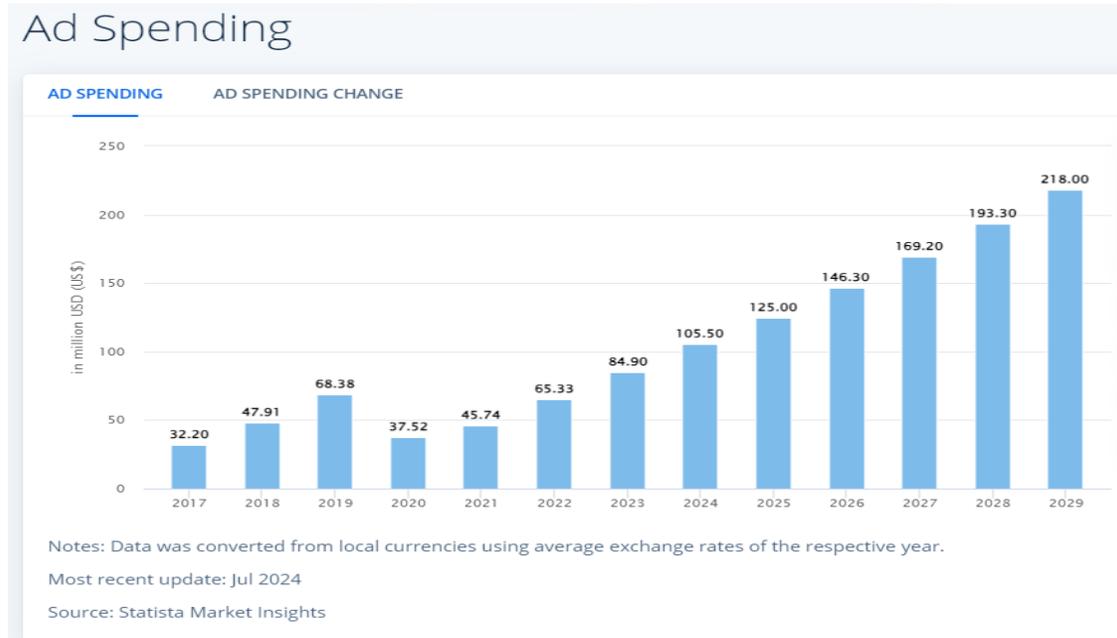


Figure 1.8: Ad Spending

Source: - (Statista, 2024)

The graph illustrates a significant upward trend in ad spending from 2017 to 2029, with both historical data and future projections. Starting at USD 32.20 million in 2017, ad spending grew steadily, reaching USD 84.90 million by 2023. However, the period between 2019 and 2021 witnessed a temporary decline, dropping from USD 68.38 million in 2019 to USD 37.52 million in 2020, likely due to global disruptions such as the COVID-19 pandemic. Following this dip, the data reflects a strong recovery, with ad spending projected to surge to USD 105.50 million in 2024 and continuing to rise, eventually reaching USD 218.00 million by 2029. This substantial growth signals increasing investments in advertising, driven by the expansion of digital platforms, technological advancements, and rising consumer engagement. The consistent rise in ad spending

underscores the growing importance of advertising in the global market, particularly as businesses adapt to a rapidly changing digital landscape.

Ad Spending



Figure 1.9: Ad Spending Change

Source: - (Statista, 2024)

Ad spending fluctuations often reflect broader economic conditions, market dynamics, and evolving consumer behaviour. The graph showing ad spending change from 2018 to 2029 reveals significant variations in the percentage growth or decline over the years. In 2018, ad spending grew by 48.8%, followed by a slower growth rate of 42.7% in 2019. However, in 2020, a sharp decline of 45.1% occurred, likely driven by the global economic challenges resulting from the COVID-19 pandemic. A strong recovery took place in 2021, with ad spending rebounding by 21.9%, and a further spike to 42.8% in 2022. Despite this initial recovery, the pace of growth gradually slows from 2023 onwards, with ad spending increases tapering down to 30.0% in 2023 and eventually decreasing to 12.8% by 2029. This trend highlights how, while the advertising industry is recovering and

expanding, the rapid growth seen in the initial post-pandemic period is expected to stabilize, resulting in more moderate and sustainable increases in spending as the market matures.

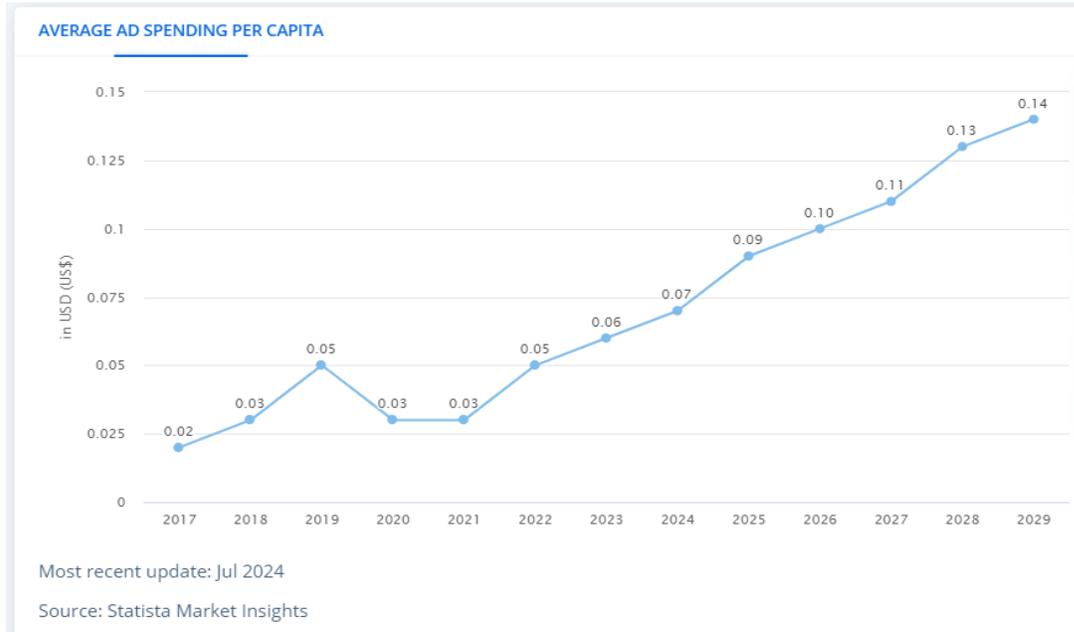


Figure 1.10: Average Ad Spending Per Capita

Source: - (Statista, 2024)

Ad spending per capita is a critical measure of how much advertisers are investing relative to the population, often reflecting the intensity of advertising efforts and consumer reach. The graph showcases the steady growth in average ad spending per capita from 2017 to 2029. Beginning at just USD 0.02 in 2017, ad spending per capita gradually increased to USD 0.05 by 2019. While a slight dip to USD 0.03 occurred in 2020, likely influenced by economic challenges and uncertainty during the pandemic, the recovery began in 2021, and ad spending has shown consistent growth since then.

From 2021 onwards, ad spending per capita steadily rises, reaching USD 0.06 in 2023 and continuing to climb, with projected spending hitting USD 0.14 by 2029. This consistent upward trend highlights the growing emphasis on reaching individual consumers

more effectively. As digital platforms and personalized advertising techniques become more sophisticated, businesses are expected to invest even more in targeting audiences on a per-person basis. The increase reflects how advertising has become a key component of business strategies to engage consumers in a more fragmented media landscape, thus ensuring sustained engagement and market penetration.

1.5 Attributes of outdoor Advertising

Innovations

Customers may pay particular attention to an advertising agency's innovative outdoor advertising strategy. Sometimes it could be the campaign's media vehicle or the way the brand message is reflected in the theme or style (Quesenberry, 2020). In any campaign involving outdoor advertising, innovation is crucial. An outdoor advertising display is easy for customers to notice since it attracts their attention when they see it. The exhibit might not draw in clients if it appears uninteresting and unremarkable without any creative touches (Elkhattat and Medhat, 2022). Studies have shown that the more creative the display appears, the more profound the effect on target audiences may be. Therefore, it makes sense for an outdoor advertising agency or business to start any outdoor advertising campaign using a cutting-edge method, tool, or combination of the two (Quesenberry, 2020; Elkhattat and Medhat, 2022).

Flexibility

The variety of methods an outdoor advertising campaign can convey the brand message sets it apart from other media platforms. In terms of time and location, the outdoor advertising display is essentially fixed (Zhegus, 2017). The option to review the brand message at any moment is available to customers. Sometimes, when travelling on the road or in a hurry, the marketing message may be overlooked. To review the brand message,

one can return later by car or foot to the same spot. They can access the same brand message whenever they have free time, unless the display is altered (Tafesse and Wien, 2018).

Coverage

An outdoor advertising display is intended for a wide audience. Without any discriminatory or biased features, the brand message is accessible to all. The product may be avoided by individuals who don't find the brand message helpful, but those who do may think about purchasing it (Ajasa, Ayoola Olalekan Edomi, Ovie Adeniji, 2019). Consumers are free to choose what they want to buy. The target groups are widely covered by this broad approach to brand promotion.

Impact

Campaigns for outdoor advertising have a positive brand impact on potential customers. Customers are given a longer-lasting impression of the brand when innovation, adaptability, and widespread coverage are combined (Zeqiri, Sadudin and Rasim, 2019). These remarkable qualities set an outdoor advertising company distinct from the competition.

1.6 Features of Outdoor Advertising

One of the earliest forms of brand marketing is outdoor advertising. Since the beginning of advertising in India, brands have been promoted using outdoor media vehicles such billboards, hoardings, kiosks, posters, etc. The following are some of the key characteristics and benefits of outdoor advertising:

- **Cost Effectiveness:** Since outdoor advertising is typically a one-time investment, it is an economical way to promote a company or service. For weeks, months, or even years, an outdoor advertisement might remain in place. Therefore, it is not necessary to make repeated investments in outdoor advertising (Belch Georg E. and Michael A. Belch Michael A., 2018).

- **More reach:** When it comes to reaching consumers, outdoor ads are more effective than other forms of advertising. This is due to the fact that, unlike electronic media or newspaper ads, outdoor ads are not deactivatable. A TV or radio commercial may be avoided by changing the channel, but an outdoor ad cannot be avoided by staying indoors and not going out. One of the main characteristics of an outdoor advertising campaign is the captivating audience viewership (Ali and Safwan, 2019).
- **Potential to reach intended customers:** Outdoor brand promotion strategies, such as mall and airport advertising, have the potential to reach the intended audience. One of the most popular outdoor advertising strategies or options is airport advertising. Only when an advertising effort effectively reaches the target audience can it be considered successful. Accordingly, outdoor ads can provide a wealthy brand experience while reaching and influencing a specific target audience (Sudharani and Patel, 2019).
- **Scope for creativity and longevity:** When marketing a brand, service, concept, or commercial activity, outdoor advertising offers greater creative freedom and durability. Because of its permanence and creative potential, outdoor advertising is a dependable and successful method of promoting brands (Narayanan and Das, 2022).
- **Constant or non-stop exposure to public:** Outdoor advertisements, whether they be placed in malls or airports, give the public continuous exposure to the brand. This is an additional advantage of outdoor marketing. Gaining the most market exposure entails drawing in a bigger portion of the intended audience (Qader *et al.*, 2022). Advertising is all about the consumer, and drawing in new clients is just as crucial to an advertiser's efforts to build their brand.

1.7 Latest Tools Used in Outdoor Advertising

Many brand managers have been using outside advertising techniques for decades. Outdoor advertising is still one of the most effective ways to market a company, even in the modern era (Theurer *et al.*, 2018). Outdoor advertising strategies have greatly benefited from the use of technologically advanced tools and approaches (Harborth and Bauer, 2017). One of the advantages of an outdoor advertising campaign is that it may reach the target audiences with the brand message (Saulīte and Ščeulovs, 2022). It is now simpler for businesses to start their outdoor advertising campaigns without any hassles thanks to the rich and enhanced use of technology. The following are a few of the most recent outdoor advertising tools:

- **Backlit Transit**- Electronic devices called backlit transits are employed in outdoor advertising campaigns. Backlit transits are a common feature of contemporary outdoor advertising and can be found in a variety of locations, including shopping malls, metro stations, and airports.
- **Aero Bridges**- The majority of airport areas, particularly the terminals, use aero bridges. These bridges highlight the product's name or qualities along with an asset to improve brand memory.
- **Pillar Kiosk**- Street lighting along roadsides, highways, streets, etc. are typically where Pillar Kiosks are mounted. Since Pillar Kiosks offer recurring brand information, they are frequently used.
- **Pillar Wraps**- Poster advertisements are a subset of pillar wraps. The sole distinction is that these advertisements are typically wrapped around the pillars in a specific public area. The primary goal of employing this kind of outdoor advertising strategy is to provide consumers a high brand recall value.

- **Scroller-** One type of billboard that runs on electricity is a scroller. The brand message is repeatedly scrolled from start to finish, as the name implies. Currently, this outdoor advertising tool is frequently used.
- **Tree Guard/ Tree mesh-** Tree guards are typically seen in parks, gardens, and along the side of the road. The name and emblem of the company or product that supports the tree guard are prominently displayed. Outdoor advertisers frequently employ tree guards as one of the most successful methods for promoting their brands.
- **Time & Temperature Board-** Another subset of a billboard is a time and temperature board. This gadget is typically seen at intersections or in specific, frequently populated areas.
- **Flight Information Display-** In and around the airport area, one typically sees a flight information display board. Whether the flight's arrival or departure time is rescheduled or on time, spectators can learn about it from this display board. Usually, they are intended to educate travellers. Airport advertisers are the primary users of this outdoor advertising strategy.
- **Show Window-** Typically, a display window is seen in a mall. Using this media, the product or brand information is presented to attract the attention of shoppers at the specific mall (Saulīte and Ščeulovs, 2022).

1.8 Research Problem

As the advertising media landscape grows rapidly, scholars and industry practitioners continue to debate the categorization of OOH (Out of Home) advertising media. The digitization has further blurred lines of these boundaries and there is no clear framework to identify what is traditional OOH and what is modern digital OOH channels.

There are so many things' marketers don't know about the digital options to target specific market segments at different places like outdoor squares, shopping malls or at transit hubs.

The core problem is to understand how digital advancements are transforming the OOH Advertising and validating that digital OOH (DOOH) is the best marketing method. New formats, like programmatic buying, real time data integration and dynamic content delivery, have the potential to further engage the audience and increase the efficiency of the campaign. The objective of this study is to determine the effectiveness of DOOH and traditional OOH advertising, especially as digital technologies serve to amplify the reach, engagement and ROI. These aspects need to be explored to optimize advertising strategies, eliminate wasteful approaches, and raise all-around revenue for businesses in the aggressive advertising area.

1.9 Purpose of Research

This research intends to investigate the impact of digital advertising on the OOH industry in India. The established core objectives for this study to enlighten the primary research aim are mentioned below:

- To understand the relevance of digital advertising and OOH advertising
- To study the opinions of marketing professionals while selecting media vehicles.
- To assess the opinions of industry professionals on digital advertising with respect to OOH advertising.
- To know the extent to which industry professionals consider digital advertising while promoting their offerings.
- To understand the challenges faced by industry professionals while planning OOH in their campaigns.
- To identify how industry professionals influence marketers to incorporate digital OOH and OOH into their advertising campaigns.

- To analyse the future of the OOH industry in India.

1.10 Significance of the Study

The implications of this research go beyond just having evaluated digital advertising and Out of Home (OOH) advertising. In today's world, where consumers are proliferating the usage of both, the online and offline media, it becomes critical for the business to attain a balance between the two media. This study will help explain the current role of digital and OOH advertising in the modern marketing context and will help demystify how these two media can be used in concert to achieve significant and timely campaign penetration.

Through collecting views from marketers and a variety of industries, the study will provide insight and understanding of decision-making criteria of media vehicle choices. It will be useful for businesses to gain this practical knowledge of professionals' consideration and preference towards digital and OOH advertising.

In addition, the study shall also seek to determine how digital advertising is perceived disclosure to traditional other outreach media, with references being made on how these two types of advertising may be integrated. This will be important to the advertisers to capture the individual attributes of each media especially where there is a prospect of a combination of OOH media with the targeted, interactive digital media.

This research will help to identify the main issues that reveal the biggest challenges that professionals working in the OOH industry come across when planning their campaigns, and get acquainted with the function and prospects of DOOH in the context of the modern world advertising environment, answering the following research questions: This will be useful to inform advertisers effectively to coordinate both the OOH and digital techniques in a way that will produce better campaign results.

Finally, the research will make a forecast of how technological, consumer behaviour and other developments in the future of the OOH industry in India might impact on the future of OOH advertising. It will also be greatly helpful to businesses, advertising agencies, and marketers who consider strategies by which they will counteract changes in the extensive market so as to stay valuable and useful in the world market. The knowledge gained through this research will not only be informative to marketers, advertisers, and consumers but also add to the knowledge base about how old and new advertising channels can work jointly.

1.11 Research Purpose and Questions

Research Purpose

The objective of this study is twofold namely to understand the shifts in context between digital advertising and out of home (OOH) advertising and how advertising practitioners in India are perceiving and adapting to those two forms. The purpose of this research is to analyse the role of digital and OOH adverts in the current marketing environment, analyse the views of marketing experts when choosing media types, and identify the difficulties they encounter when adopting OOH in the advertising process. Further, the study aims to discuss digital OOH, industry experts' impact on adaption and future trends of advertising in OOH industry in India. Lastly, this study will envisage to describe and analyse the compatibility and changes in digital and OOH advertising systems in the context of the Indian advertising market and provide valuable recommendations for marketers and other practitioners.

1.12 Research Question

1. What is the relevance of digital advertising and Out of Home (OOH) advertising in the current marketing landscape in India?

2. How do marketing professionals decide on the selection of media vehicles, particularly between digital and OOH advertising?
3. What are the opinions of industry professionals regarding the role of digital advertising in comparison to OOH advertising?
4. To what extent do industry professionals prioritize digital advertising while promoting their offerings?
5. What challenges do industry professionals face when planning and executing OOH advertising campaigns?
6. How do industry professionals influence marketers to incorporate both digital OOH and traditional OOH into their advertising campaigns?

What are the future trends and potential developments for the OOH industry in India?

CHAPTER II: REVIEW OF LITERATURE

2.1 Theoretical Perspective

AIDA Model

Since 1925, most of the researchers in advertising works did pick up what Edward K. Strong, Jr. proposed and accepted the premise that E. St. Elmo Lewis founded AIDA in 1898. In this case however inadequate and incorrect historical research has been the cause of this major mistake. Thus, Iwamoto (2024) aims to consider the AIDA model and try to answer the following question: from this work, it is intended to study where the given approach originated from based on the analysis of some prior research as well as some research that can be found during the research process. This research thus uses a host of original primary sources incorporating some new material to build its theory of the evolution of advertising. In the course of developing a literature review, we searched for the story of how AIDA was founded on several online archive and webpages. Lack of evidence or little concrete evidence explains why E. St Elmo Lewis is believed to have invented and grew AIDA. There is no data at all to suggest that Lewis came up with the first form of AIDA in 1898. In fact, the fourth word was perfectly clear to Arthur Frederick Sheldon long before either Lewis or any other researcher started to look into the matter. As it can be recommended, Sheldon and not Lewis was the mastermind of the AIDA. The creation of the concept of AIDA was initiated mostly by Frank H. Dukesmith and Arthur Frederick Sheldon not Lewis.

The objectives of this study Pramita and Manafe (2022) are to find out the customers' attitudes towards Curriculum vitae (CV). The personal selling strategies implemented by Malcone in Sidoarjo, analysis of what aspects affect customer decision to make a purchase, and the methods practiced in the maintenance of customer patronage.

Based on the research, several focus, interest, desire, and action cues may be employed to improve an individual's sales attitude in the perspective of personal selling, CV. Malcone put into practice rules for product marketing founded on the AIDA model. Most of the informants chose the product with the capacity to be used as a rental business for outdoor pieces of equipment. One more thing that can be enhanced is the absence of personal selling techniques of potential clients from areas other than Java Island.

Promoting your product or service is essential if you want others to know how great it is. Businesses succeed in the long run, attract more customers, and turn a profit with well-planned marketing and promotional campaigns. The purpose of the study which was conducted by Donthi (2019) is to determine which Maruti Suzuki promotional offers are most effective and to assess how these offers influence customers' decisions to buy Maruti Suzuki vehicles. The AIDA model serves as the foundation for this study, which relies on a questionnaire to gather primary data from a randomly selected sample of 81 individuals. Findings show that the majority of respondents believe that ads have an effect on both their propensity to buy and their perception of a brand. An organization's bottom line is the ultimate goal of any promotional approach, be it an ad, a discount, or hoardings.

According to Fortenberry and McGoldrick (2020) the fact that billboards can reach a wide audience is sometimes overlooked by researchers. To support their beliefs, managers utilize awareness-tracking studies to measure the efficiency of billboards in creating awareness. This two-part study applies models such as the Attention-Interest-Desire-Action (AIDA) hierarchy to argue that billboards are primarily first-stage attraction roles, the appeal. As indicated in Study 1, both the repeat customer and the first-time customer is influenced by the billboards. In Study 2 those responsible for marketing understood that billboards could be of aid in reinforcement and client maintenance. These

studies along with field support evidences make consequences that AIDAR which has ‘retention’ as an added feature in AIDA model is the next step.

It is believed that the practice of using online marketplaces in the travel sector is called e-tourism. The activity or sale of tourist transactions may also be considered part of e-tourism, more specifically the promotion and marketing of tourist transactions. The Indonesian federal government has devoted much of its effort and resources in the development of e-tourism and so has the Yogyakarta Special Region, which among others has developed the sites visitingjogja.com. This survey research which was conducted by Amanda, Santosa and Winarno (2020) aims to find out the extent to which AIDA model developed out of the WebQual 4.0 area is effective to measure the promotional effectiveness of e-tourism websites for tourism. Besides, the study also focused on the factors that influenced it. The results showed a high level of effectiveness across most of the AIDA model elements: Attention, Interest, and Desire, but Action has been significantly less effective. Furthermore, some parts of WebQual 4.0 questionnaire affect each of the AIDA stages.

Among the numerous models that have been developed to help identify the factors that affect the consumer decision making process the AIDA model is notable. Thus, a study conducted by Djubair (2022) whose purpose is to explore the following research question: What is the moderating role of the digital marketing capabilities of SMEs in the relationship between the AIDA Model steps and the extent of their influence on marketing strategies? It is the study’s ultimate aim to establish whether or not, digital marketing performance consists of financial and/or non-financial measures. Consequently, the research established that SMEs in Sarawak are yet to optimally adopt the use of digital marketing by not adopting the AIDA Model in its completeness. However, there is evidence that their marketing activities and, consequently, digital marketing ROI has

improved due to enhancements in their capabilities related to digital marketing and their awareness about the significance of data generated by digital marketing tools.

The aim of the research study conducted by Cahyaningsih (2024) is to establish the processes CAKAP follows in the formulation of their digital marketing strategies that can sway the customers' purchasing decisions, and therefore, return turnover. For instance, to learn about the steps that are involved in promoting purchases, one has to use the AIDA model. In addition to the four steps, which are: Being aware, having interest, desiring to act and taking action. This research uses descriptive methods and is descriptive in its approach. Primary data were collected through personal interviews with both internal and external stakeholders of CAKAP. Part of CAKAP's first stage highlighted in the research findings is education to create awareness for subsequent follow-up promotions that will be posted on social media. The second step is that people get curious and CAKAP shares something with them, makes the WhatsApp status that would make people ask questions. In the third stage, curiosity (desire) is developed. Here, CAKAP works under the FOMO trend. Last but not least, the CAKAP measures should be put into practice to convince the members of the appropriateness of CAKAP and the CAKAP goods. According to this study, the AIDA model helped CAKAP to show increased sales.

The pronouncements on limits on third-party tracking in 2020 by Apple and 2021 by Google were shocking to the advertising and digital marketing industries. Due to the announcements made by Google and Apple, advertisers would have a rather challenging time deciphering whether their digital advertisements were effective or not making the entire marketing industry shake. Advertisers have termed this situation the "adpocalypse," because the new privacy regulations will prevent digital marketers from using personalization and just-in-time targeting, leading to major industry upheavals. The study which was conducted by Hansson (2022) aimed to address the following question: "How

have the new privacy rules and regulations affected the various stages of the AIDA model in digital media planning for digital advertising?" It relied on both primary and secondary data in arriving at its findings. Primary data collection has been done through interviews while secondary data has been collected through journals from university and business. Furthermore, the study extends into the research issue so as to explain the topic of focus; it is descriptive research. The research has made the following conclusions. There is likely to be a problem for businesses to make consumers aware of a new product given new internet privacy laws and constraints. Here, the current traditional methods of marketing communication will be resumed, with the major aim being to create brand awareness. Interest would be affected since companies do not properly follow up their communication initiatives. In detail, the authors of the study found that the tactics had a more extensive effect the more one progressed down the funnel of the organisation. Moreover, the very existence of desire would be much more challenging for businesses to generate if retargeting, just in time targeting and micro targeting were not possible in the same manner. Finally, this stage would be greatly affected as action is one of the desires of an individual.

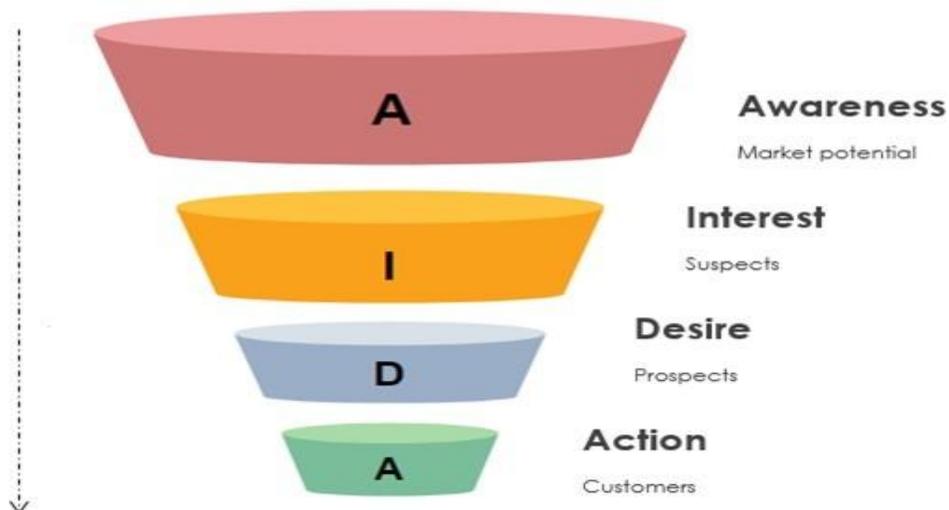


Figure 2.1: AIDA Model for Digital Media

Source: - (Chakrabarty, 2023)

To promote the Creative Industry Business, Mahar Agung Organizer uses social media such as YouTube, Instagram, Tik Tok and websites as media. The overall purpose of the study conducted by (Rahma and Kustini, 2024) is to show an example of how exactly a firm that arranges events can use Instagram and TikTok to engage customer niche audiences. By means of the AIDA framework, which stands for "attention," "interest," "desire," and "action," Field observations, literature reviews, interviews, and documentation are all part of the descriptive qualitative methodology that this study employs. This study's findings demonstrate that social media significantly impacts customers' desire to engage with Mahar Agung Organizer's expert services, as the company consistently posts engaging material with useful information.

Technology Acceptance Model

Cho et al. (2022) uses a framework that combines the technology-organization-environment model with the extended technology acceptance model to look at what elements Korean out-of-home (OOH) advertising companies that are going through digital transformation consider important when deciding whether or not to adopt digital advertising policies. In order to achieve this goal, this study uses unique data from a nationwide survey of 1,001 OOH advertising enterprises in Korea to analyse how these organisations embrace digital advertising policies. From the extended technology acceptance model, two important variables—"perceived usefulness" and "perceived ease of use"—influence policy acceptance favourably, according to the results of a hierarchical regression analysis. Perceived industry pressure in the environmental context, organisational innovativeness and perceived burden of cost in the organisational context, and other elements from the technology-organization-environment framework impact policy adoption, according to the findings. This study's findings show that the integrated model helps to explain actions taken by out-of-home (OOH) enterprises, like accepting

policies throughout digital transformation. The study's key conclusions can be used by other countries to inform their digital transformation policies and management practices.

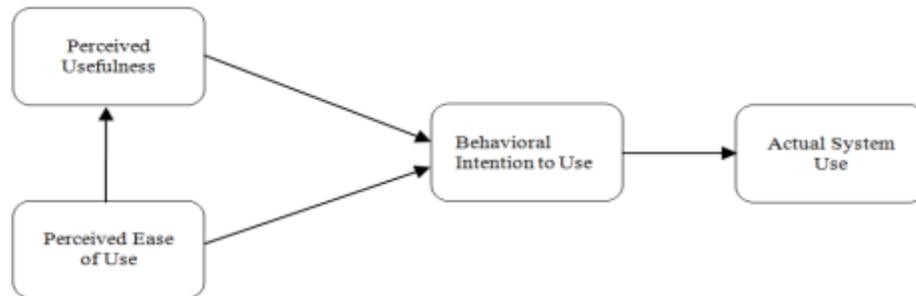


Figure 2.2: Technology Acceptance Model

Source: - (Naeini and BalaKrishnam, 2012)

The objectives of the research conducted by Shinde (2023) were to investigate the benefits and drawbacks of DOOH advertising technology from a commercial perspective, in order to advance a new model: a modified TAM. The aim is to find out what function of the DOOH advertising exists in the modern world. With regard to the second research question, this study also investigates how different individual characteristics influence consumers' perceptions of the benefits and drawbacks of the new technology. With the formidable fragmentation of today's media landscape, getting to the customer has become challenging which is why the efficacy of DOOH advertising is critical for brand marketers. Thus, for instance, for DOOH campaign to achieve its optimal output and cover the maximum audience, it is often used in conjunction with other online marketing techniques. Individual mobile devices consumers will act as a proactive measure in quantifiable behaviors including downloads for applications and interactive contents, social penetration and content development. The state-of-art of new technologies and technological adoption models include a number of ideas where multifaceted viewpoints and interpretations of different scholars are captured as per the literature review. Marketers have never had a better chance of using DOOH and it will only improve from here. The possibility to

quantify almost any KPI from brand uplift and footfall to the extra charges from DOOH blended with mobile messaging is stimulating more and more platforms to include DOOH into their programmatic buyer ship and evaluation models. Thus, it is possible that when used for cross-channel support, advertisers could leverage greater value for their other marketing dollars spent. The marketers might think that their expectations may change in the near future. The scholars of the future generation will be a position to conceptualise, perceive and understand including the theories and the models of the technologies that could have the potential of influencing technology acceptance in the past, the present and possibly the future through the perspective that TAM has brought out on how practical the technological applications are.

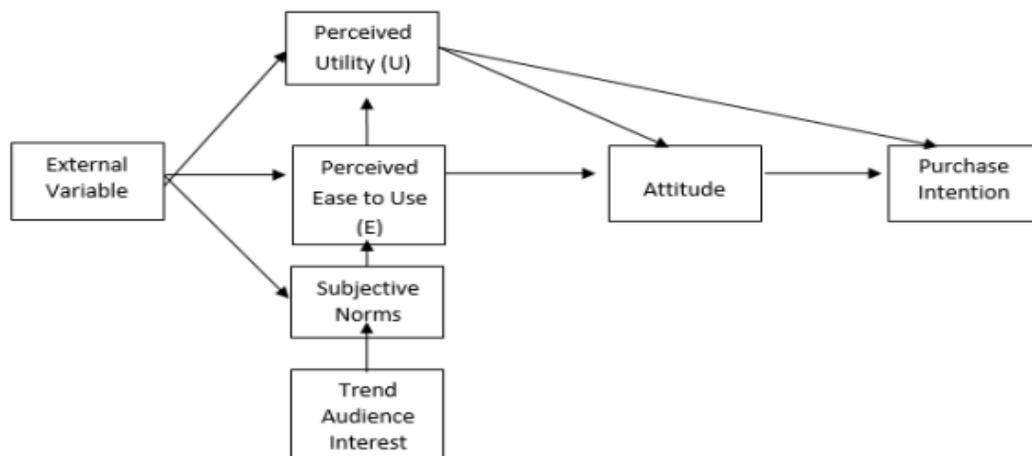


Figure 2.3: Conceptual Framework of Purchase Intent Based on DOOH

Source: - (Shinde, 2023)

The study which was conducted by Ilyas *et al.* (2023) built upon prior works that focused on digital entrepreneurship, DIY, and technological adoption literature that employed actual data. Its second aim was to identify which factors relate to e-entrepreneurship when examining the blending of DIY and the technology acceptance model. With regards to the nowadays prevalent small and medium-sized enterprises that

use the digital technologies, the authors collected a set of 200 questionnaires. To determine whether any of the models are connected, structural equation modelling was employed. The theoretical support of the concept of digital entrepreneurship, whether as an independent form of business or as an addition to other forms of entrepreneurship, is well reasoned. This research was constrained to cover only the small and medium enterprises in the Pakistani context. To obtain this data, a convenience sample of 200 respondents was employed. This study examined the relationship between digital entrepreneurial acceptance and all of the variables in the technology acceptance model. Likewise, concerning DIY behaviour all the control variables had an effect on digital entrepreneurial adoption except the perceived lack of product quality and availability variables.

2.2 Digital Advertising

According to Lee and Cho (2020) an effort to sustain the status of competitive in the changing corporate world by leveraging the digital technologies is the general definition of digital transformation. All these changes are driven by digital transformation. There are objects, of which digital counterparts have been made as replicas (music, video and pictures) and there are objects which have been transformed from analogue to digital (books, shopping and senses). The media industry has also not been exceptional, this has been confirmed by the emergence of digital technology. Nowadays, because of the high growth speed of digital transformation, the differentiation of the domains of the advertising media has become less clear. In this context, the term "digital transformation" refers to more than just a shift from analogue to digital media transmission or technical improvements in picture quality. In fact, it covers a wider conceptual framework of business organization and management, and fresh approaches to strategy and management thinking, which can reengineer strategic thinking.

There is apparent operational inefficiency in the ecosystem even as the cost of digital advertising increases continuously. It is established that organizations only get a small value on investment (VOI) from their investment in different types of digital media. These days, "digital marketing" is just a word used to describe what companies do online. The widely discussed and worked on aspect or only a fraction of it, digital advertising has emerged as being cost effective. With the introduction of internet, the conventional meaning of customer-seller interaction has entirely transformed. Internet advertising is growing in potential as more people consider getting computer proficiency. Singh and Jitendra (2021) seeks to shed some light on the viability of digital advertising in a number of scenarios, some of which are; Brand awareness: The act of creating awareness towards a particular brand, Interest generation: Generating interest in the product by the consumer and finally, making a sale. Since the beginning of the digital advertising environment, there were many challenges including spam, ad fraud, and cyber security that prevented the environment from working and developing. Adding to the list is yet another new phenomenon: ad blocking. It has now become a pretty massive issue, and it will only get even worse with it entering mobile devices internally.

According to Parvathi and Dev (2022) Digital Advertising or online advertising or Internet advertising is a sort of publicity or promotion where via the media of the World Wide Web appealing messages to the buyer are propagated. It is, therefore, becoming clear that online advertising is the most effective way of getting a message through to the customer. Internet advertising helps to inform consumers about the brands that are available online and the kinds of products that may be of help to one or many customers.

Due to the stiff competition that has been experienced as a result of globalization, especially in the advertising sector, firms are investing so much in creating their brand image. The new media innovation, which includes the internet and social media, among

others, is the reason for change. Due to this process, firms are beginning to reconsider their branding and marketing communication processes to better capitalize on this interactive communication form. Studying the examples of digital ads and discussing the topic describing the role of digital advertising as a marketing tool and its role in the creation of a brand image, this paper seeks to establish an understanding of Digital Advertising and its effectiveness in the creation and maintenance of brand image. The Study which has been conducted by Farouk and Eldesouky (2018) clearly shows that digital marketing has a positive impact on organisations since it reduces costs. In order to reduce cost, marketing communication is converted into the current marketing mix known as internet and other forms of marketing. Besides, the possibility to access a great number of potential consumers with a little effort is one of the biggest advantages of online marketing, which can also increase the level of brand recognition. Consequently, the concept of excellent client targeting enhances product sales and an increase in such commodification strengthens the notion of promotion. It is important to point out that, unlike the digital marketing and the ads in such more traditional media as newspapers and magazines, it is possible to review the depth of the market penetration. In contrast, digital marketing allows marketers to achieve the most important 100% right targeting.

According to Hudders, Van Reijmersdal and Poels (2019) Any "brand-initiated communication with the intent to have an impact on people" that takes place through digital media channels is considered digital advertising. Many peculiarities of digital advertising have guaranteed it a worthy place in the advertising chain. Many new kinds of advertising are better at reaching target consumer segments more directly with custom messages, blending into editorial and consumer-generated content so as not to irritate or alienate the audience, and that invites engagement with likes, shares, comments, and other direct response calls to action. Last but not least, digital advertising is a more efficient type of

advertising than mass media advertising because of its targeting possibilities and (to some extent) controllable effect.

The research performed by ezzat (2023) was examined that advertising has gone through a lot of transformations because it has had to adjust to different audiences and forms of media. The research delves into the background and function of advertising. Promoting a product or service through advertisements has been an established method of commercial communication for quite some time. It has the author to inspire and convince. With an emphasis on various periods, this study offers an outline of advertising history. Based on the shifting conditions of the age of the fourth industrial revolution, they can foretell the kinds of advertising that will emerge in the future, as authorly as their media, effects, and related disciplines. Experts in the advertising sector and those in the know can use the data presented in the research to prepare for what's to come.

The study Hornik (2023) examined that advertising agencies have traditionally relied heavily on commission or fee schemes for the majority of their income. On the other hand, performance-based compensation has put a lot of pressure on agencies in recent years to show that they are accountable and that their work is valuable to advertisers. The advertiser and the agency don't always see eye to eye, though, and that's usually due to the fact that they have distinct goals and risk preferences, which causes them to support different strategies. Most research that have tried to find a solution to these tensions and find a way to make everyone happy have used agency theory, but this hasn't worked. This work proposes a theoretical model based on signaling theory that, when applied, yields a stable optimal solution for both parties. In order to come to a mutually advantageous agreement, they examine the elements that influence and impede the creation of a suitable compensation system, and they also consider the available dispute resolution methods. In addition, taking into account the interdependencies among evaluation criteria, they create

an auction theoretical model for choosing full-service advertising companies. Our research offers useful recommendations for hiring and compensating advertising agencies.

This study Marc G. Authorinberger, Charles S. Gulas (2021) delved at the changing attitudes towards the utilisation of humour in advertisements throughout the last hundred years. Humour is seen by sociologists as a reflection of the general social mood. In line with this argument, they examine two databases of outdoor ads spanning more than a century. They look at the evolution of humour in the United States from a historical and sociocultural viewpoint to determine what factors have contributed to its popularity and how it has changed across different industries. Both the evolution of comedic styles and elements and shifts in the public's tolerance for such ads may be seen in the data.

The study Zhou 2023) talked about how user needs are changing, different marketing models, and internet advertising trends are all changing. With the advent of the Internet and its many ad types since its infancy in the early 1990s, online advertising has grown in importance in contemporary marketing. Banners, pop-ups, videos, native advertisements, social media ads, and ads in search engines all have their own unique functions for marketers. The research expanded the possibilities available to advertisers by analyzing numerous online advertising business models, including affiliate marketing, targeted ads, video commercials, pay-per-thousand-displays, pay-per-action, and pay-per-click. User needs and characteristics are changing in response to technological advancements in several areas: mobile device dependence, data privacy concerns, the prominence of social media as an advertising platform, the importance of data analytics and ad-tracking tools, and the prevalence of ad-blocking and anti-advertising technologies. Date of birth, gender, location, hobbies, purchase history, platform and device, social connections, privacy preferences, and other demographic data are essential for user profiles and market research. Ads run on the internet reach people all over the globe, and in order

to maximize their effectiveness, marketers must keep up with the latest technological developments and market trends.

The research Kaur (2024) determined that the rise As more and more channels of electronic communication authored available, the digital era in journalism began to take hold. Media outlets have found both a deluge of new possibilities for disseminating news and the difficulty of balancing innovation with concerns about the privacy and security of readers' personal information. Social media and instant messaging account for the vast majority of online news consumption in India (upwards of 80%). Thanks to platforms like YouTube, Facebook, Instagram, LinkedIn, and X, news companies can now provide consumers with frequent updates on current events, regardless of time or accessibility issues. The digital age is upon India's vast and prosperous news media. In response to the skyrocketing growth of online audiences and advertising revenue, several new digital news outlets have emerged in recent years.

2.3 Out-of-Home Advertising

Out-of-home advertisers need to have quantifiable and reliable results in a bid to provide checks and balances on the campaigns embarked on and those pending to be launched on the roads. To the authors' knowledge, there is a lack of extant literature on how the effectiveness of out-of-home media attempts can be assessed, especially in the context of emergent economies of the South African type. This research aimed to establish whether South African advertisers scrutinize and test out-of-home media formats by analyzing media planning promotional strategies and out-of-home advertising campaign outcomes. The study conducted by Babst, Roux and De Jager (2022) found that there is little consensus relating to the existence of accurate assessment tools to assess the effectiveness of off-premises media types to reach targeted communication objectives. Analysis also demonstrates that there are excellent opportunities for campaign evaluation

also when out of home media is used in conjunction with technology and other tool for reaching the advertised brands and audiences via online and offline. This is very helpful as attempts to come up with generally acceptable standards for Out-Home Media remain ongoing across the globe.

The research which was conducted by Roux (2018) set out to investigate the views of companies/ practitioners with experience in “Digital Out of Home” (DOOH) advertising within the South African context. This paper aimed at examining the prospects and difficulties involved in reaching consumers through DOOH advertising. The findings showed that DOOH advertising is a relatively unexplored and innovative advertising communication channel. There is, however, very limited literature on practitioners’ perspectives and activities in this domain. It called for more research on customer insights to explore the role of the paradigm shift in DOOH, in the context of South African market, which shifted the focus of the industry from product-centric to customer-centric. The findings add to the burgeoning literature on Out-Of-Home advertising, more specifically in emerging markets, and is a starting point for researchers.

Lee Roberts (2018) attempt will seek to establish practitioners’ insights on DOOH as well as its role for enhancing the effectiveness of traditional out-of-home advertising campaigns. The main research question revolves around how DOOH supplements the typical advertising endeavors. It also aims at establishing what issues the practitioners encounter when incorporating DOOH into the campaigns and how it compels the advertiser to embrace this kind of format. The study established that practitioners had a positive attitude about DOOH that set it apart from other advertising media mainly on aspects such as flexibility, that it offered a premium quality and dynamism in campaign execution. Emerging problems such as a lack of education concerning DOOH and a lack of creativity suggest that the out of home sector in Ireland is not fully innovating with DOOH yet.

Among the motion/animation and digital signage, the practitioners pointed out that motion/animation and digital signage placement as the factors that need to be considered by advertisers when adopting DOOH.

The objective of the proposed study conducted by T. Roux (2024) is to establish the specific OOH advertising media platforms as well as the synergy strategies employed in South Africa by practitioners. It fills a void that exists in the literature concerning how various OOH media types can be combined to enhance ad campaigns. To systematically combine both approaches, the research uses practitioners' qualitative interviews to analyze integration strategies while the quantitative content analysis tests these strategies with actual campaigns. The quantitative findings further showed that media type most often used was the outdoor and of the strategies used, high brand status was the most common. The application of mixed methods of analysis proved that the outlined strategies are used in campaigns thus, establishing a valid framework for integrating OOH advertising media.

The research which is conducted by Nelson et al. (2020) is concerned with a systematic documentation and analysis of advertising appeals that target consumers while making their food and beverage choice decisions in Jamaica at or near purchase time. The impact is that has examined the extent and rationality of the local and global food and beverages advertising with special reference to a situation where change is already taking place due to globalization. The study showed that consumers in Kingston are often targeted with promotional messages of nutrient poor foods, especially energy dense ultra-processed foods and beverages, and fast foods originating mainly from the United States. Analyses showed that about one fourth of the outside ads were related to food products or drinking water, and there was emphasis on the nonhealthy ones. In all, the present study gave a general picture that the tendency of advertising unhealthy foods could have consequences on the health of Jamaicans especially in relation to growing obesity levels.

The purpose of the research conducted by (Kim and Chung, 2020) is to examine real-world examples of digital outdoor advertising and to draw conclusions about the characteristics of this emerging technology. This analysis was based on prior literature and key instances in the field, and the findings are as follows. To start, it has come to light that rather than being on display, several famous digital out-of-home ads are integrated with different extended reality (XR) technologies like augmented and virtual reality. Secondly, there has been a shift away from traditional text-based advertising and towards XR campaigns that use video. Thirdly, alongside commercial advertising, you'll often find public service campaigns and environmental and weather-related content. Fourth, interactive advertising efforts are most often linked with digital out-of-home (OOH) ads that focus on immersion and realism.

2.4 Out of Home Advertising in India

The process of distributing promotional content outside of a home is called out-of-home (OOH) advertising. It is also called outdoor advertising or outdoor media. Modern versions of this style of advertising use more nuanced strategies to appeal to more demographics. Despite outdoor advertising's lengthy history of usage, no comprehensive method has been developed to quantify its efficacy. As a result, businesses are left guessing as to the exact returns on their investments. There is an urgent need for the creation of impartial instruments to measure the efficacy of out-of-home (OOH) advertising formats, such as hoardings, billboards, cantilevers, and digital signboards. The purpose of the research conducted by Jain (2024) is to examine the impacts of out-of-home advertising on the buying habits of survey takers, who are supposed to be Mumbai residents. Ads seen on billboards tend to be more eye-catching to respondents with greater levels of education, according to the research. People with a lesser level of education found outdoor commercials to be less convincing.

The research Benazir (2020) sought to establish the effects of out-of-home advertising on customers and also their buying behaviour with emphases on the Palayamkottai area. Conventional objectives it aims at will include identifying ways in which different types of outdoor advertisements affect attitudes and choices. The study also outlines how different forms of outdoors advertizing including billboards advertising and transit ads popularly capture consumer attention. The study probably concentrates on the effect of exposure to these ads and the degree of increase in customers' purchasing behaviour. Besides, it may examine how elements such as age, gender, and socio-economic status affect the advertising out of home. Altogether, the conclusions help to expand the knowledge of the marketing techniques and demonstrate revealed concern of the outdoor advertising impacting the consumer behavior in the defined region. This research is important to any organization that wants to improve on its advertising across its target consumers through the use of outdoor advertising.

According to Singh (2016), Marketing communication has, therefore, a large function in the direction of consumer behavior in this era that is characterized by increased marketing competition. The element that is common to every company's brand marketing strategy is Out advertising. Advertising helps to increase the knowledge of the public on a particular product and thus has the potential for increasing its sales. Actually, outdoor advertising is very crucial to marketers in a country like India. The cross-impact of advertising is considerably prominent for the consumer and potential purchases. The major shift in advertising mediums means that marketers and advertisers have now entered watershed in their profession. Businesses are investing in many types of online advertising because of the internet's near monopoly of the advertising space. Contemporary outdoor advertising also has the support of the latest technology. Web page ads placed in areas such as airports, shopping malls, and tube stations give a detailed view into the offered brand.

Even vehicles of advertising that was conventional such as billboards and newspapers have been completely overhauled. The rationale for this, on the other hand, has to do with the aesthetic perspective of technical progressive enhancements on various categories of outdoor and printed media advertisements. The prospective buyers and the brand owners and advertisers are also keen on the web advertising which is rather innovative method of brand promotion.

2.5 Relevance of Digital Advertising and Ooh Advertising

The study Yajie Qian (2023), identified that in recent years Social media has exploded in popularity due to the ever-increasing capabilities of modern technology. Advertising on new media, as opposed to more traditional forms of media like newspapers, has increased as companies have come to appreciate the features of rapid communication and globalisation offered by these platforms. This study aims to summarize the experience and findings in order to give future academics with facts to back their claims about the effects of advertising on new and conventional media. The text makes use of methodologies for both qualitative and quantitative analysis, as well as literature reviews and comparisons. According to the research, the conventional media advertising sector has taken a major hit from the rise of new media. Hawthorne, advertisements in more conventional forms of media will continue to exist. There will be good rivalry between the two.

The findings of this study Madhani and Rajyaguru (2020) indicated that the increasing Digital marketing is a great way to contact your target audience because both consumers and businesses are increasingly using digital media. This study set out to answer the question, "What kinds of marketing tactics are most often used in digital communication?" by analyzing customer preferences and the ways in which those preferences impacted their purchasing decisions. Online shopping was found to be driven

by consumers. While many studies have examined digital marketing as an advertising medium, relatively few have examined which digital marketing methods authored most effective in attracting and retaining customers. A personal benefit, such as a discount or reward, can motivate somebody to post a review of a product online.

The generation that spends a lot of money in the United States is the millennial generation, and they are a massive generation. They have never known a world without technology and have learned how to tune out advertisements that are meant to influence their buying decisions making it hard for marketing experts to get through to this generation through digital advertising techniques. This generation is Millennial, which is famous for doing something else during the commercials and will not pay attention to digital ads fully. Finding new concepts for marketing and advertising on the Web to appeal to the Millennials is one of the issues of marketing. Digital marketing and advertising to Millennials in the US: (Munsch, 2021), therefore, aimed at identifying how marketers can reach out, teach, and persuade this generation on what to buy. Given that Gen Z is the largest generation joining the workforce, this research also aimed at analyzing how this generation and Millennials interact with dig. marketing and ads respectively. In order to undertake the research, the following qualitative research methods were used; focus groups, online bulletin board and in-depth interviews with individuals. The findings also indicate that the digital ads which are short, containing music or jokes, and with social media influencers perform well, for both age groups.

According to Dujmović and Pušnik (2020) By the same token, moving images reached consumer culture on public transport in several places. These objectives were to assess participants' general impressions of outdoor advertising and the number of the advertisements that were remembered. One hundred and two hundred people were polled in two ways: in an online survey and in a field survey. The participants were divided

according to age, sex and frequency of their use of public transport into six groups. The study reveals that outdoor advertising is becoming less memorable as we age. The most cited complaint by the participants was the claim that due to the external advertisements painted on Ljubljana city buses they cannot really see through the window and get a feel of what is around them. Therefore, marketers should stop using bus windows or at least avoid placing them in areas that may cause so much distraction to riders.

Advertisements possess the capability to influence the buyer's decisions; therefore, this is a perfect opportunity to promote sustainable mobility and multimodal transport systems within cities. Some questions that this paper aims to answer are: Regarding the theory of sustainable mobility and decision-making regarding multiple forms of transport in urban environments, how does advertising affect the consumer? This research focuses on the approaches and effectiveness of advertising in the campaign for sustainable mobility and multimodality and assesses the impact of advertising on consumers' behaviour within the analytical literature. Therefore, this research which was conducted by Išoraitė, Jarašūnienė and Samašonok (2023) considers how ads work and how they influence behaviour and provides a framework for using ads to promote sustainable mobility and multimodality in city transport systems. The participants included 396 people who lived in large cities of Lithuania. Research methods used were analytical descriptive, quantitative and statistical methods of research. In order to provide a detailed analysis of how advertising affects sustainable mobility and multimodal development of urban transport, a quantitative research approach was used. The study shows that regarding sustainable mobility commercials, people do not pay attention to them, and even less, people associate them with the progress of sustainable mobility and multimodality in city transit. The study further showed that if the advert is to change the consumers' attitude, and get them to make travel decisions based on the principles of sustainable mobility and multimodality, then the

advertisement information system should be enhanced by utilising the idea, text, content and originality of the advert. Other effective means of advertising the message regarding sustainable mobility and multimodality of transport in the urban environment is through bill boards, television, the internet, e-mail advertising and radio. For this reason, the study's findings will be useful both for the theoretical discussion of how advertisements affect the spread of sustainable mobility and multimodality in urban transport and for the practical purpose of outlining best practices for incorporating these concepts into the information advertising system.

Since millions of people travel by the London Underground each day, the advertising space in each station is very valuable. As there is not much that is known about those people passing by it is very difficult to hit the right time and place to post certain adverts. Hence, Lai, Cheng and Lansley (2017) examined local social media data to generate accurate and quantitative spatial and temporal information specific to each station area. To this end, the study utilised geotagged Twitter data to capture public interest spatiotemporally and primarily in areas around LUS. The findings in this study reveal that insight from SNA enables marketers to have an efficient understanding of the preference of the commuters to enhance the targeted advertisement.

The research A. T. Roux (2024) which was conducted by focuses on the possibility of utilising the minibus taxi rank as an alternative advertising platform, where digital place-based media (DPB) can be placed at such areas. It aims to fill the gap where the current literature and research regarding transit advertising currently stands, and the practical implementation of changes given the shift towards digital in this particular subtype of advertising. The study provides new understanding on the opportunity of place based digital advertising (DPB) at minibus taxi ranks as a non-conventional advertising platform. From it, a significant research gap is noted in the literature concerning this medium, which

implies the existence of still many more unexplored prospects of this medium. The study also outlines the following important research directions to future research: It will be important to examine context factors that are critical to the planning of transit media; and to systematically compare conventional with non-conventional approaches, focusing on image, cost and technological integration. Moreover, it highlights the need for looking at special aspects of DPB media for example, creativity in producing content and relevance of content to the users. In sum, the research introduces potential for DPB media while pointing to important directions that require future exploration to refine knowledge and practice of DPB media in advertising.

The research which was conducted by Czajkowski et al. (2022) focuses on the possibility of utilising the minibus taxi rank as an alternative advertising platform, where digital place-based media (DPB) can be placed at such areas. It aims to fill the gap where the current literature and research regarding transit advertising currently stands, and the practical implementation of changes given the shift towards digital in this particular subtype of advertising. The study provides new understanding on the opportunity of place based digital advertising (DPB) at minibus taxi ranks as a non-conventional advertising platform. From it, a significant research gap is noted in the literature concerning this medium, which implies the existence of still many more unexplored prospects of this medium. The study also outlines the following important research directions to future research: It will be important to examine context factors that are critical to the planning of transit media; and to systematically compare conventional with non-conventional approaches, focusing on image, cost and technological integration. Moreover, it highlights the need for looking at special aspects of DPB media for example, creativity in producing content and relevance of content to the users. In sum, the research introduces potential for

DPB media while pointing to important directions that require future exploration to refine knowledge and practice of DPB media in advertising.

In order to solve the challenge of detecting outdoor advertisement panels, this Morera et al. (2020) analyses two deep neural networks, one called Single Shot MultiBox Detector (SSD) and the other called You Only Look Once (YOLO). Both networks handle various and integrated scene variables. The ability to detect publicity panels in photographs has significant real-world and virtual applications. If we detect these ad panels in photographs using an app like Google Street View, for instance, we may substitute the publicity from one financing firm with another. This is just one example of how the Internet can be used for publicity. Under varying panel sizes, lighting conditions, viewing angles, partial panel occlusion, complicated background, and multiple panel scene scenarios, both SSD and YOLO detectors have achieved satisfactory results in our studies. Finding annotated photos for the problem under consideration was a challenge, so we generated our own dataset to run the experiments. The SSD model's strongest suit was its near-total eradication of False Positive (FP) cases, which is ideal for situations when the panel's publicity is examined after their detection. In contrast, YOLO had more accurate panel localization results, identifying Truer Positive (TP) panels.

From the standpoint of the target audience, Išoraitė and Gulevičiūtė (2023) will examine the peculiarities and techniques of outdoor advertising. This paper looks at outdoor advertising and how efficient it is. From the reviewed literature, past research on the distinctiveness and effectiveness of outdoor advertising has focused on other aspects of the medium; studies exploring the available antecedents that shape consumers' attitude towards new products and the factors that motivate them to make a purchase decision is essential. This paper reviews various features and methods of modern outdoor advertising. The objectives of the study and research questions are related in the following manner. The

Research intention is to focus that which factors among the outdoor advertising actually influence the last consumer judgments most. The study also established that lighting ads, outdoor screen ads, and mass advertising that embraces brand names in large letters were the most effective outdoor advertising media that embraced new technology.

A research which was conducted by Urychová (2020) delved into in today's world, a great deal of it is dynamic and ever-changing. Innovation and digitalisation are widely acknowledged as major drivers of change. In the advertising and marketing industry, digitalisation was a game-changer, as is the case with any new breakthrough. Messages used to be impersonal or automated but now are highly individualized because to technological advancements that have made it possible to switch from old media and channels to new ones, and from intermittent to continuous communication. There is a lot of focus on ongoing advertising campaigns because they appear to be the primary means of commercial communication at the moment. New, more efficient methods of producing such campaigns are required as they develop and as their design, production, and performance requirements change. While theoretical results and a new business model would theoretically allow for such production, nobody has tried it yet. They hoped that our research would help change that by bringing in topic-relevant data from professionals in the field. Our study's findings shed light on the benefits of businesses working directly with digital production companies. These collaborations have proven to be based on two things: first, the establishment of friendly, transparent, mutually advantageous environments that allow for creativity and open discourse; and second, the cultivation of value cocreation through the establishment of such environments. in today's world, a great deal of it is dynamic and ever-changing. Innovation and digitalization are widely acknowledged as major drivers of change. In the advertising and marketing industry, digitalisation was a game-changer, as is the case with any new breakthrough. Messages used to be impersonal

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According to Sayoh (2023) Due to the innovation, out-of-home ads can now be more creative and reach more people than ever before. In contrast to more conventional forms of out-of-home advertising, AI- ads may now reach very precise demographics and establish direct connections with consumers using cutting-edge channels. Essential to artificial intelligence are technologies such as big data, the internet of things (IoT), face recognition, temperature recognition, object and vehicle recognition, and real-time audience targeting. The world of out-of-home advertising has been radically changed by all of these and more technologies. Modern artificial intelligence systems that might change the face of advertising are the focus of this research. Introduced are the effects of these applications and some instances of ads authored by AI that have already been implemented. The study goes on to suggest a few more novel concepts for AI-based ads.

This paper Bergemann, Bonatti and Wu (2023) found that Digital advertisement makes it easier for businesses and consumers to connect online. To connect with eligible online customers and assist them in discovering their favourite companies, large platforms use their vast consumer data. As a result, advertisers sign up for these platforms to reach people who may not yet be on their radar. Three essential features of digital advertising are considered in this research. To start, there is a way for advertisers to contact some of their customers who aren't on the site. Furthermore, platforms have insightful data that might improve matching performance. Third, bidding mechanisms control the process of advertiser-advertiser matching on the platform. In this case, our model takes into account a monopoly platform that offers access to consumers for a price. The platform's pricing strategy, off-platform pricing strategy, and platform bidding techniques are all decided upon by the advertisers together. Users research all businesses' off-platform costs in addition to the promoted deals on the platform. There is a dedicated group of off-platform users that every marketer takes care of. Advertisers face a trade-off when trying to charge more tailored prices to on-platform shoppers while also establishing optimal prices for their loyal customers off-platform. The bidding process in data-augmented auctions begins with ads using the platform's data on match values. Even while these auctions improve the network's social efficiency, ads increase prices off the platform to increase platform revenue. The outcome is a decline in social welfare and off-platform consumer spending as a consequence of sky-high costs. The next topic of discussion is managed campaigns, where advertisers provide budgets that are then used by an auto bidding algorithm to generate consumer price offers and matches. Better will come out of data-augmented auctions than managed campaigns if a convex or concave statistic describes the distribution of match values. An independent managed campaign will lead to authors prices off-platform and greater consumer awareness if this statistic is convex. As a general rule, when

an on-platform user is very likely to value a product from a competitor, all advertisers reduce their prices to keep the user from defecting to their rival. On the other hand, the platform's clever marketing uses all advertisers' off-platform posted pricing to condition on-platform prices for sponsored products, which maximizes revenue. The ideal well-planned campaign raises platform-side product pricing while clearly consumer surplus in comparison to data-augmented auctions. The platform reduces advertiser competition by making it less profitable to lower prices. Consequently, they conclude that the capacity of the platform to control advertising competition is crucial to the welfare implications of managed campaigns.

2.6 Influence of Industry Professionals on Marketing Decisions

Role of Industry Experts in Media Planning

The intent of the inquiry conducted by Lamo-de-Espinosa- et al. (2019) was the increase Media planning and, by extension, the planner's role, are evolving in response to rising internet audiences and the rise of Big Data inside companies. There is more data accessible to do this job now because to digital development, but the work procedures and agent structures are more complicated than before. This research delves into how the digital society has altered media planner management. The authors employ a triangle approach, combining quantitative and qualitative approaches, to investigate how this professional role's knowledge, tools, and skills vary. It has been observed that in order to adapt to the digital context, they have had to significantly alter the way they work, combine offline and online techniques, and specialize in digital work. In addition, the use of modern technology allows for the implementation of fast actions and reviews. Expertise in digital media planning tools, together with increased levels of invention, analysis, and commercial acumen, as authorll as proficiency in working in interdisciplinary teams for multimedia settings, are thus necessary for this line of employment.

The focus of this research Yoo and , Kang, Seung-Mi, Truong (2021) was The advent With the rise of the "un-tact 2.0 era," or a "new normal non-face-to-face social relationship," the living paradigm is rapidly changing into a social relationship that is entirely mediated by digital technology. Consumers' daily life and the future of the industry are both profoundly affected by the rise of new kinds of digital behaviours and mediated relationships. The formation forces of society have been swayed by advertising, which has created a dynamic flow of the capitalist system across geographical and racial borders. The COVID-19 pandemic has increased its significance in the physical contactless environment. As a result of the ever-changing external environment, advertising has evolved and transformed throughout the years. This study mapped out the four main transitions that have taken place in the advertising industry since its inception, from more traditional forms of advertising to more recent forms of convergence. Lastly, they provided a number of instances that illustrate the problems with the current advertising industry and the paradigm shift brought about by "un-tact 2.0."

This investigation Oksana Kozlova, Olga Tkachenko (2018) examined Rapid change is occurring in today's media landscape, and with it comes an explosion of data and the rise of sophisticated new ways to convey it. A lack of awareness of information demands, a reduction of severity, an oversupply of information, and a superficial view are all characteristics of information consumption. On the other hand, people who consume mass media are learning how to effectively engage with the media environment thanks to the abundance of information resources and chances for media content distribution. Consumers' actions are influenced by this. Because of the dynamic nature of the media landscape, professionals in the advertising and marketing industries are always on the lookout for innovative ways to reach customers. This highlights the critical need to overhaul the form and substance of media experts' competence-based traits. This study

summarises the findings of an investigation into what makes an advertising and marketing expert competent as a professional worker in the media environment, specifically looking at their traits and skill set. In addition to conducting a theoretical examination of the subject at hand, author generated and analyzed the empirical results of a survey of company and employer representatives who expressed interest in these specialists. The research was double-checked for accuracy by collecting secondary data from search engines and holding open positions. In their proposed framework for training advertising and marketing professionals, the authors highlight media competency as a critical component. Because of the complexity and rapid evolution of the digital landscape, the foundation of this expert's work must represent the knowledge and abilities necessary to implement strategic communications in this setting.

Strategies for Incorporating Digital OOH and OOH

The primary objective of this research Yassin (2023) was examined Billboards For a long time, billboards have been an effective means of advertising. Viewers are always on the go to avoid paying attention to Stagnant images, despite their former attractiveness, due to modern visual overload and the paramount importance of brand recognition. In technologically advanced countries such as China, Japan, and South Korea, audiences are increasingly drawn to 3D billboards. These billboards use 3D technology or forced perspective, to generate a realistic effect. Anamorphic illusion technology is the "golden key" to digital out-of-home advertising's future because it brings 3D settings to life, immerses viewers, and makes items seem to float or even pop out of the screen. With the convergence of digital technology and creative thinking in recent years, advertising creative strategies have swiftly adjusted to the visual language of the digital era. Innovative strategies for digital out-of-home marketing have altered the trajectory of OOH Media and the industry as a whole. Incredible 3D Anamorphic billboards are one example of a

technological advancement that has allowed marketers to bring their creative visions to life. Anamorphic illusion technology is the subject of this research since it offers a new angle on billboard advertising. A concise background on the approach and its evolution is provided at the outset. Then, it explores how this technique can be creatively combined with the latest digital outdoor screens to create eye-catching ads that influence people's emotions and grab their attention. 3D digital billboards, which employ anamorphic illusion technology to create vibrant, attention-grabbing outdoor advertisements, are the subject of the article's subsequent exploration. The combination of an anamorphic illusion technique with 3D digital billboards gives graphic designers a lot of room to be creative and make ads that people will remember. In order to stay ahead of the competition and connect with their target demographic, brands are continuously on the lookout for fresh ideas to produce content that stands out from the crowd. This kind of immersive experience is the wave of the future when it comes to advertising, since it allows for a great deal more creativity than the old-fashioned billboard ads.

The findings of this study Kumar and Meenakshi (2021) indicate that, Advertising has long been a vital part of getting the word out about schools. There has been a dramatic transition from traditional to digital advertising in recent years, making digital marketing the preferred method. Educational institutions must change direction and adapt to new formats since convenience and adaptability are paramount in today's rapidly changing world. Digital advertising allows universities to reach out to prospective students on a deeper level, giving them an edge in the market and helping them remain relevant. Raising awareness and attracting high-quality students are two additional benefits. Google Ads is an online advertising network that Google created for digital advertising. On this platform, companies can place bids to show author users short ads, listings of products or services, or even movies. Ads can be displayed on non-search authorities, mobile apps, and videos

in addition to search engine results (e.g., Google Search). Google AdWords provides the most practical resources for any digital advertising strategy problem. The most important metric that shows its effect and influence is the Click Through Ratio (CTR). Academic and strategic support is necessary for selecting the best approach among the many available options. Examining the efficacy of digital advertising campaigns promoting business schools using Google AdWords is the primary goal of this research. As a gauge of the campaign's efficacy, CTR is the primary focus of this study. This study aims to decipher click-through rate (CTR) in relation to the digital ad content kind and structure, in order to discover and propose new approaches. Finding and suggesting the best internet advertising plan for a business is the focus of this research.

The chief intention of this paper Hetz et al. (2023) was examined the rapidly growing industry of online meal delivery services has introduced new opportunities and challenges to public health in the out-of-home (OOH) food environment. In this work, author cover the creation, potential uses, and evolution of a cutting-edge digital platform for monitoring the out-of-home food environment. Using data that is already available to the public via meal delivery apps, this platform delves into the digital food offering environment, revealing things like the most popular restaurants by region, the average calorie content per meal type, and the energy value per dollar. This study fills a gap in the existing legislation regarding this digital landscape, with a focus on nutrition information provision and food labelling. The platform has helped us understand the digital food ecosystem much better, but it still shows where author need to fill in the blanks, mostly because there isn't enough publicly available personal data and some of the information is inconsistent. Despite these obstacles, the suggested digital platform has great potential for illuminating the digital food ecosystem, facilitating healthier food choices, and guiding future legislative initiatives to regulate the online food ecosystem. The authors of this study

believe that the digital food industry should be required to implement policies that promote transparency, equality of access to healthy food options, and comprehensive, comparable nutrition information.

This research Singh (2022) was examined that there is a strong correlation between the advertising of over-the-counter pharmaceuticals and the selling of these drugs in India. Certain goods that should only be consumed under medical supervision are prohibited from advertising under the drug and magic cures Act of 1954 and 1955. Doing so was done with the intention of discouraging people from treating their own illnesses. It is legal to advertise over-the-counter medications in India, and many famous people even back them. In India, fans will go to great lengths to support their favourite celebrities, so when they endorse a product, they are more likely to purchase it. Research on the effect of advertisements on the sales of over-the-counter medications is crucial, as is the question of what kinds of advertisements are most effective. The effect of over-the-counter product advertising on customer behaviour and expenditure is the focus of this study.

2.7 Consideration of Digital Advertising in Promoting Offerings

The evidence from this study Wuisan and Handra (2023) points to the growth in Internet use is changing the way businesses operate, especially retail ones that rely on e-commerce for customer purchases. Examining successful strategies for implementing internet advertising and attracting consumers' attention in making a purchase is the primary objective of this study. Also, this study used a descriptive survey method that included verification. This study's population consists of 96 clients who are active Lazada users in Bandung. The research shows that ads on the internet have a major impact on whether or not people buy anything from the Lazada author site. The town has been influenced by the fast-paced evolution of information technology, which has enabled a multitude of firms, both large and small, to gain international recognition. One of the most influential forms

of advertising nowadays is digital marketing. In this age of globalisation, the use of digital marketing—specifically, social media—has greatly enhanced sales volume when compared to traditional methods of advertising. This is particularly true for e-commerce applications. When it comes to advertising, digital marketing is often considered to be the most efficient and effective strategy, and it has the potential to greatly boost sales.

The purpose of this investigation Jain and Pandey (2020) is to investigate how digital marketing impacts customer actions. Promoting goods and services and reaching customers using digital platforms is the goal of digital marketing, one form of marketing. Almost every industry in India is now utilizing digital marketing strategies. A random sample procedure was employed to gather data for this inquiry. The majority of the data came from a Likert-scaled structured questionnaire. One hundred fifty individuals made up the sample for the study. Data analysis techniques, such as ANOVA, regression, and correlation. The research concluded that in today's increasingly digital world, digital marketing is essential for any business hoping to increase product sales. This proves without a reasonable doubt that digital marketing influences buying behaviors.

The study which was conducted by Patil, Navalgund and Mahantshetti (2022) on the level of digital marketing adoption by start-ups and SMEs revealed the following conclusions. It described several factors affecting the digital marketing, with Technology-Organization-Environment (TOE) as well as the Diffusion of Innovations (DOI) framework used to assess these factors. Smart PLS and SPSS were used to test hypotheses on the extent to which relative advantage, compatibility, cost, perceived use, competitors, and effective communication influenced digital marketing adoption, and the results showed that all the six factors had positive influences on the adoption of digital marketing in the organisation. On the other hand, other variables such as complexity, customer influence, and government support were established to have no impact and were therefore removed

from the final SEM path model. These research outcomes provide applied utility to the managers and owners of start-ups and SMEs to help them plan for the right approaches in implementing digital marketing. Additionally, the current study recommends that future studies should seek to include other variables and replicate the results in other geographic regions. In sum, such findings improve the knowledge of how digital marketing can improve the performance and development of new business and small business in the context of progressing digitization.

Due to its profound impact on people's daily lives, the ever-expanding internet has quickly risen to the status of one of the world's most crucial technologies. In light of this, one of the paid TV businesses uses the internet as part of an integrated marketing communication campaign to promote its product. Websites, SEM, online PR, display ads, email, and social media marketing are all part of digital marketing, and the study which was conducted by Christina et al. (2019) intends to learn how each one works and what strategies are most effective. Interviews and participant observation make up the descriptive qualitative approach. The information was culled from books and articles about digital marketing. The importance of digital marketing strategy in product promotion was highlighted by this study. From conceptualisation to execution to assessment, every step of a digital marketing strategy is distinct. Evidence of the company's successful implementation of its digital marketing strategy.

According to Sharma (2021), In developed countries, where internet usage reaches as high as 80% of the population, digital marketing is considered one of the most effective advertising strategies. But it becomes essential to study digital marketing effectiveness as an advertising technique in developing nations, especially in India. Because of things like a relatively low internet connectivity level compared to the total population density, and other indices like poverty and illiteracy which substantially determine how companies

allocate their marketing budgets in a bid to spur business growth, the dynamics of the Indian market are complex and challenging. The present forms of advertising strategy in India are discussed, as well as the factors why they appear to be popular and effective present in the literature review section. The current media consumption pattern of Indian population as well as its acceptance for digital marketing as a substitute or traditional advertising. Some very significant and interesting facts about the Indian consumers have been revealed by the data so far accumulated. People in India are now using the internet and are reading more and more digital media but they remain highly conventional in terms of media usage and purchases. Even to date, many consumers continue to shop with a lot of reliance on touch and feel when making purchases. While the COD model has to an extent made the online marketplace and e-tailer shopping convenient, a large number of Indians remain either unable or unwilling to use the new electronic payment methods, and the majority of the population, including the educated new middle class, relies on cash transactions. While digital marketing is still growing as a marketing strategy and is very promising as a tool for effective advertising and marketing, this work can conclude that this method cannot be effectively used in the Indian market at present due to the specifics and traditional thinking of the Indian consumer. If the Indian market is indeed serious about using digital media to popularize brands and grow their businesses, then, it will be a long time. Due to the type of business and the location of the target market, it is crucial in today's society for any business, no matter how large or small, that is looking to expand its customer base and increase its revenues to employ a marketing and media plan that utilizes both mainstream media and new media.

Studies concerning consumer behavior has been conducted for many decades and the returns for companies that seek to understand their customers and for the customers themselves who seek to make rational decisions about their purchases are enormous. These

advantages are currently a focus of marketing departments all over the world at a time when businesses are struggling to gain a higher market share. In this environment, digital marketing is helpful for companies who want to gain an advantage over their rivals. Digital advertising is a strong tool to make the first positive association between the companies/services and the consumers. The purpose of the research which was conducted by DIAMANTOPOULOS (2019) is to establish whether digital ads influence the consumers' offline purchasing attitude and the impact that marketing Kotsovolos' digital ads will have on the consumers' products. The research findings also indicate that the aspect of digital advertising messages that have positive effects on customer behaviour include information and entertainment, brand recall and brand association and monetary reward. If we compare with other trends in advertising, for example, pop-up windows, the invasion of the consumer's privacy that results from junk mail is obvious.

2.8 Challenges Faced in Planning Ooh Advertising Campaigns

Advertising is a major area of marketing communication that facilitates the selling of commodities, services, concepts and images through being an influential and conspicuous communication medium. The purpose of the research which was conducted by Soe (2022) is twofold: to provide a detailed overview of the billboard advertising industry in the Yangon Region; and to establish the factors that are hindering the advancement of the industry. This investigation utilized only descriptive analysis and qualitative research approach. In the beverage industry, customer/supplier relationships and consumer relationships are critical success factors for enhancing sales. Companies should also make good use of the outdoor advertising channel with particular reference to billboard advertising to exploit what they found to be their strength during the SWOT analysis. From the surveys conducted on the key informants, advertising firms have to reconsider their marketing strategy given the increase of the digital marketing and online

advertising. This study suggests that outdoor ads should be swapped with the digital ones and that there should be affordable and easily available net ads for every business.

Many consumers are still sensitive to outdoor advertising media and therefore it is still authority to employ the medium. But the sector needs to act proactively since people are more aware of the environment today. It runs through the impacts of banners on environment and recommends how the negative impacts can be minimized. Market research has pointed out the tendency of advertising using banners while other forms of advertising exist, hence the search for the impact on the environment and how to minimize it. The purpose of the study conducted by Cuc (2024) is therefore to discover new methods to reuse banners and other promotional products in a manner that responds to the concept of the circular economy and make the banners last longer. These models and techniques are based on literature assessment that outlines opportunities for sustainable banner management. Through Gemini X20 Pattern Designer software, an example of how banners are converted to functional raincoats is illustrated. The main papers of the investigation centre around the management of resources and adherence to copyrights. This practical example shows how recycling is made feasible and valuable in outdoor advertising. Helping working people get involved in the community and generate money are both facilitated by collaboration with tailoring workshops. A company may increase its sustainability status and be considered as key contributor to outdoor advertising and marketing by adopting these strategies. Last but not the least, this research makes an effort to present practices that are beneficial to the environment and society.

The advertising industry belongs to the value chain of the information distribution market. However, as much as is the case with television commercials, there are some forms of advertisements that are not friendly to the environment. All signs have a purpose ranging from the informative, the directional, or the promotional at sometimes they are simply a

nuisance and at other times they are a menace to society. For this reason, there is need to find out the impacts of outdoor advertisements to the natural environment. EKONG (2024) looks at the advantages and disadvantages of outdoor advertising. It then goes ahead to explain the flaws with outdoor advertising before explaining how one can solve them. The investigation incorporated a library study and photographs. Several studies have found that this kind of advertising would accomplish its job and lower noise interference if the respective legal body over it implements its guidelines scrupulously.

The research which was conducted by Shinde (2023) was aimed at assessing the benefits and drawbacks of applying the DOOH advertising technology from a commercial perspective to create the extended version of the “Technology acceptance model” (TAM). The need to understand why DOOH advertising is used in the contemporary day is the rationale for the objective. Besides, it explores how different individual characteristics affect consumers’ attitudes towards benefits and risks of the new technology. Because consumers are much harder to reach in the modern fragmented media world, the importance of DOOH advertising has grown for brand marketers. Several digital marketing strategies can be integrated into a DOOH campaign to increase reach as well as its efficiency. This can be driven by app downloads, social media likes and shares, and creating content, and are all behaviours that are almost entirely executed on customers’ mobile devices. The study also reveals that a large number of OOH suppliers provide DOOH through programmatic with DSPs and various service suppliers. On the other hand, there is much fragmentation of the market; distinct platforms and suppliers interact with different networks, and specific networks remain partly open even if they employ programmatic buying.

The purpose of the investigation carried out by Suchilde Cuc (2024) Digital advertising has come a long way, but billboards and other forms of outdoor advertising are

still effective and widely used. But the sector must take proactive steps since people are more conscious of the environment. Banners have a significant influence on the environment, and this study looks at that impact and offers sustainable solutions. Banner ads are still very much in use, even if there are other forms of online advertising; this has prompted researchers to look into the damage they do to the environment and how to fix it. Innovative recycling procedures that are in line with the principles of the circular economy are the special focus of this research, which aims to prolong the lifespan of banners and campaigns. The ideas and solutions presented here are based on a thorough literature assessment that sought out possibilities for long-term banner management sustainability. Author use a case study approach to show how author used Gemini X20 Pattern Designer software to turn banners into practical raincoats. Resource optimisation and compliance with copyright restrictions are the primary foci of the study. Recycling in outdoor advertising is made feasible and beneficial by this practical example. Community engagement and economic benefits are facilitated through collaborations with tailoring workshops. Companies may better demonstrate their commitment to sustainability and take the lead in outdoor advertising when they adopt these techniques. Finally, this research sheds light on sustainable practices that help the environment and society at the same time.

The goal of the analysis performed by SOE (2022) One of the most essential marketing communications tools, advertising is a visible, forceful force that promotes goods, services, ideas, and images. The purpose of this research is to take stock of the billboard advertising sector in Yangon Region as it stands right now and dissect the obstacles that have been named as stumbling blocks to its growth. Qualitative analysis and a descriptive approach authored utilised in this investigation. When it comes to the beverage industry, having positive relationships with suppliers, retailers, and customers is key to generating higher sales. Companies should also make good use of the outdoor

advertising channel, particularly billboard advertising, to capitalise on their competitive advantage that they discovered during the SWOT analysis. Based on the responses of key informants, advertising firms need to develop plans and initiatives that highlight digital marketing and online advertising due to the increasing number of people using internet services. According to this research, all businesses should switch to digital outdoor ads and use online platforms because it's more convenient and cheaper for them.

2.9 Future of The Ooh Industry in India

People are greatly influenced by outdoor advertising, which helps to reinforce brand messages. Out-of-home (OOH) ads supplement other, more prominent forms of advertising by providing the optimal media mix. Out-of-home (OOH) is a highly regarded medium that stimulates the growth of other media like television, the internet, etc. Seeing the same message again and again, whether at home or on the go, reinforces the message. It's useful for getting people to remember your brand. In order to reach their target audience, outdoor ads entice them to learn more about the brand. People often spend around 70% of their waking hours away from home. In today's society, outdoor advertising and mobile phones are the perfect mix for connecting people. As previously said, the use of mobile phones in conjunction with outdoor advertising can potentially cause consumers to switch brands. Because it is impossible to ignore or block out in an urban setting, outdoor advertising is a key means of reaching the urban populace. This study which was conducted by Kaur Dhandyal et al. (2020) aims to investigate how young people view out-of-home (OOH) ads as a kind of assistance. Using a convenience sampling methodology, the author was able to reach out to nearly seventy-six respondents, and author collected their responses through a questionnaire. From the result is evident that majority of the youths perceive out-of-home media as a support medium. Every other genre of the traditional media; print, broadcast, and online advertisement is fueled by it. To reach more consumers

and effect greater recall, use OOH media in conjunction with other media advertising. Because those units present a graphic image, the message of the business is complimented when viewed in its environment. Indeed, the integration of mobile phone advertising with out of home was a good going during the COVID-19 pandemic. It makes room for an integration of the online and the offline modes of communication. Digital media seems to be avoided by out-of-home, which looks more like an effective method at first sight. Last but not least, in contrast with broadcast and digital media advertising, OOH media provides credibility and reliability to the advertised message (Dhawan, 2020).

From the time of India's independence till the present day, this research piece aims to trace and analyse the seven decades of advertising in India. There have been three main stages in the history of advertising in India. Phase one considers advertising in India before and after independence, while phase two delves deeply into how the shifting economic, political, and social climate in India recast children and women in ads made during that time. In the last section, we learn about the modern day, when Indian advertising is becoming well-known and respected around the world. The history of advertising in India is one of profound change. Although it started out as a straightforward factual presentation of commodities, Indian advertising has come a long way, using innovative and unusual ways to showcase products and services. The purpose of the study conducted by Maheshwari (2021) was to document and analyse the development of the advertising sector in India from the time of independence, and it is the first of its type.

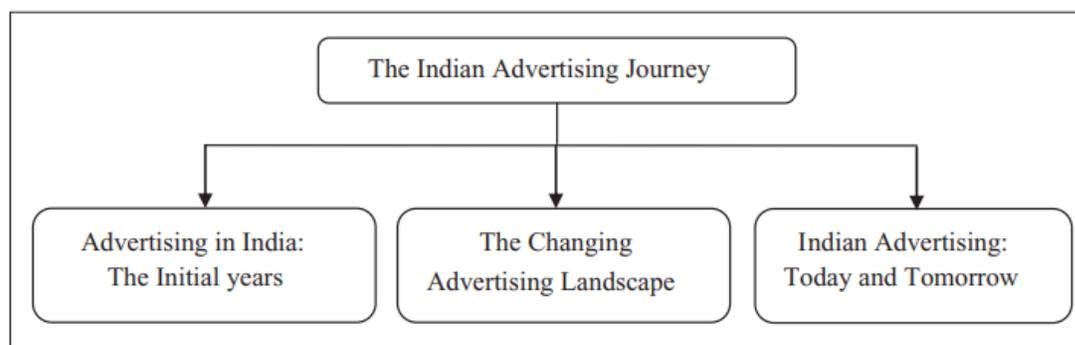


Figure 2.4: Seven Decades Journey of Indian Advertising

Source: - (Maheshwari, 2021)

In an attempt to follow the growth of the advertising profession in India this paper seeks to outline the history of advertising in India prior to and post the time of independence. This work has a lot of implications and conclusions that every academician and advertising professional will find useful. As a source of information for any academic, it provides an understanding of the development of advertising in India over the seventy years. Students in the area of advertising management should also benefit from the knowledge concerning the historical background of advertising in India. Marketing communications are said to bear a close relation to a variety of political-legal, economic, socio-cultural, technology and demographical factors. That is why this study also contributes to a similar belief. This work shows how the advertisements in India were indeed a reflection of the societal changes that occurred over the years with the changing advertising scenario of the country. Those in the advertising business could do with keeping an eye on interacting societal patterns if their campaigns are to succeed. Also presented in this study is how the elements of advertising changed with the social changes together with social taboos. This shows how conversion of what was once largely informative and direct means of advertising are now shifting more towards telling a story.

This article will be an excellent resource for professionals who want to integrate new types of media to tell a well-executed story about products and firms.

The term ‘billboard advertising’, also known as ‘out-of-home’ advertising, relates to advertising a product, service, or campaign through large printed or electronic bill boards or hoardings. Since classical period, billboards have continued to play a significant role and exert much impact in the advertising industry. However, those days billboards are not the most efficient way of advertising and they still find many billboards found abandoned in cities. According to Agarwal (2022) much of countries, including India is losing good potential due to the lack of digital billboards or short video material. Also, this work examines how many other aspects—such as the type of font, color, size, position, model, and so on, enhance a billboard and how the absence of some or all of these makes a billboard suboptimal. The study relies on secondary sources of information mostly from four nations: Nigeria, India, United States, and Malaysia. This article’s objective is to expound on the contemporary and potential roles of the billboards further than what has been outlined above. From the research, it is clear that the impact is dependent on other factors than the brand being advertised. As they are almost everywhere, billboards have risen in the ranks as a preferred advertising platform for mobile customers. In most cases, billboards are effective if used within another medium; this way the consumer associates the billboard with the other medium giving the impression created by the bill board more credibility. From the secondary analysis of various data sources, what appeared evident was that billboards conform to the principle of effecting a mark only when they are different from other billboards. Whether it is through illumination, video or even models a billboard should be distinctive for it to create a successful campaign for the brand’s future. For instance, if we only regard to India as the representative country we can observe that number of digital billboards is low, and the main areas in which they can be installed are

malls, airports and some particular roadways. This is a great loss since each and every one who is in the photo may be a potential customer. Specifically, the experiences of Times Square and Leicester Square, arguably the world's most quoted examples of digital advertising billboards, have revealed that in future static billboards are wont to dominate the information network of India but instead digital ones are all set to take the over. All of the questions raised by the research objective focus on the operational processes in the advertising market. This media must have digital billboards soon in India since they have been implemented in other countries of the world. Short-form video content will unquestionably reign supreme in the billboard business as more companies embrace digital billboards due to awareness and as more individuals shift to them. Going forward, I expect to witness a shift from essentially similar short-form video-based digital billboards and far less boring and mundane static ones.

According to Fulgoni, G., Pettit (2017), the purpose is to investigate how well-branded content performs on both digital and television platforms. As a reaction to the digital advertising inventory's commoditization, branded content has grown in popularity, and this trend aims to harmonise standard marketing measures with its distinctive features. The survey emphasizes the rising trend of branded content, especially native advertising that is made to fit in with the platform's content rather than stand out. There has been a change towards higher quality advertising tactics, as indicated by the 74% growth in native advertisers in early 2017 compared to a fall in programmatic advertising.

Summary

The Literature Review starts with the literature on the development of digital advertising, focusing on how digital advertising easily targets/conveys a message to the consumer. It expands on how digital advertising has evolved the format of marketing and how it becomes much more personal, immediate and effective in reaching out to potential

consumers. The review also analyses how new privacy regulation affects the AIDA model and states that because of these changes has created problem on advertisement personalization, and the measurement of its success, which is commonly called the 'adpocalypse'. In addition, it takes into account shifts in user requirements and qualitative characteristics due to new technologies and the growth of social networks, with increasing relevance to questioning the features of marketing theories and practices. Industry specialists and their responsibilities in media planning are also discussed and how they can also sometimes cause problems from the perspective of the consumer and media professionals are now faced with imperative to thinking and approaching the consumers in new fashion adequately to the complexity of the media environment. Finally, the review briefly discusses the cost-effective feature in the current digital advertising environment while pointing out certain operational issues that may exist and stress the need for modelling consumer attitude and behavior towards ads. In conclusion, the literature review indicates the existing trends and possible development of the digital advertising, its relations to the technology progress and the changing consumers behavior and the current tendencies of the industry.

CHAPTER III: RESEARCH METHOD

3.1 Overview of the Research Problem

The use of digital technologies in advertising has been identified as a major-shift in the advertising industry. Out-of-home (OOH) as a form of advertising that spans billboards, transit and other forms of outdoor/ visible advertising has been in practice for many years (Roux and der WALDT, 2014). In this sense, while the OOH industry has been mostly developed as a traditional media that posts simple billboards and posters across cities, the new era of digital advertising has imposed new dynamics, questions, and possibilities on it (Roux, 2018).

On the basis of interactivity and measurability, digital advertising is considered the most popular growth advertising due to its preciseness in targeting niche audiences and the provision of real-time metrics. This change has led to a reconsideration of conventional OOH advertising and its efficacy (Mathur and Jaiswal, 2024). Digital characteristics that have been included in OOH advertising like digital billboards and touchscreens, therefore, blend the old and new media domains. This convergence is to boost the interaction with the ads placed, expand the area that it can cover, and thereby get a more effective campaign (Mathur and Jaiswal, 2024). Thus, the OOH industry in India is going through these global trends, but with some environmental factors that are possibly different from all other countries with different socio-economic structures. Advertisers have had to change the way they apply OOH campaigns due to the fast growth of cities, an increase in smartphone usage, and the shift in consumers' behaviour (Duminil and Pierrel, 2019). However, it is still very unclear how this format of digital advertising will affect the more conventional out-of-home advertising market in India. This research seeks to fill this gap by elucidating the attitudes, feelings and measures that industry players have to endure and take.

The major research question that underlines this study is: How is digital advertising evolving OOH industry in India? Once will require exploring the significance of digital and OOH advertising, evaluating the perception of marketing specialists, and determining the problems occurred when implementing digital components to OOH advertising. Moreover, the study aims at discussing the further development of the OOH industry regarding the enhanced digitalization. Through the exploration of these facets, the objective of the research is to assist in filling the gap in the existing literature concerning the dynamic nature of advertising in India as well as provide beneficial insights regarding the digital environment for those within the sector.

3.2 Operationalization of Theoretical Constructs

This study aims to discuss the future of both digital marketing and OOH advertising, as well as to analyse the impact of their synergy and discuss the potential of generative AI (Gen AI) in media planning (Lee Roberts, 2018). It measures the degree of interaction between the audiences with OOH advertising through digital marketing and the contribution of DOOH advertising into the traditional advertising approaches (Zlatanov and Đurićanin, 2023). This research looks into the role of integrated media and automated trading in promoting the efficiency of the campaigning and achieving synergies, as well as how using digital and external advertising together for brand reappearance and customer interactions. It also looks at the question of whether digital marketing is sufficient in balancing engagement without the help of OOH (Goodrich, 2024).

The study focus is on the development of OOH advertising, exploring the digital innovation in the OOH advertising industry and the impact of urbanisation on the growth (Kazoulis, 2024). This challenging rise increases attention to OOH due to the coverage of big audiences through outdoor installations, the opportunities for digital displays, and the perspective given to local and regional goals. Secondly, how programmatic platform helps

to ease the OOH advertising and its combination with digital and mobile media is also explored (Bhatti and Kumar, 2023).

The study focuses on best marketing practices by evaluating the synergy between digital marketing and OOH, ensuring consistent brand messages, amplifying total audience coverage, as well as offering effective and engaging campaigns (Wan, 2023). Using actual-life cases, it shows how OOH and digital marketing complement each other in increasing brand awareness and company conversions, as well as total consumer interactions. Second, how Gen AI fits into this convergence is investigated in terms of its capacity to enhance media planning, refine campaigns in real-time utilizing consumer data, and generate content that has relevance based on context (Gujar and Panyam, 2024) . The study also assesses how Gen AI improves programmatic buying effectiveness and targeting accuracy, allowing for campaign improvements in real time. By operationalizing these constructs, the study offers a clear perspective on the dynamic nature of different promotional techniques; significant interactions between digital and out of home advertising; potential role of Gen AI in enhancing promotional ways (Advertisers, 2024).

3.3 Research Purpose and Questions

The main purpose of this research is to establish the extent that digital advertising affects the OOH industry in India (Geetha, Benazir and Sulthana, 2020). The objectives of the current research are as follows: to determine the topicality of digital advertising against the background of typical OOH advertising; to reveal the position of the experts from the OOH industry; to discover the key issues and hesitations in the process of embracing digital components in OOH advertising; and to foresee the developments in line with the further OOH industry evolution (Roux and Waldt, 2019). In this vein, insights beneficial for industry participants relevant to the digital transformation will be gained, which will allow

for improved advertising strategies. The major research questions that has been considered in this study are as follows:

- **Research Question 1:** Does digital Marketing have a negative impact on the growth of OOH advertising?
- **Research Question 2:** How do digital marketing and OOH advertising work together to create a holistic marketing approach for brands?
- **Research Question 3:** How does the increased infusion of Generative AI enhance the effectiveness of digital marketing and OOH advertising by creating synergy?

3.4 Research Design

Given the nature of this research, the research design chosen is exploratory in nature – the goal is to discover the interplays and new trends in the Indian OOH industry due to the digital advertising influence. The design includes the following elements:

- **Research Philosophy:** The research adopts the interpretivist paradigm owing to the emphasis on individuals' personal views and perceptions of industry that can be gathered via quantitative and qualitative techniques (Mukhopadhyay and Gupta, 2014). This philosophy espouses the understanding of how digital advertising has affected conventional OOH approaches, from the practitioners' standpoint.
- **Research Approach:** An inductive approach is also used to arrive at hypothesize and generate new theories out of the collected data (Kuczynski and Daly, 2003). Evidently, this approach is best applied to the analysis of patterns and themes in the qualitative data and is particularly useful for gaining a better understanding of the dynamic of digital and OOH advertising.
- **Research Strategy:** The research method is mixed method, and data is gathered using a survey as well as interview (Jansen, 2010). It is the method that enables collecting the maximal set of diverse opinions with the representatives of the

industry, digital OOH specialists, and managers of marketing departments. According to the type of questions asked, the survey is both closed-ended and open-ended depending on the kind of data being sought that is, quantitative or qualitative data.

3.5 Population and Sample

There employed population for this study includes the clients as well as the advertisers and others with an interest in OOH advertisement incorporating the digital OOH advertisement market in India. Admittedly, the sample involves participants who specialize in OOH advertising and/or have experience with campaigns that include both digital and traditional OOH components (Lakens, 2022).

- **Sampling Technique:** The study employed a purposive sampling technique in order to guarantee that the respondents were knowledgeable in digital marketing (Suri, 2011), OOH advertising, or utilization of Gen AI in the planning of media. Recruiting was done from industries that are already employing integrated marketing and programmatic application. Therefore, the sample was derived systematically from professionals in different fields like retail, technical, and media to get the balanced view of the given scenario (Andrade, 2020).
- **Sample Size:** The study plans to use surveys; the participants were 213 in number and the interview sample was 8. The number of participants in this study is deemed sufficient in order to reach a point of data saturation, which ultimately means that the emergence of new themes or data in the respondents' responses is highly unlikely (Memon *et al.*, 2020). Largely, a large sample size helps in reducing the chances of error in data collection, thus enhancing the research findings concerning the research issue.

3.6 Participant Selection

The selection of participants for this study is a critical aspect of the research design, ensuring that the data collected is relevant, insightful, and representative of the industry's perspectives. The following criteria and processes are employed for participant selection:

- **Target Participants:** The research is chiefly employing professionals in the Out-of-Home (OOH) advertising market, as well as the digital advertising market in India. Such participants include working professionals in the digital OOH industry and experts from the field of marketing and advertising, along with those who have worked on both the conventional as well as digital techniques of OOH advertising.
- **Selection Criteria:** Study participants are chosen to have at least two years of working experience in the OOH or digital advertising sector and they have to be in the decision-maker or strategizing level of campaign executions. The criteria have been discussed in the following table 3.1:

Table 3.1: Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Marketing professionals, advertisers, and brand managers across industries.	Participants with less than 2 years of experience in marketing or advertising.
Individuals with experience in Digital Marketing, OOH advertising, or Gen AI.	Participants are not directly involved in media strategy development or execution.
Respondents who have actively worked with or have knowledge of current trends in digital advertising and media strategies.	Individuals from industries unrelated to marketing or advertising.
Participants who are willing to provide informed consent to participate in the study.	Participants who are unwilling to share their insights on digital marketing, OOH advertising, or Gen AI.

Survey respondents aged 18 or older.	Participants who do not have access to or willingness to engage with the online survey or interview format.
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- **Recruitment Process:** For participant recruitment, the study has used the forums of the specific industry associations and key professional networks that members of the population are likely to be involved with. Informative emails are addressed to the participants, where the purpose of the study, the voluntary nature of participation and the time needed for completion of the study are mentioned. The subsequent messages are to ask for participation and set up interviews if the nominated professionals are interested and willing to participate in the study.
- **Ethical Considerations:** Participants are informed about the voluntary nature of their involvement, the confidentiality of their responses, and their right to withdraw from the study at any time. Informed consent is obtained prior to conducting interviews.

3.7 Instrumentation

Quantitative data was collected through a survey questionnaire containing close ended questions developed based on a 5 Likert Scale to measure the efficacy of digital marketing services (Tanujaya, Prahmana and Mumu, 2022), OOH Media Advertising and Gen AI in Media strategy. The Likert scale value included Strongly agree; Agree; Neither agree nor disagree; Disagree; and Strongly disagree response options. This approach gave quantitative information that trended, related, and evaluated these factors in terms of their effectiveness.

Interviews were conducted to obtain large amounts of non-structured data in the form of in-depth responses from the participants, these participants in this study included marketing professionals, advertisers, and brand managers. These interviews gave rich insights into how digital marketing was connected with OOH advertising and how Gen AI

was involved in media communication. The nature of the qualitative data meant that it was possible to introduce significant facets of the material and underlying themes that would support and expand on the more rigorous numerate conclusions. Both were developed to include data from professionals in the industry to obtain extensive information for analysis.

3.8 Data Collection Procedures

The data for the present research was self-administered through the use of a structured questionnaire. Where necessary, the actual questionnaire used was directly administered to the participants (Grace, Banson and Saraf, 2023).

The target of the questionnaire was to evaluate the efficiency of digital marketing services together with out of home advertising, the trends for these types of advertisements and the use of GenAI in media strategies. There was both primary and secondary research in this study used. The quantitative and qualitative primary data were collected by administering an online structured questionnaire to 213 participants and face-to-face/online semi-structured interviews to 8 participants. The common participant types were marketers, advertisers, and brand managers drawn from different sectors. Secondary data was obtained from journals articles, Industry, and marketing statistical tools and platforms (Grace, Banson and Saraf, 2023).

The use of both quantitative and qualitative data for this research also offered an omnibus view of digital marketing, OOH advertising, and Gen AI as emerging strategies in modern media communication which would help to understand their effectiveness, prospects for development. Thus, using the structured questionnaire and interviews, allowed for extensive discussion of the subject matter, and the overall data collection allowed for both broader industry trends to be analyzed concurrently with expert professional opinions were used to pinpoint Patterns/ trends that are relevant to the objectives of the research (Rahman and Muktadir, 2021).

3.9 Data Analysis

The Quantitative data were analyzed by both descriptive and inferential analytical methods; the Statistical Package for Social Science (SPSS) was used in analyzing the data. The frequency distribution of the findings from the survey was analyzed using SPSS to provide descriptive analysis of the overall characteristics of the respondents concerning the integration of digital marketing, OOH advertising, and Gen AI. To compare and contrast the identified factors relating to the use of advertising, regression and correlation tests were carried out using SPSS in order to determine the significance of the relationships between important factors influencing the effectiveness of advertising and media strategies (Rahman and Muktadir, 2021). The textual data collected from the interviews were analyzed through content analysis in order to identify broader relationships between digital marketing and OOH advertising and the influence of Gen AI in such processes. The quantitative analysis was complemented with the findings of qualitative analysis, which enriched the views of the industry and its practices. In accordance with the findings of the presented regression analysis and the qualitative analysis of the given ads' impact, conclusions were made concerning effectiveness and further perspectives of these kinds of adverts. Concrete suggestions were then provided to help the marketers and the industry insiders further refine their media tactics, utilize the full potential of digital marketing, OOH advertising and Gen AI in achieving maximal business results and enhancing consumer interaction (Daniel Arkkelin, 2014).

3.10 Research Design Limitations

Despite the overall theoretical coverage of this study, it is worthy of note that this research has some limitations as outlined below.

First, the survey quantitative approach may decrease the comprehensiveness of the findings as it allows only for collecting structured data without exploring the richness of participants' experiences and attitudes.

Further, since the data collection method used was an online survey, there may be possible respondent bias in that some of the professionals may not frequent the internet or check their email frequently for survey invites. While this method can be useful in selecting participants interested in the study and influences study results by selecting participants based on predetermined criteria of industry relevance, purposive sampling may contain source bias.

Consequently, the research setting that restricts the study area to India and the research subject that identifies advertising specifically OOH section could translate the results to other research areas or countries with caution.

Finally, despite offering profound analytical features, SPSS might not offer ways to analyze context or emerging patterns of quantitative data. These limitations need to be taken into account when comparing the results and making conclusion based on the conducted study.

3.11 Conclusion

In this particular study, analytics was used to demonstrate that digital marketing complements OOH advertising and brings significant improvement to audience attention, branding, and campaign results.

The findings underlined DOOH advertising as a versatile complement to digital marketing strategies with programmatic DOOH networks and generative AI enhancing media buying, content production, and addressable audiences' accuracy. The implications for marketers are massive because the combination of these channels creates a consolidated

plan that helps to utilize the advantages of both media to increase the chances of better customer interaction and conversion.

Also, this research exposed the fact that the rate of OOH advertising growth increased due to urbanization, technological changes, and flexibility of the digital boards. brands should apply this by integrating their marketing tool as an OOH advertising and a digital campaign for a single and consistent brand message to consumers.

CHAPTER IV:

RESULTS

4.1 Reliability Analysis

Table 4.1: Reliability Statistics

Cronbach's Alpha	N of Items
.643	28

Table 4.1 shows that a 28-item scale has moderate internal consistency with a Cronbach's Alpha of 0.643. While it is above the 0.60 criterion, it is below the 0.70 ideal, indicating that the scale items may not be fully connected.

4.2 Frequency Analysis

Table 4.2: Demographic

		Frequency	Percent
Age	18–24 Years	32	15
	25–34 Years	47	22.1
	35–44 Years	47	22.1
	45–54 Years	53	24.9
	55 and above Years	34	16
Gender	Male	96	45.1
	Female	100	46.9
	Non-binary/Other	9	4.2
	Prefer not to say	8	3.8
Job Title/Role	Advertiser	24	11.3
	Outdoor Agency	43	20.2
	Professional/Media owner		

	Digital Agency Professional	58	27.2
	Media Planning Agency Professional	56	26.3
	Marketer	27	12.7
	Others	5	2.3
	Years of Experience in the Industry		
	Less than 1 year	30	14.1
	1–3 years	46	21.6
	4–6 years	56	26.3
	7–10 years	44	20.7
	More than 10 years	37	17.4

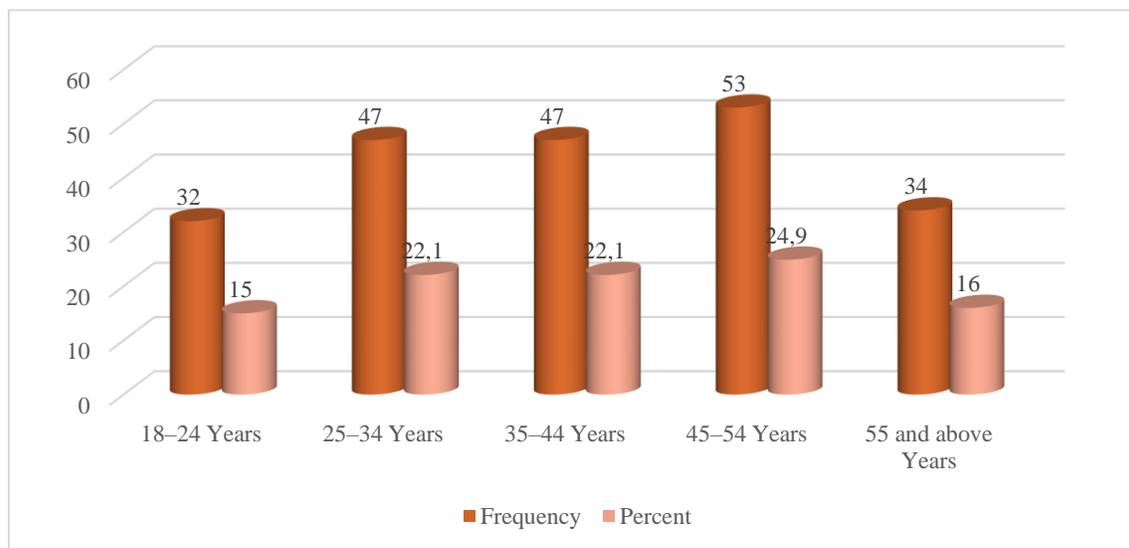


Figure 4.1: Age

The above figure 4.1 demonstrates a balanced age distribution, with the highest share (24.9%) being 45–54-year-olds. Similar representation is seen in the 25–34 and 35–44 age categories at 22.1% each. 15% of participants are 18–24, while 16% are 55+. This dispersion implies that the sample is diversified, with somewhat more middle-aged people (45–54 years) than other age categories.

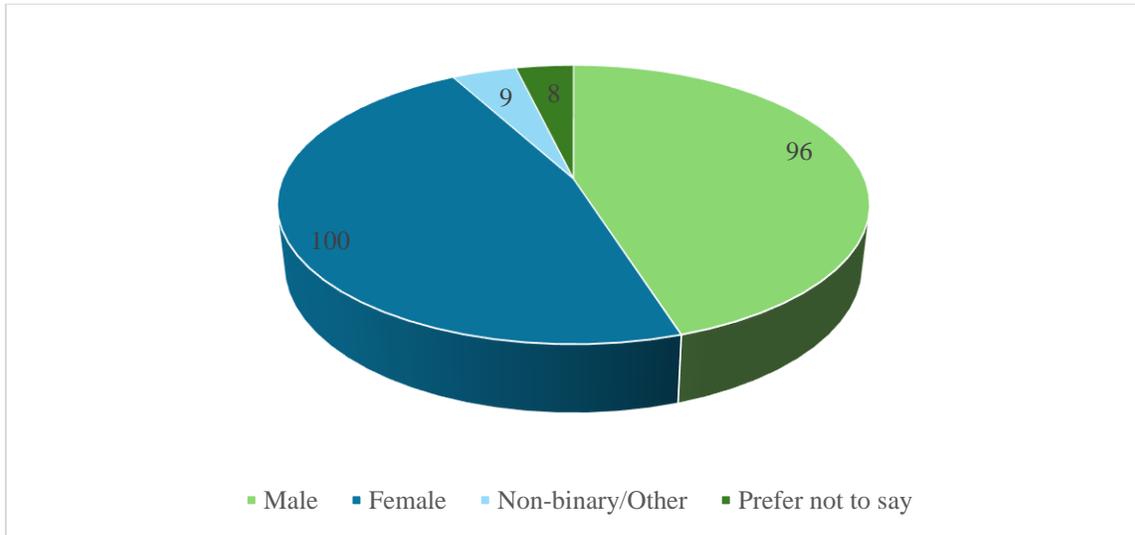


Figure 4.2: Gender

According to figure 4.2 distribution Almost half of the sample (45.1%) is male, while 46.9% is female. 3.8% choose not to declare their gender, while 4.2% are non-binary or other. Despite a substantial representation of binary genders, this sample includes non-binary and gender-neutral persons.

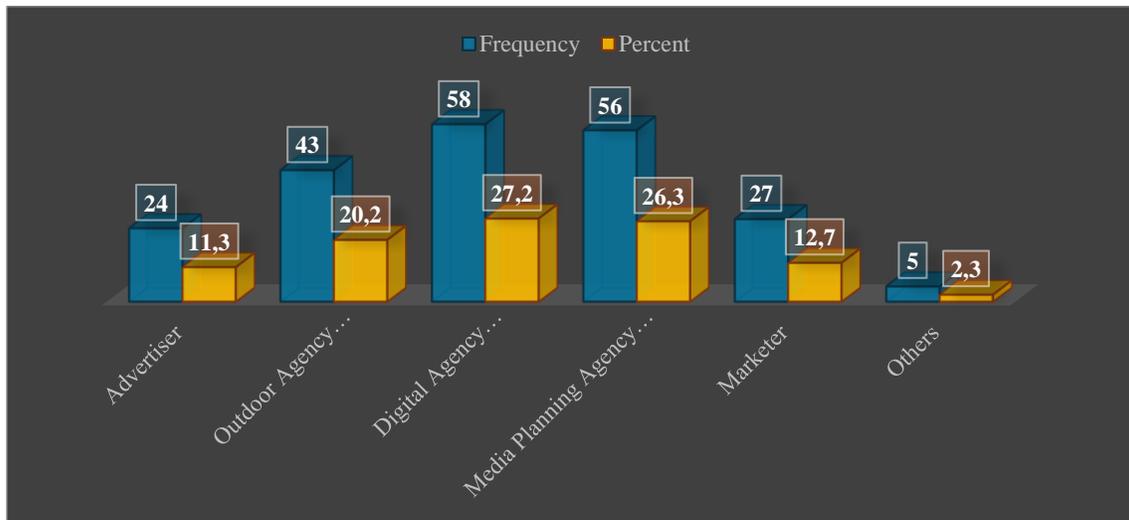


Figure 4.3: Job Title/Role

The above Figure 4.3 shows that over half of the respondents work for digital agencies (27.2%) and media planning companies (26.3%). The sample included 20.2% of outdoor

agency professionals or media owners and 12.7% of marketers. Advertisers are 11.3%, the smallest.

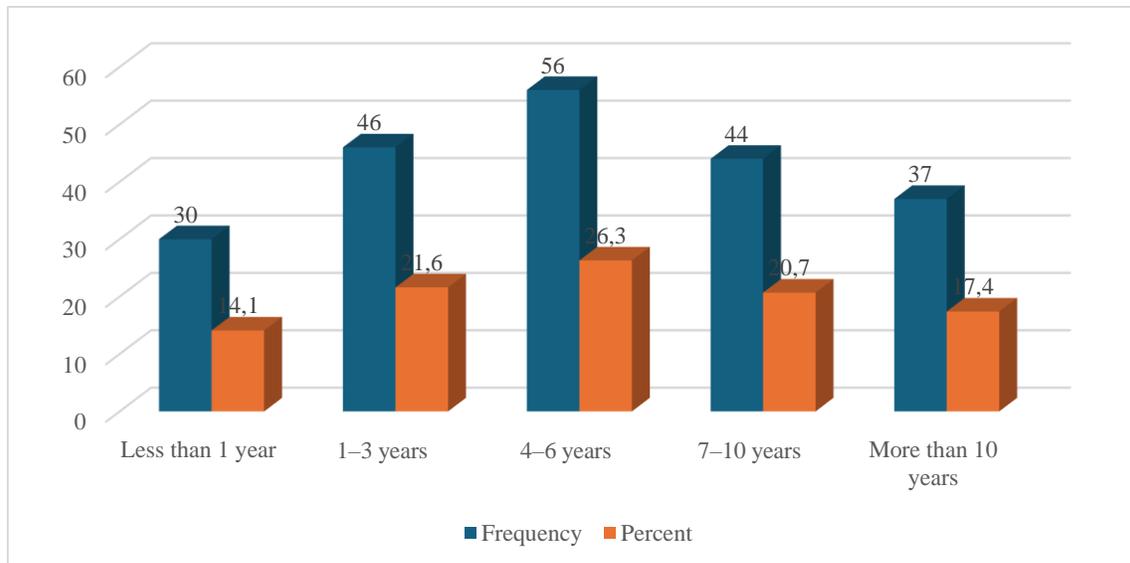


Figure 4.4: Years of Experience in the Industry

The above Figure 4.4 displays a wide spectrum of professional competence based on years of industrial experience. The biggest group (26.3%) has 4–6 years of experience, followed by 1–3 years (21.6%) and 7–10 years (20.7%). There are 17.4% respondents with more than 10 years of experience and 14.1% with less than 1 year. The distribution shows a decent mix of early-career, mid-level, and experienced professionals, with a little concentration in mid-career (4–6 years).

Table 4.3: Company Name

	Frequency	Percent
AdClever Solutions	6	2.8
AdGlobal360	3	1.4
Adskite India Pvt Ltd	5	2.3
Affluence Now	1	0.5
Ahrefs	4	1.9

AJ Marketing	4	1.9
Brandemic	4	1.9
Brandloom	1	0.5
Brill Media	10	4.7
Cheil	1	0.5
Colormatics	6	2.8
Cueball Creatives	6	2.8
Davis Advertising	9	4.2
DDB Mudra Group	4	1.9
Dentsu India	3	1.4
Digital Dhairya	3	1.4
Excellent Publicity	6	2.8
EXL Media	5	2.3
FCB Kinnect	3	1.4
FCB Ulka Advertising Pvt. Ltd	4	1.9
Flying Start Online	4	1.9
FoxyMoron	4	1.9
Gohoardings	7	3.3
Group M Media India Pvt. Ltd.	3	1.4
Growth Hackerz Digital	7	3.3
HBA Services	7	3.3
HubSpot Marketing	6	2.8
iQuanti	2	0.9
Kan Media Planner	6	2.8

Kim & Co by Kimberly Ann Jimenez	4	1.9
Langoor Digital Agency	5	2.3
Marketing Fundas	3	1.4
McCann Erickson India	2	0.9
Mirum	4	1.9
Moz	4	1.9
Mullen Lowe Lintas Group	7	3.3
Ogilvy India	5	2.3
PALAK	1	0.5
Performics	2	0.9
PlayAds Advertisement Spaces Pvt Ltd	4	1.9
Pumpkin Corporation	5	2.3
Ralecon Digital	5	2.3
Rediffusion	3	1.4
saanviinnovation IT solutions	2	0.9
Schbang	3	1.4
Semrush	2	0.9
Social Beat	4	1.9
Social Panga	3	1.4
Socialiency Advertising	3	1.4
WAT Consult	4	1.9
WebChutney	1	0.5
WsCube Tech	3	1.4

The above table 4.3 illustrates the distribution of responders among advertising and marketing companies. After Davis Advertising with 9 responses (4.2%), Bill Media with 10 (4.7%) leads. Gohoardings, Growth Hackerz Digital, HBA Services, and Mullen Lowe Lintas Group each had 7 replies (3.3%). AdClever Solutions, Colormatics, Cueball Creatives, Excellent Publicity, HubSpot Marketing, and Kan Media Planner each had 6 replies (2.8%). Adskite India Pvt Ltd, EXL Media, Langoor Digital Agency, Ogilvy India, Pumpkin Corporation, and Ralecon Digital each had 5 replies (2.3%). Ahrefs, AJ Marketing, Branddemic, DDB Mudra Group, FCB Ulka Advertising Pvt. Ltd., Flying Start Online, FoxyMoron, Kim & Co by Kimberly Ann Jimenez, Mirum, Moz, PlayAds Advertisement Spaces Pvt Ltd., Social Beat, WAT Consult, and others have 4 respondents each (1.9%). AdGlobal360, Dentsu India, Digital Dhairya, Group M Media India Pvt. Ltd., Marketing Fundas, Rediffusion, Schbang, and others each had 3 replies (1.4%). IQuanti, McCann Erickson India, Performics, Semrush, and Saanviinnovation IT solutions each have 2 responders (0.9%), whereas Affluence Now, Brandloom, Cheil, PALAK, and WebChutney each have 1 (0.5%). The industry sample is diversified and representative.

Table 4.4: Company Types & Size

		Frequency	Percent
Company Type	Advertising Agency	34	16
	Outdoor Advertising Firm	40	18.8
	Digital Marketing Agency	69	32.4
	Media Planning Agency	39	18.3
	Brand/Corporate Marketing Department	31	14.6
Company Size	1–250 employees	30	14.1
	251–500 employees	49	23
	501–1000 employees	51	23.9

	1001–3000 employees	56	26.3
	More than 3000 employees	27	12.7

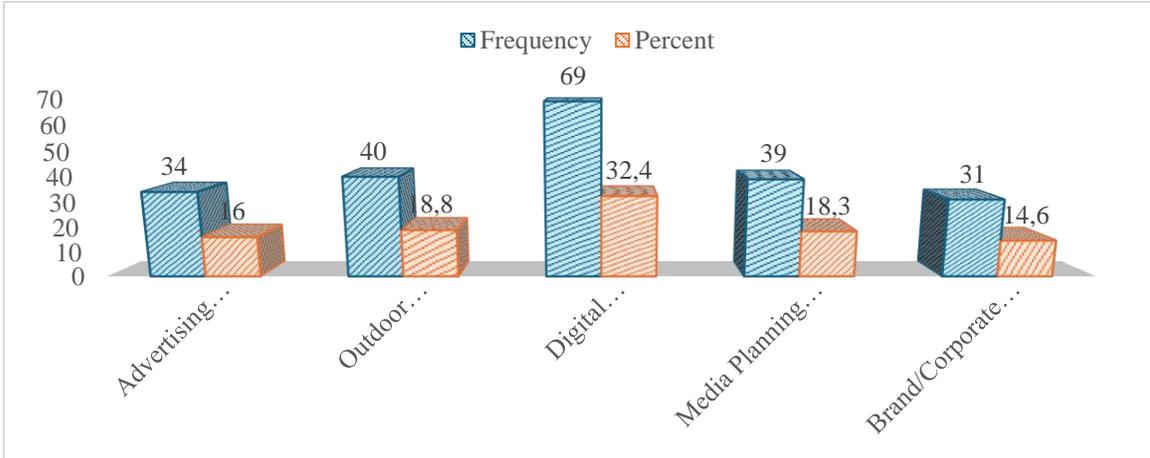


Figure 4.5: Company Type

As seen in Figure 4.5, 32.4% of respondents are from digital marketing agencies, showing their prevalence in the sample. Outdoor advertising firms make up 18.8% and media planning agencies 18.3%. Advertising agencies comprise 16% of the sample, while brand/corporate marketing departments comprise 14.6%. This distribution shows a substantial presence of digital and media specialists alongside advertising and corporate marketing experts.

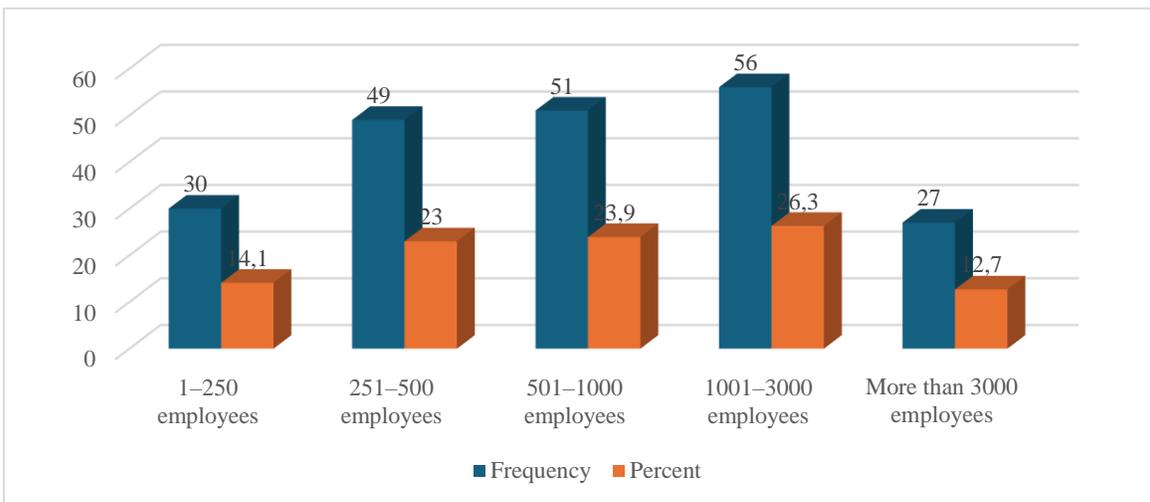


Figure 4.6: Company SIZE

The above Figure 4.6 on firm size illustrates a variable response rate among organisations of various sizes. The highest number (26.3%) comes from enterprises with 1001–3000 people, followed by 501–1000 (23.9%) and 251–500 (23%). Companies with 1–250 workers make up 14.1% of the sample, while those with more than 3000 employees make up 12.7%. This distribution is diverse, with a focus on medium to big companies.

Effectiveness and Synergy of Digital Marketing and OOH Advertising

Table 4.5: Effectiveness and Synergy of Digital Marketing and OOH Advertising

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Digital marketing has positively impacted the effectiveness of OOH advertising in driving audience engagement.	Frequency	8	54	40	41	70
	Percent	3.8	25.4	18.8	19.2	32.9
DOOH (Digital Out of Home) advertising provides an efficient extension to traditional digital marketing efforts.	Frequency	2	11	37	112	51
	Percent	0.9	5.2	17.4	52.6	23.9
Collaborative media planning between digital and OOH channels enhances overall campaign effectiveness.	Frequency	2	7	77	54	73
	Percent	0.9	3.3	36.2	25.4	34.3
Programmatic platforms improve the synergy between digital marketing and OOH advertising campaigns.	Frequency	0	28	57	74	54
	Percent	0	13.1	26.8	34.7	25.4
	Frequency	5	20	48	66	74

OOH advertising helps boost brand recall when used in conjunction with digital marketing campaigns.	Percent	2.3	9.4	22.5	31	34.7
Digital marketing alone is sufficient to achieve optimal engagement, without requiring OOH support.	Frequency	2	25	55	70	61
	Percent	0.9	11.7	25.8	32.9	28.6
I believe that combining digital marketing with OOH advertising leads to better customer engagement and conversion.	Frequency	2	26	50	67	68
	Percent	0.9	12.2	23.5	31.5	31.9

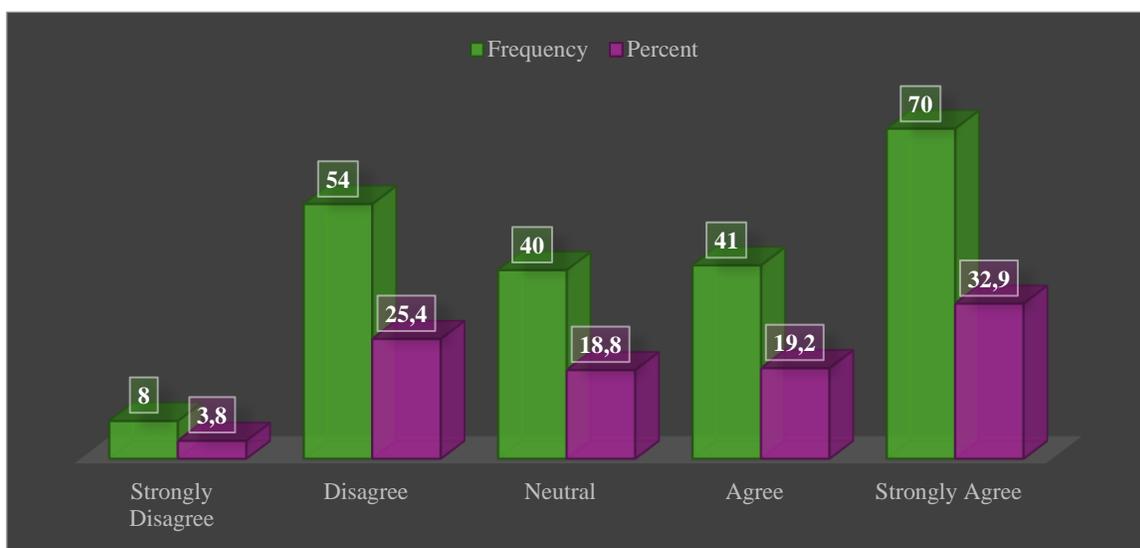


Figure 4.7: Digital marketing has positively impacted the effectiveness of OOH advertising in driving audience engagement.

The above figure 4.7 shows that 32.9% of respondents strongly believe that digital marketing has improved out-of-home (OOH) advertising audience engagement. Meanwhile, 19.2% support this remark and 18.8% are indifferent. In contrast, 25.4% and 3.8% strongly disagree. This indicates that although many respondents believe digital marketing improves OOH advertising, a significant number disagree or are unsure.

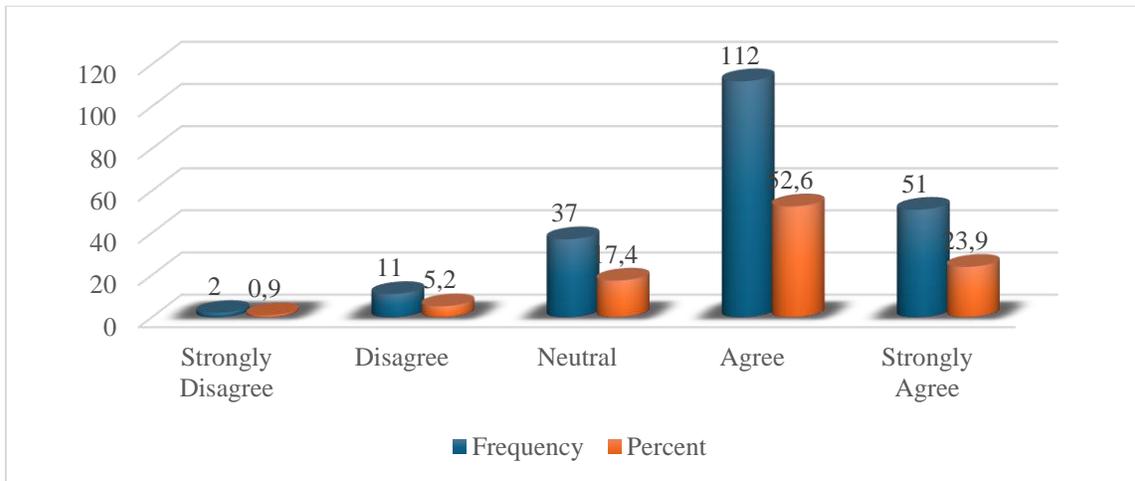


Figure 4.8: DOOH (Digital Out of Home) advertising provides an efficient extension to traditional digital marketing efforts.

Figure 4.8 reveals that 52.6% of respondents and 23.9% firmly believe that DOOH (Digital Out of Home) advertising extends typical digital marketing efforts. Only 17.4% are in a neutral position, showing value ambiguity. Some 5.2% disapprove, and 0.9% completely disagree. This indicates that most respondents believe DOOH enhances digital marketing methods, while a minority are undecided.

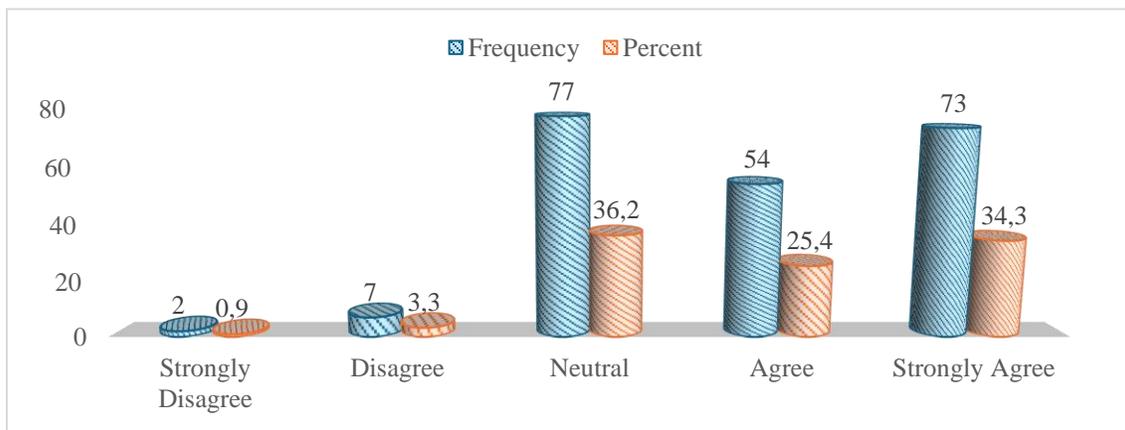


Figure 4.9: Collaborative media planning between digital and OOH channels enhances overall campaign effectiveness.

The above Figure 4.9 reveals that 59.7% of respondents believe integrating digital and OOH channels in media planning improves campaign effectiveness, with 34.3% completely agreeing and 25.4% concurring. Many (36.2%) are unfavourable meaning they

are unsure or have no view. Just 3.3% disagree, and 0.9% highly disapprove. This implies that although many see the advantages of merging digital and OOH channels, many are uncertain or don't support it.

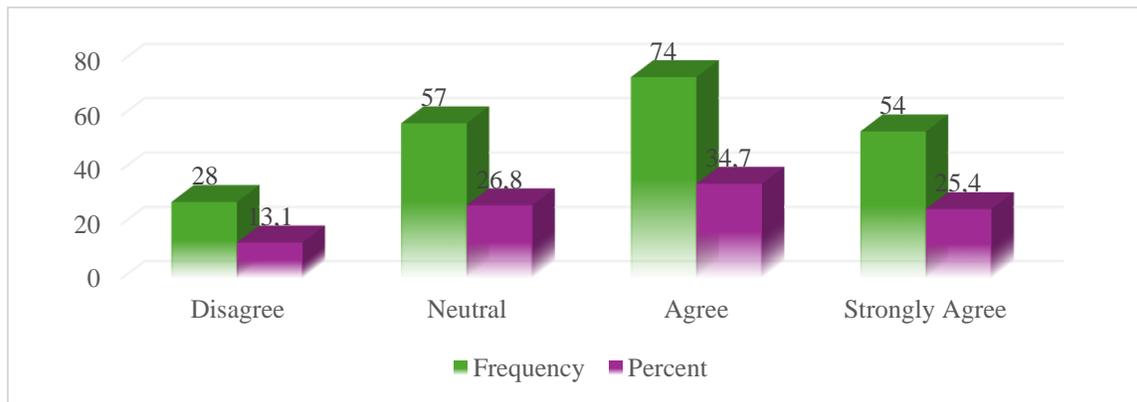


Figure 4.10: Programmatic platforms improve the synergy between digital marketing and OOH advertising campaigns.

Figure 4.10 reveals that 60.1% of respondents feel programmatic platforms improve digital marketing and OOH advertising campaign synergy, with 34.7% agreeing and 25.4% strongly agreeing. Neutral 26.8% indicates uncertainty or lack of a strong view. The statement is opposed by 13.1%. This implies that programmatic platforms may improve digital-OH campaign integration, yet a significant number of respondents are sceptical or unconvinced.

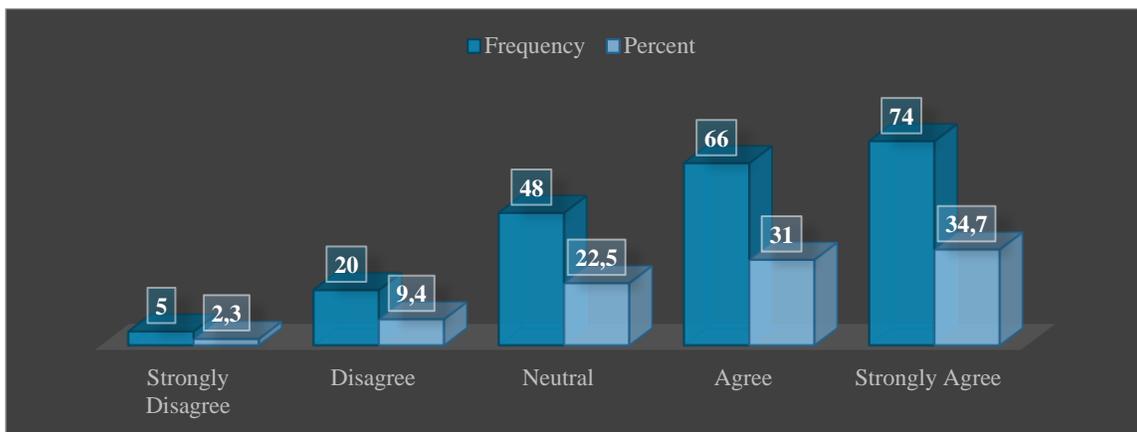


Figure 4.11: OOH advertising helps boost brand recall when used in conjunction with digital marketing campaigns.

The above figure 4.11 shows that 65.7% of respondents feel OOH advertising improves brand remember when utilised with digital marketing efforts, with 34.7% firmly concurring and 31% agreeing. The majority of respondents (22.5%) are undecided or indifferent. Only 2.3% completely concur and 9.4% concur.

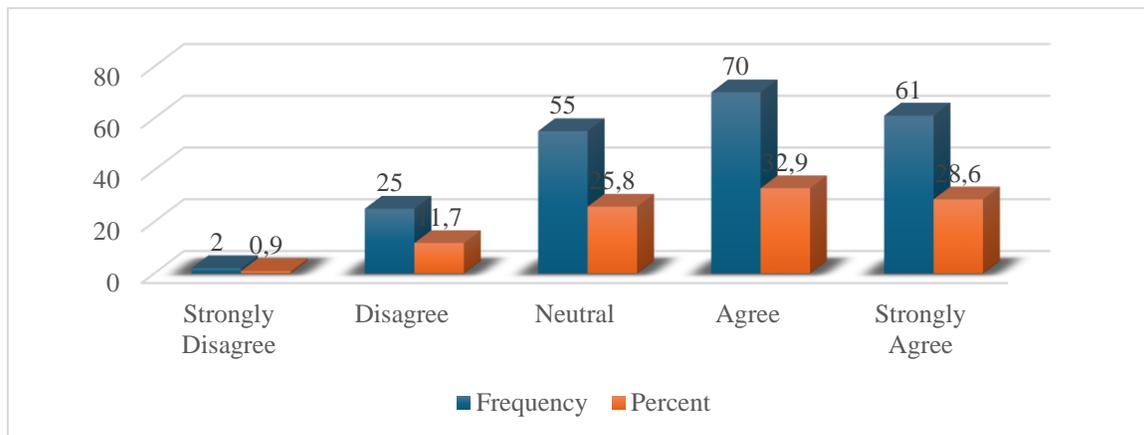


Figure 4.12: Digital marketing alone is sufficient to achieve optimal engagement, without requiring OOH support.

Figure 4.12 demonstrates that 61.5% of respondents disagree that digital marketing alone can maximize engagement without OOH advertising. The breakdown is 32.9% believe, 28.6% fully concur, 11.7% oppose, and 0.9% severely oppose. However, 25.8% are impartial indicating ambiguity or lack of strong view.

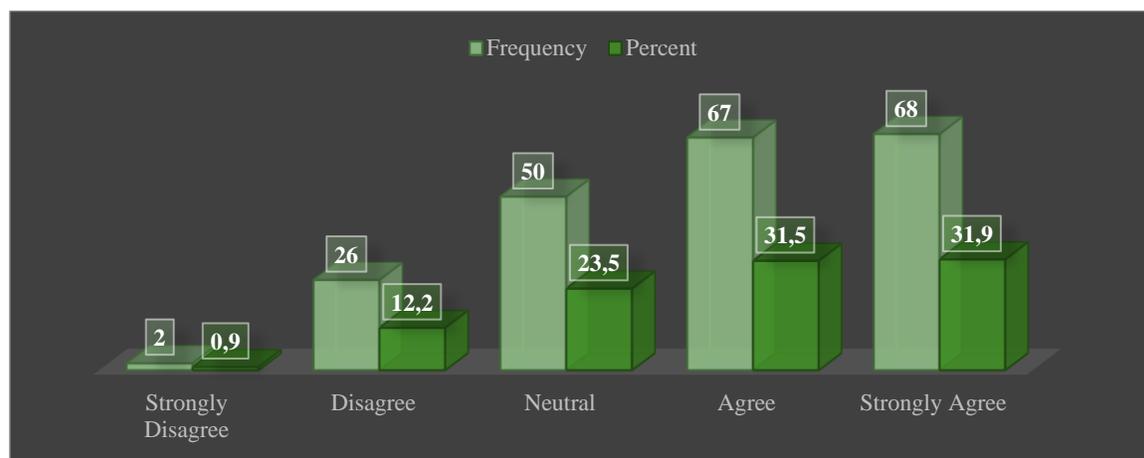


Figure 4.13: I believe that combining digital marketing with OOH advertising leads to better customer engagement and conversion.

The above Figure 4.13 shows that 63.4% of respondents feel that integrating digital and OOH advertising improves consumer engagement and conversion, with 31.9% confirming this opinion and 31.5% concurring. 23.5% are impartial indicating ambiguity or lack of view. Only 12.2% and 0.9% are in agreement with the statement.

Growth of OOH Advertising

Table 4.6: Growth of OOH Advertising

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The growth of OOH advertising has accelerated with the integration of digital technology (DOOH).	Frequency	9	59	24	31	90
	Percent	4.2	27.7	11.3	14.6	42.3
Increased urbanization has significantly contributed to the growth of OOH advertising.	Frequency	0	9	49	112	43
	Percent	0	4.2	23	52.6	20.2
OOH advertising is becoming a preferred choice due to its potential for high audience reach in public spaces.	Frequency	2	6	69	66	70
	Percent	0.9	2.8	32.4	31	32.9
The flexibility of digital displays (DOOH) has positively impacted the demand for OOH advertising.	Frequency	2	20	51	72	68
	Percent	0.9	9.4	23.9	33.8	31.9
Programmatic platforms have simplified OOH advertising, encouraging more brands to invest in it.	Frequency	4	18	49	66	76
	Percent	1.9	8.5	23	31	35.7

OOH advertising has seen steady growth as brands recognize its effectiveness in driving local and regional impact.	Frequency	1	18	59	78	57
	Percent	0.5	8.5	27.7	36.6	26.8
OOH advertising growth is supported by its ability to integrate with digital and mobile campaigns.	Frequency	2	17	61	54	79
	Percent	0.9	8	28.6	25.4	37.1

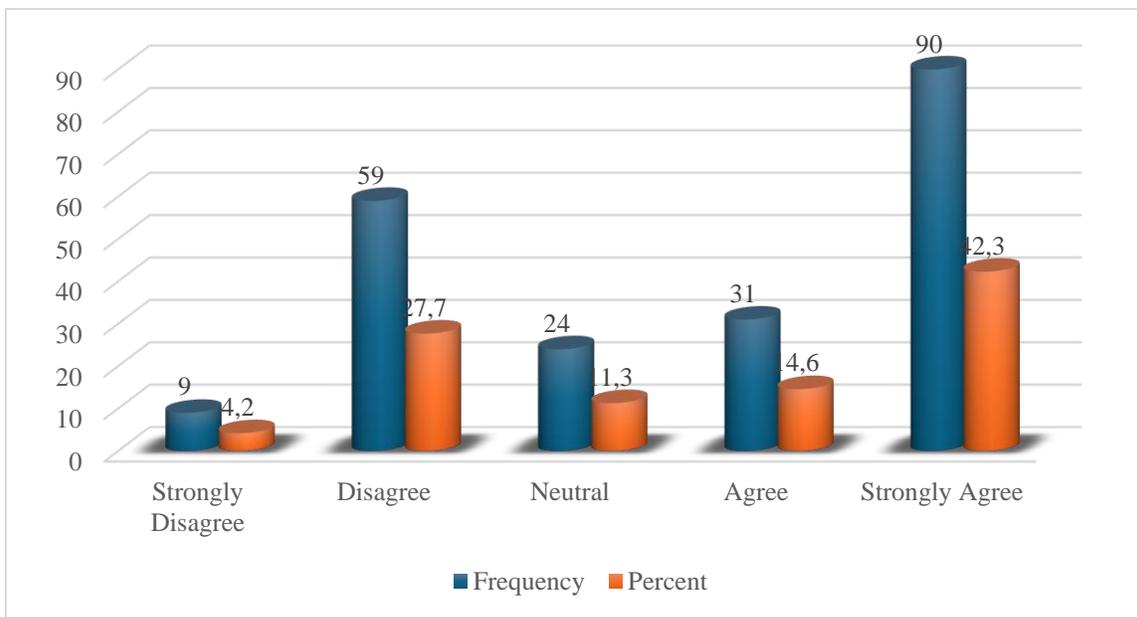


Figure 4.14: The growth of OOH advertising has accelerated with the integration of digital technology (DOOH).

The above Figure 4.14 shows that respondents firmly believe that digital technology has boosted out-of-home (OOH) advertising growth. 42.3% highly agreed with this statement and 14.6% concurred, totaling 56.9%. 27.7% oppose, and 4.2% disagree firmly, totaling 31.9% against this position. Only 11.3% are impartial.

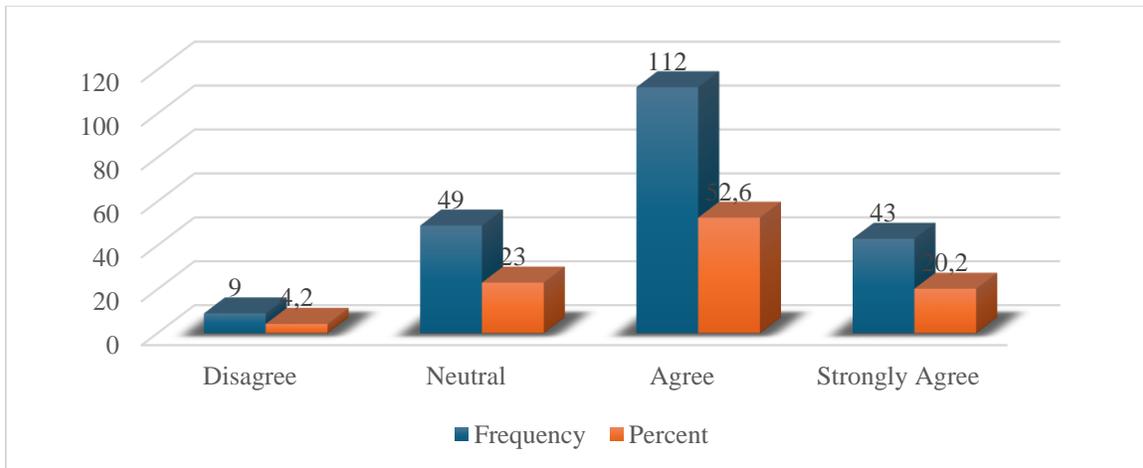


Figure 4.15: Increased urbanization has significantly contributed to the growth of OOH advertising.

The above Figure 4.15 shows that most respondents feel urbanisation has driven OOH advertising expansion. A large 52.6% concur, and 20.2% strongly concur, totaling 72.8%. 4.2% disapprove, and 23% are indifferent. This suggests that most respondents believe that urbanisation has increased OOH advertising, while a smaller percentage disagrees or is indifferent.

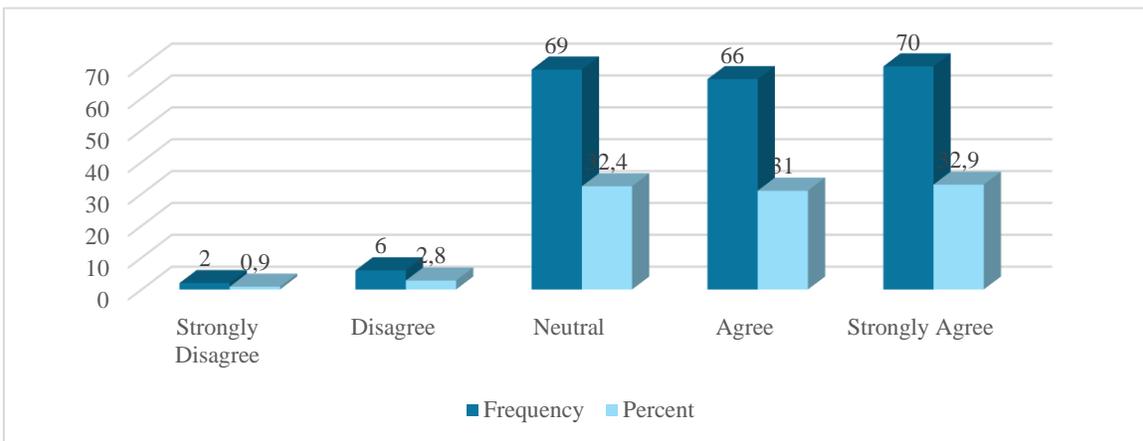


Figure 4.16: OOH advertising is becoming a preferred choice due to its potential for high audience reach in public spaces.

The above Figure 4.16 shows that many respondents choose out-of-home (OOH) advertising because it may reach big public audiences. A total of 63.9% agree (31%) or strongly agree (32.9%), indicating substantial support. 32.4% of respondents are neutral,

indicating a large group with no strong view. Only 3.7% disagree or strongly disagree, indicating little resistance.

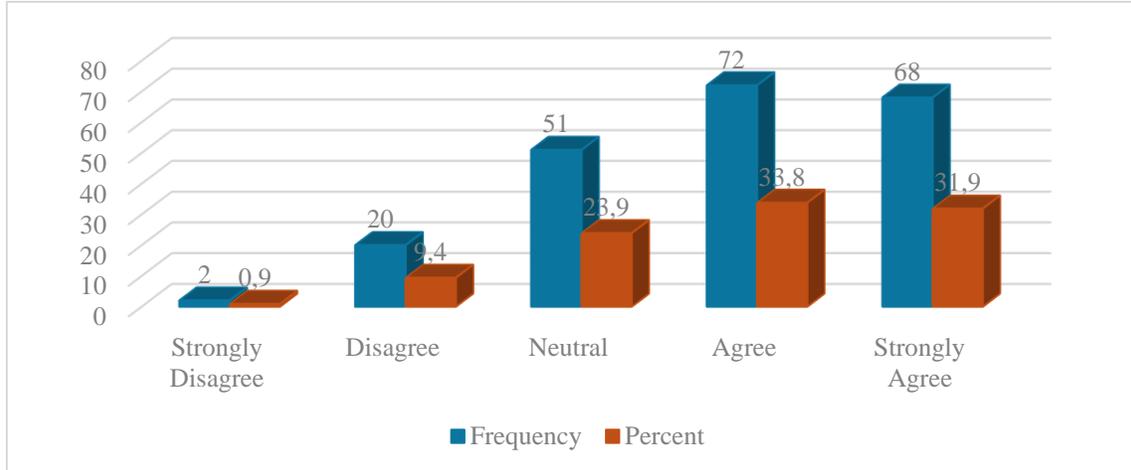


Figure 4.17: The flexibility of digital displays (DOOH) has positively impacted the demand for OOH advertising.

The above Figure 4.17 shows that digital display (DOOH) flexibility is commonly thought to boost out-of-home (OOH) advertising demand. This assertion is supported by 65.7% of respondents, who either accept (33.8%) or fully concur (31.9%). Some 23.9% are neutral, showing confusion or ambivalence. Dissent is low at 10.3% (9.4% reject and 0.9% strongly reject). The results show that DOOH's role in improving OOH advertising is widely accepted, with little resistance and moderate neutrality.

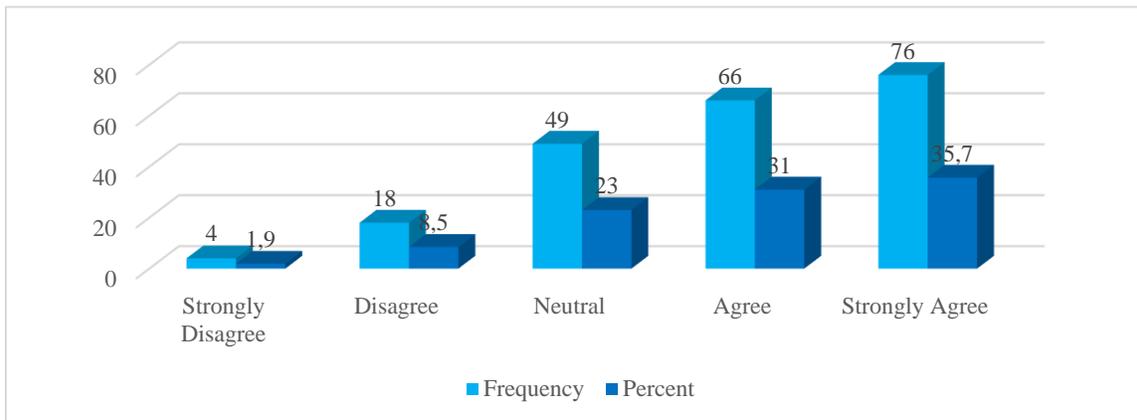


Figure 4.18: Programmatic platforms have simplified OOH advertising, encouraging more brands to invest in it.

The above Figure 4.18 shows that programmatic platforms have simplified out-of-home (OOH) advertising, making it more appealing to companies. 66.7% of respondents agree (31%) or highly agree (35.7%), indicating broad acceptance of these platforms' advantages. While 23% are indifferent, reflecting ambiguity or lack of direct engagement, 10.4% (8.5% disapprove and 1.9% strongly oppose) reject. Programmatic platforms are seen as transformational in simplifying OOH advertising and increasing investment.

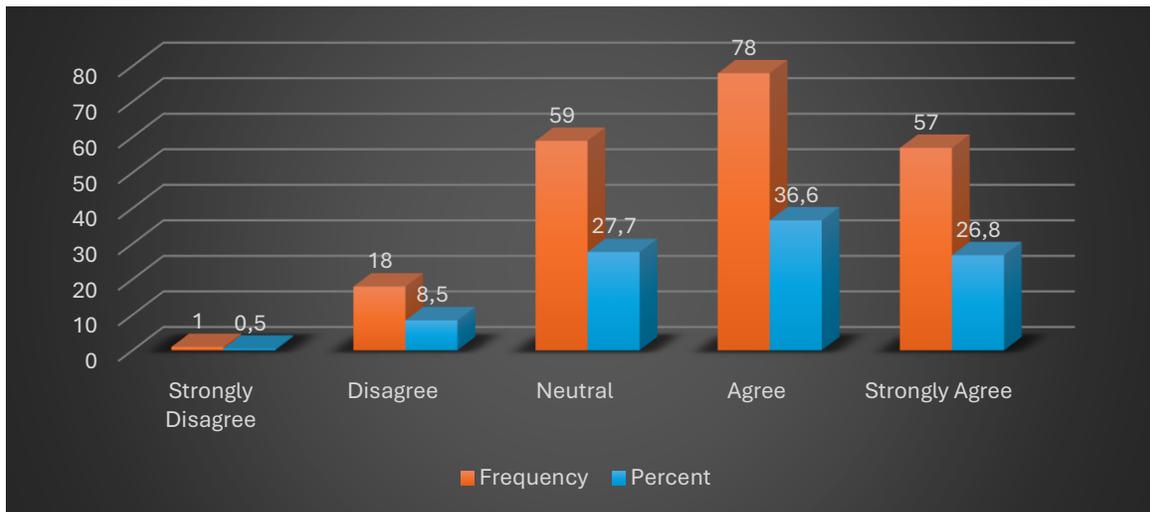


Figure 4.19: OOH advertising has seen steady growth as brands recognize its effectiveness in driving local and regional impact.

The Figure 4.19 shows that a majority of respondents see out-of-home (OOH) advertising as a preferable option owing to its capacity for extensive audience reach in public venues. More than 63.9% (32.9% strongly agree and 31% agree) of participants endorse this statement, indicating widespread acknowledgement of its efficacy. A significant 32.4% maintain a neutral stance, suggesting confusion or ambivalence towards this viewpoint. A mere 3.7% express disagreement or severe disagreement, indicating negligible opposition to the concept.

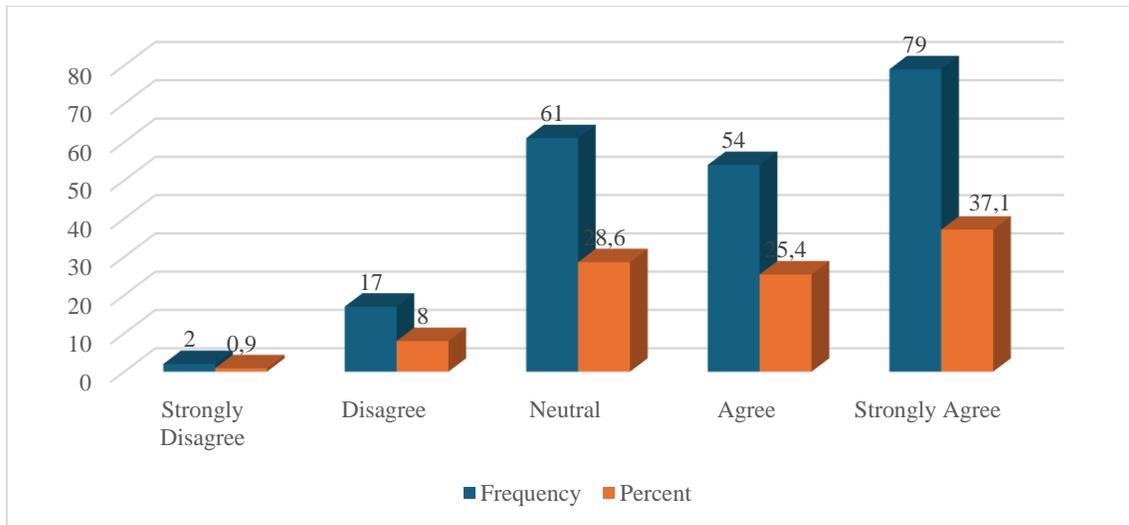


Figure 4.20: OOH advertising growth is supported by its ability to integrate with digital and mobile campaigns.

According to the data in Figure 4.20 above, most respondents believe that out-of-home (OOH) advertising benefits from its capacity to work in tandem with digital and mobile initiatives. Comprising 37.1% strongly agree and 25.4% agree). In contrast, 28.6% are neutral. Only 8.9% of respondents (strongly disagree and disagree) believe that this integration is a major driver of OOH development.

Brands’ Holistic Marketing Approach

Table 4.7: Brands’ Holistic Marketing Approach

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A holistic marketing approach that integrates both digital marketing and OOH advertising is more effective for brands.	Frequency	8	57	40	30	78
	Percent	3.8	26.8	18.8	14.1	36.6
Combining digital marketing with OOH advertising helps in	Frequency	2	7	51	96	57
	Percent	0.9	3.3	23.9	45.1	26.8

building a cohesive brand message across platforms						
OOH advertising and digital marketing complement each other well in reaching different audience segments.	Frequency	2	8	63	67	73
	Percent	0.9	3.8	29.6	31.5	34.3
My brand has successfully used both digital and OOH advertising to create a unified and impactful marketing campaign.	Frequency	2	13	52	69	77
	Percent	0.9	6.1	24.4	32.4	36.2
The integration of OOH and digital marketing leads to better customer engagement and brand recall.	Frequency	5	18	54	66	70
	Percent	2.3	8.5	25.4	31	32.9
Digital marketing campaigns are more effective when supported by OOH advertising.	Frequency	2	26	58	71	56
	Percent	0.9	12.2	27.2	33.3	26.3
The synergy between OOH and digital marketing drives better results in terms of brand awareness and sales conversion.	Frequency	3	16	48	62	84
	Percent	1.4	7.5	22.5	29.1	39.4

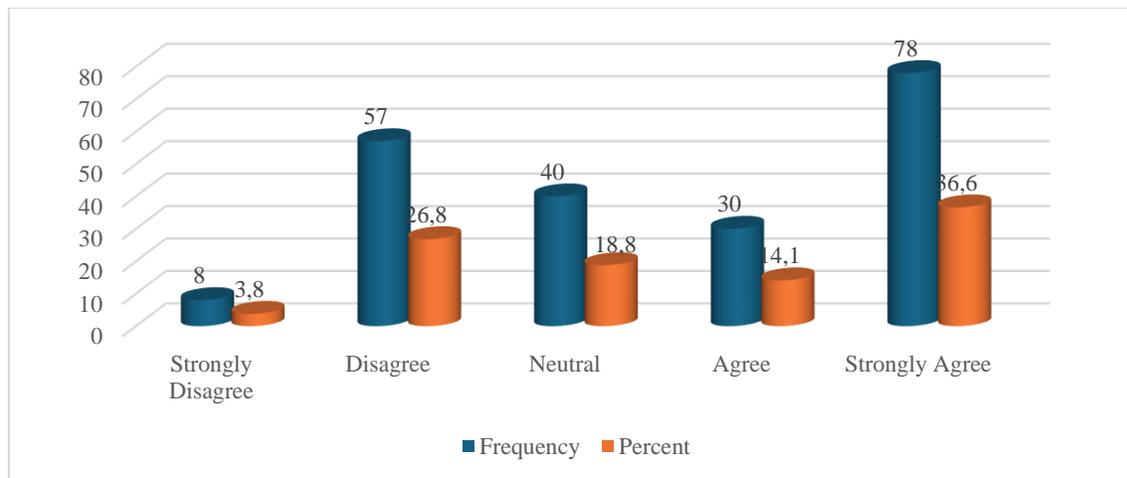


Figure 4.21: A holistic marketing approach that integrates both digital marketing and OOH advertising is more effective for brands.

The above Figure 4.21 shows that a majority of respondents recognize the effectiveness of a holistic marketing approach that integrates digital marketing and out-of-home (OOH) advertising. Specifically, 36.6% strongly agree and 14.1% agree believe this combined approach is more effective for brands. However, 26.8% disagree and 3.8% strongly disagree do not share this view. Meanwhile, 18.8% remain neutral, indicating some uncertainty or lack of strong opinion.

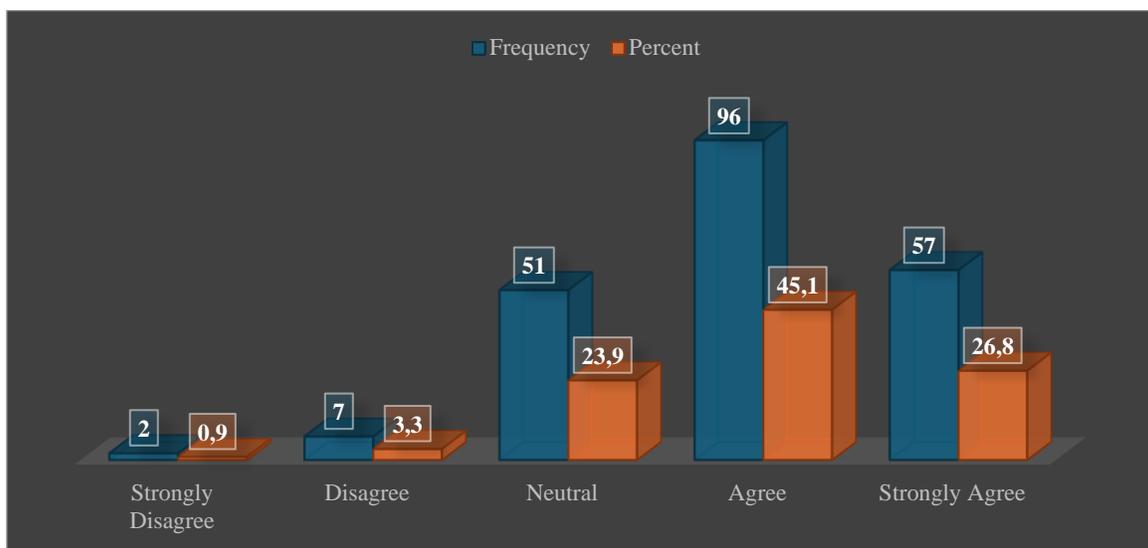


Figure 4.22: Combining digital marketing with OOH advertising helps in building a cohesive brand message across platforms.

The Combining digital marketing with out-of-home (OOH) advertising helps in building a cohesive brand message across platforms shown in above figure 4.22. A significant majority 45.1% agree and 26.8% strongly agree and support this perspective. Meanwhile, 23.9% remain neutral, suggesting some level of indecision or lack of direct experience with this approach. Only a small minority 0.9% strongly disagree and 3.3% disagree with the statement.

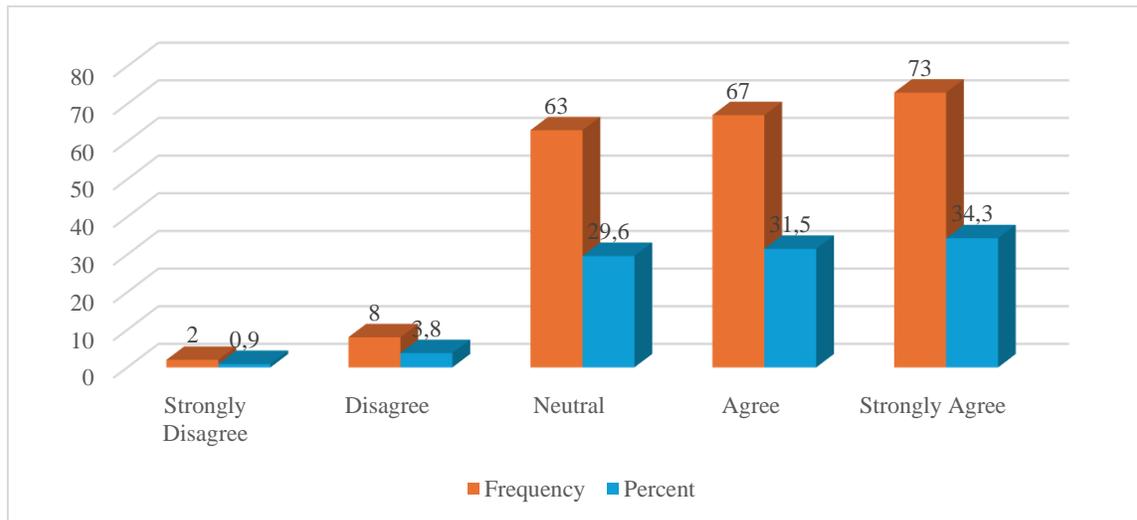


Figure 4.23: OOH advertising and digital marketing complement each other well in reaching different audience segments.

The concept that digital marketing and (OOH) advertising work well together to target various audience segments is strongly supported by Figure 4.23. The majority of respondents, 34.3% strongly agree and 31.5% agree. However, 29.6% are neutral, suggesting that a sizeable percentage may be unsure or may not have enough knowledge about this relationship. Just 3.8% of respondents say they disagree and 0.9 strongly disagree, which is a very tiny percentage.

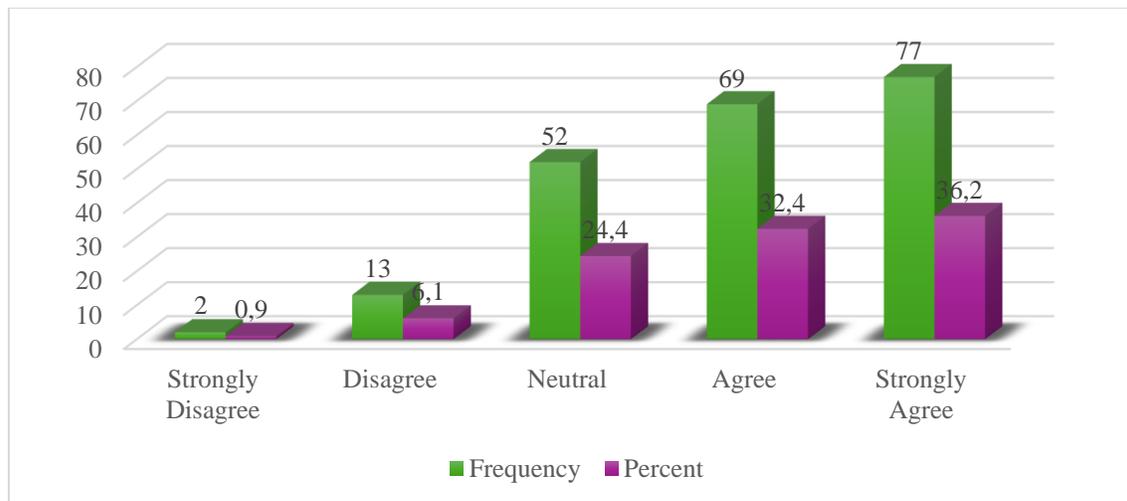


Figure 4.24: My brand has successfully combined digital and OOH advertising to create a unified and impactful marketing campaign.

The majority of respondents concur that their company has effectively combined digital and out-of-home (OOH) advertising to produce a cohesive and powerful marketing strategy, as seen in Figure 4.24 above. In particular, 32.4% agree and 36.2% strongly agree that this accomplishment has been achieved. A lower percentage, 24.4%, indicates that some respondents might not have participated in or evaluated such efforts firsthand. The percentage of respondents that identify a lack of achievement in this area is only 6.1% disagree and 0.9% strongly disagree.

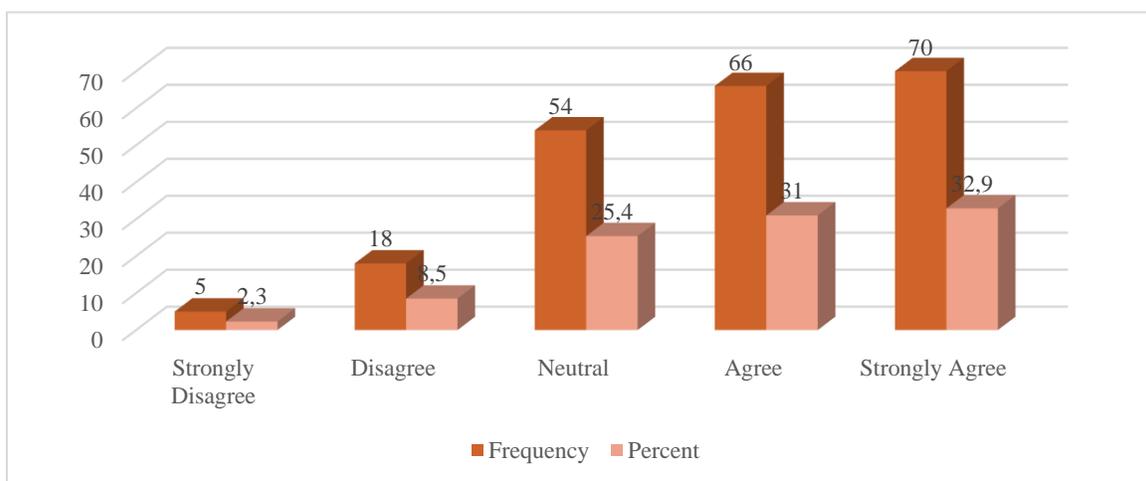


Figure 4.25: The integration of OOH and digital marketing leads to better customer engagement and brand recall.

According to Figure 4.25, most respondents think that combining digital and out-of-home (OOH) marketing improves brand memory and consumer engagement. 31% of respondents agree and support this statement, while 2.9% strongly agree. In contrast, 25.4% are indifferent, indicating some hesitancy or a lack of firsthand knowledge. Just 8.5% of people disagree with this viewpoint, and 2.3% strongly disagree.

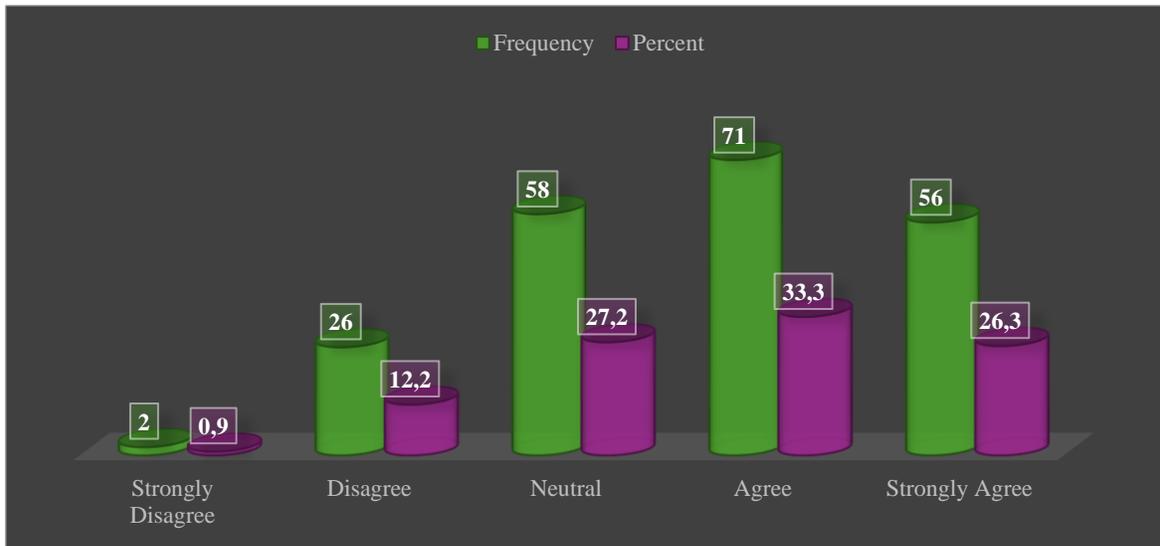


Figure 4.26: Digital marketing campaigns are more effective when supported by OOH advertising.

The majority of respondents think that out-of-home (OOH) advertising enhances the effectiveness of digital marketing initiatives, as seen in Figure 4.26 above. whereas 33.3% agree and 26.3% strongly agree and recognise that OOH advertising has a complementary effect on digital marketing. Notably, 27.2% of respondents express no opinion, suggesting that some may not be certain or may not have enough experience with integrated campaigns of this kind. Just 13.1% of respondents do not think OOH advertising is more successful (12.2% disagree and 0.9% strongly disagree).

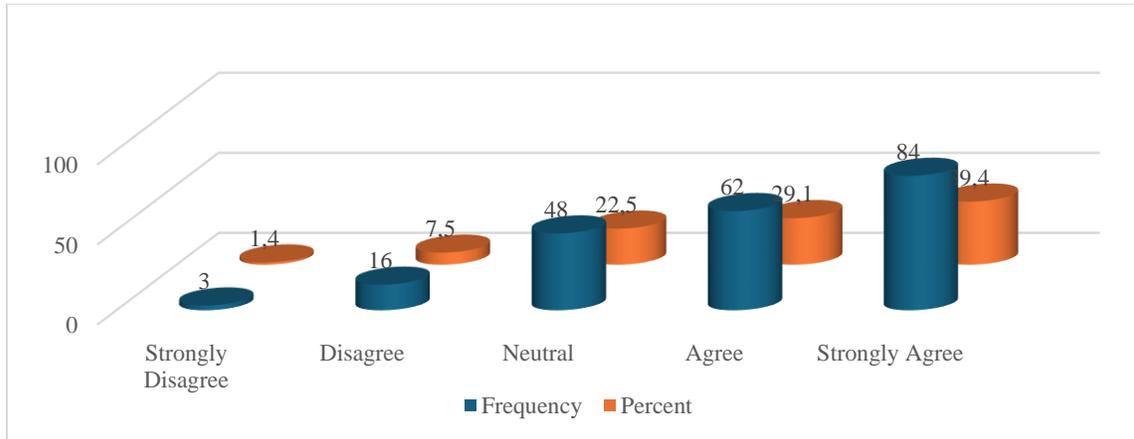


Figure 4.27: The synergy between OOH and digital marketing drives better results in terms of brand awareness and sales conversion.

The majority of respondents think that out-of-home (OOH) and digital marketing work together to improve brand awareness and sales conversion, as seen in Figure 4.27 above. The observed efficacy of combining these two advertising channels is demonstrated by the fact that 29.1% of respondents agree with this statement and 39.4% strongly agree. In contrast, 22.5% remain neutral. Just 7.5% of people disagree with this viewpoint, and 1.4% strongly disagree.

AI Infusion

Table 4.8: AI Infusion

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The integration of AI in media planning has improved the effectiveness of both digital marketing and OOH advertising.	Frequency	11	51	34	23	94
	Percent	5.2	23.9	16	10.8	44.1
AI has the potential to optimize content creation for both OOH and digital marketing, enhancing audience engagement.	Frequency	3	10	41	110	49
	Percent	1.4	4.7	19.2	51.6	23

AI infusion helps in personalizing digital and OOH campaigns more effectively by analyzing customer data in real-time.	Frequency	1	10	71	68	63
	Percent	0.5	4.7	33.3	31.9	29.6
With the use of AI, programmatic buying for both digital marketing and OOH advertising has become more efficient.	Frequency	2	18	56	73	64
	Percent	0.9	8.5	26.3	34.3	30
AI-powered analytics can significantly enhance the targeting precision for digital and OOH advertising campaigns.	Frequency	2	21	46	68	76
	Percent	0.9	9.9	21.6	31.9	35.7
AI can assist in creating dynamic and contextually relevant content for digital and OOH ads simultaneously.	Frequency	3	19	60	74	57
	Percent	1.4	8.9	28.2	34.7	26.8
AI technologies can help in real-time adjustments to both digital and OOH campaigns, ensuring better performance.	Frequency	1	16	61	60	75
	Percent	0.5	7.5	28.6	28.2	35.2

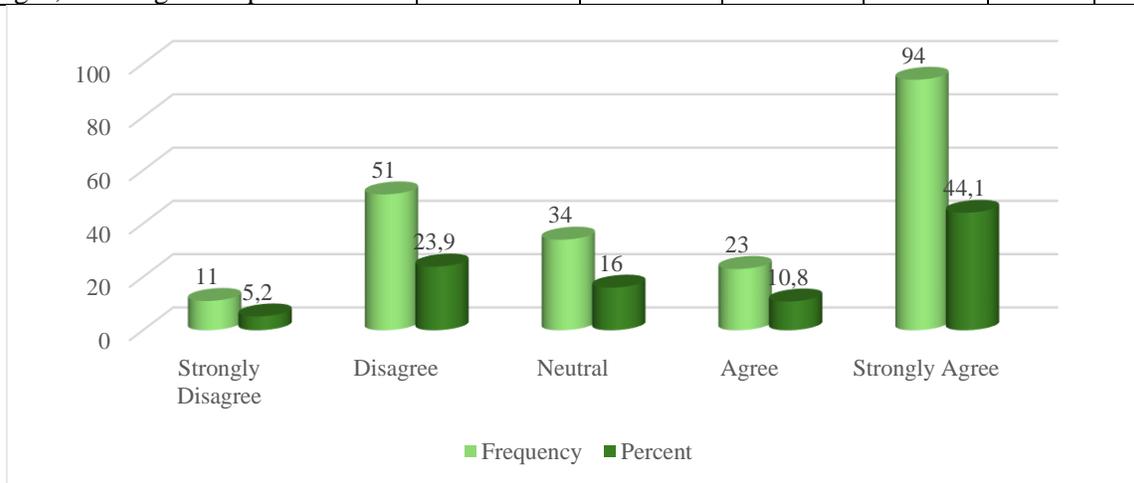


Figure 4.28: The integration of AI in media planning has improved the effectiveness of both digital marketing and OOH advertising.

According to Figure 4.28 above, most respondents think that the use of AI in media planning has increased the efficacy of out-of-home (OOH) advertising and digital marketing. In particular, this opinion is supported by 44.1% strongly agree and 10.8% agree, demonstrating a solid understanding of AI's potential to improve advertising results. Conversely, 5.2% strongly disagree and 23.9% disagree, indicating considerable doubt or hostility to the notion. Furthermore, 16% remain neutral, indicating concern or insufficient familiarity with integrating AI into media strategy.

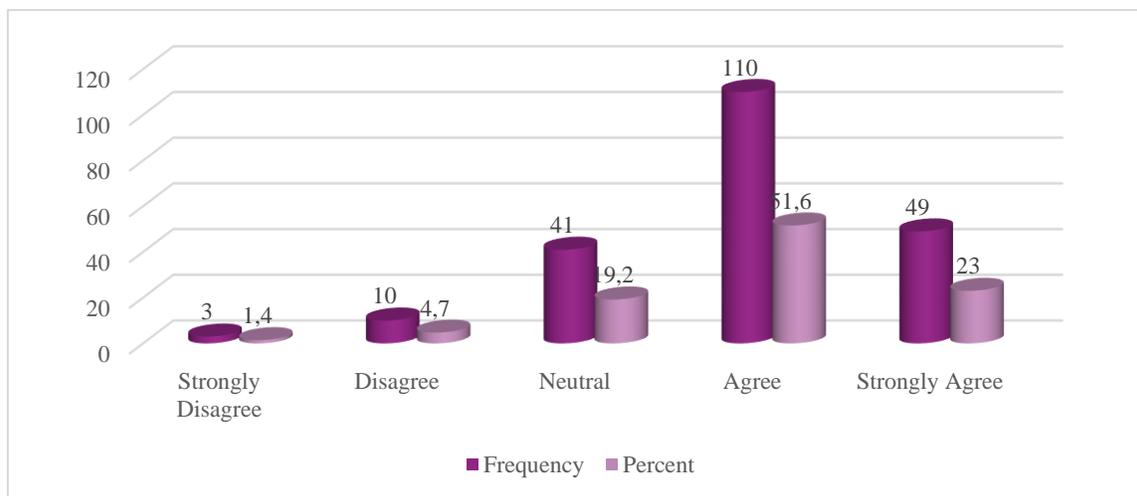


Figure 4.29: AI has the potential to optimize content creation for both OOH and digital marketing, enhancing audience engagement.

In addition, Figure 4.29 shows that most respondents think AI may improve content generation for digital and out-of-home (OOH) marketing, increasing audience engagement. particularly agree, and 23% strongly agree and support this opinion, demonstrating a significant conviction in AI's capacity to enhance content production and interaction on both platforms. Conversely, 19.2% remain neutral, indicating a lack of knowledge or expertise with AI in content optimisation outright. A small portion, 4.7% disagree and 1.4% strongly disagree.

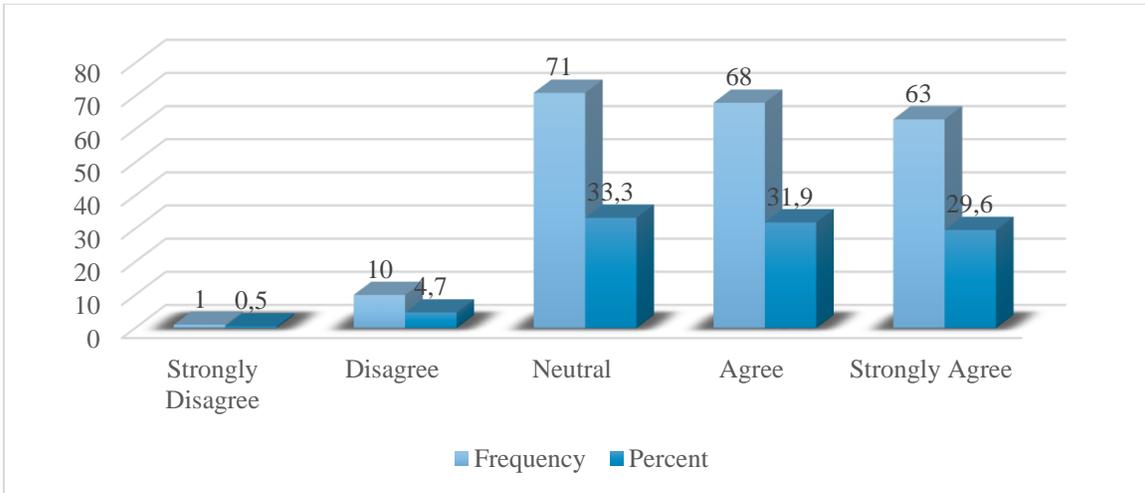


Figure 4.30: AI infusion helps in personalizing digital and OOH campaigns more effectively by analyzing customer data in real time.

According to Figure 4.30 above, most respondents think AI infusion improves the personalisation of digital and out-of-home (OOH) initiatives via real-time consumer data analysis. In particular, 29.6% strongly agree and 31.9% believe that AI can improve personalisation by analysing data in real-time. 33.3%, on the other hand, are indifferent, suggesting some hesitancy or inexperience with this use of AI. AI is not seen as a useful tool for campaign personalisation by a lesser percentage of respondents 4.7% disagree and 0.5% strongly disagree.

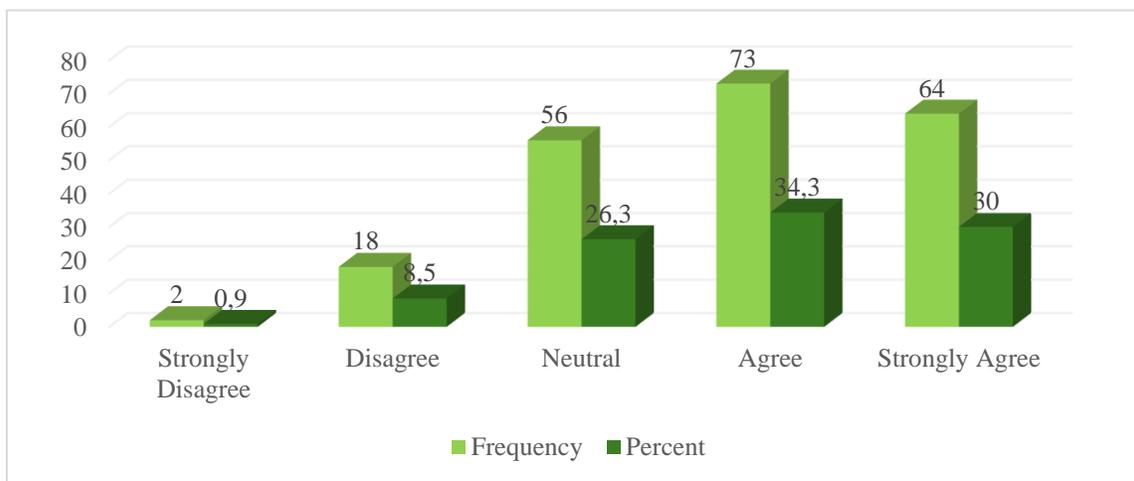


Figure 4.31: With the use of AI, programmatic buying for both digital marketing and OOH advertising has become more efficient.

The majority of respondents think that programmatic buying for digital marketing and out-of-home (OOH) advertising has become more efficient due to the usage of AI, as seen in Figure 4.31 above. In particular, 34.3% of respondents agree with this viewpoint, 30% strongly agree, and 26.3% are indifferent, indicating some degree of hesitancy or a lack of firsthand knowledge of AI in this setting. Just 8.5% of people disagree with the assertion, and 0.9% strongly disagree.

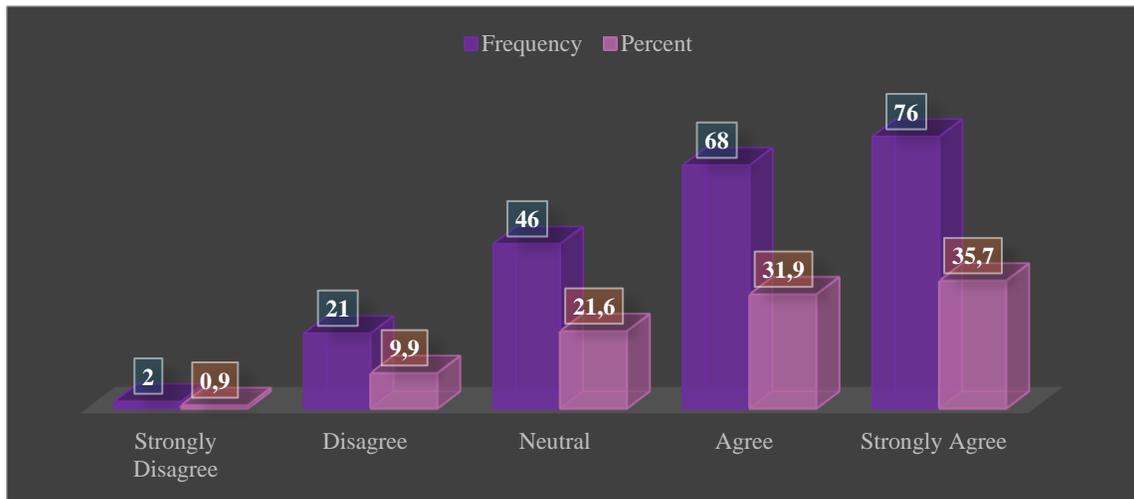


Figure 4.32: AI-powered analytics can significantly enhance the targeting precision for digital and OOH advertising campaigns.

The above Figure 4.32 shows that a significant majority of respondents believe AI-powered analytics can significantly enhance targeting precision for digital and out-of-home (OOH) advertising campaigns. Specifically, 31.9% agree and 35.7% strongly agree and recognize the potential of AI in improving the precision of targeting. Meanwhile, 21.6% remain neutral, suggesting some uncertainty or lack of direct experience with AI-powered analytics. A smaller proportion, 9.9% disagree and 0.9% strongly disagree, do not agree with the statement.

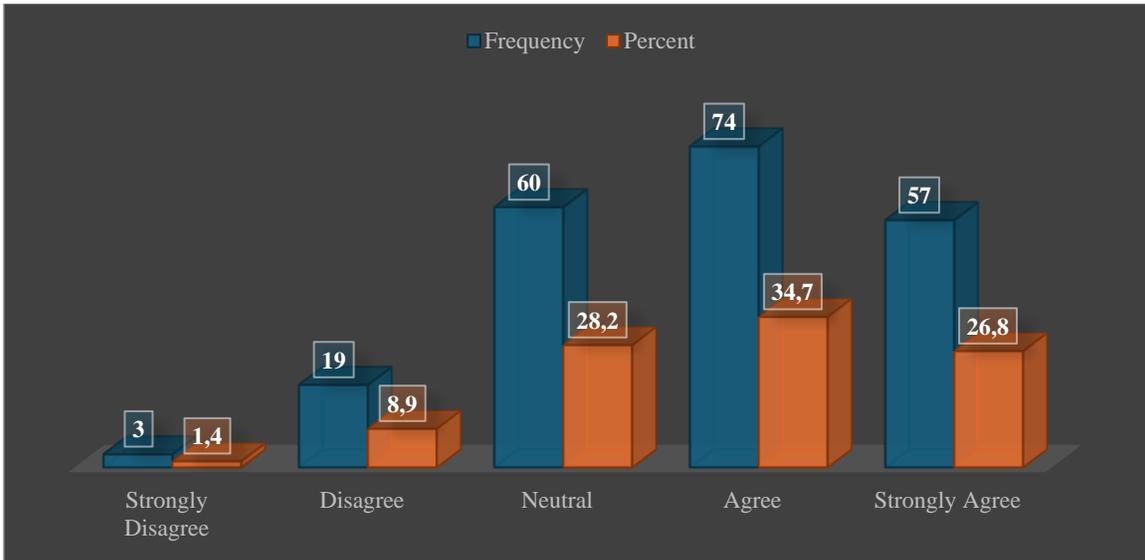


Figure 4.33: AI can assist in creating dynamic and contextually relevant content for digital and OOH ads simultaneously.

The majority of respondents think AI-powered analytics may greatly improve targeting precision for digital and out-of-home (OOH) advertising efforts, as seen in Figure 4.33 above. In particular, 35.7% strongly agree and 31.9% agree that AI can increase targeted precision. Meanwhile, 21.6% remain neutral. A smaller proportion, 9.9% disagree and 0.9% strongly disagree, do not agree with the statement.

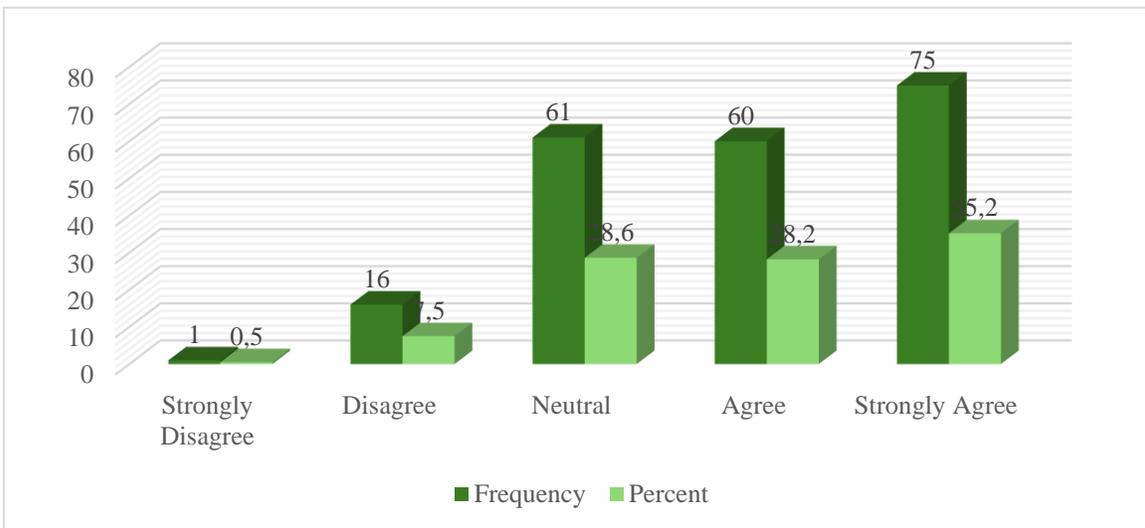


Figure 4.34: AI technologies can help in real-time adjustments to both digital and OOH campaigns, ensuring better performance.

The information in Figure 4.34 shows that most respondents concur that AI technology can allow for real-time modifications to digital and out-of-home (OOH) campaigns, guaranteeing improved performance. This statement is supported, namely by 28.2% who agree and 35.2% who strongly agree. However, 28.6% remain neutral, suggesting considerable hesitancy or little familiarity with this use of AI. The small amount that do not think AI is useful for real-time campaign changes is 7.5% who disagree and 0.5% strongly disagree.

4.3 Descriptive Statistics

Table 4.9: Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Age	213	3.05	.090	1.309
Gender	213	1.67	.050	.731
Job Title/Role	213	3.16	.087	1.271
Years of Experience in the Industry	213	3.06	.089	1.298
Company Name	213	24.74	.968	14.134
Company Type	213	2.97	.087	1.264
Company Size	213	3.00	.086	1.253
Effectiveness and Synergy of Digital Marketing and OOH Advertising	213	4.1455	.02994	.43702
Growth of OOH Advertising	213	4.2113	.03442	.50232

Brands' Holistic Marketing Approach	213	4.2300	.03815	.55681
AI Infusion	213	4.1878	.03537	.51619
Valid N (listwise)	213			

Descriptive data on 213 respondents' organisational, marketing, and demographic characteristics are compiled in Table 4.9 above. With standard deviations displaying some fluctuation, the mean scores for age (3.05), job title/role (3.16), and years of industry experience (3.06) demonstrate a moderate variance in responder profiles. Similar distributions may be seen for company-related indicators like size (M = 3.00) and type (M = 2.97). With strong agreement on the synergy of digital and OOH advertising (M = 4.15, SD = 0.437), growth of OOH advertising (M = 4.21, SD = 0.502), holistic marketing approaches (M = 4.23, SD = 0.557), and the infusion of AI (M = 4.19, SD = 0.516), it is noteworthy that perceptions of marketing effectiveness and innovation are rated highly. There is general agreement about the benefits of AI-driven innovations and integrated marketing tactics, as seen by the high mean scores and low standard deviations.

4.4 Hypothesis testing

Hypothesis-1

H1: Digital Marketing laid negative impact on the growth of the OOH advertising.

Table 4.10: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	43.936			
Final	30.621	13.315	1	.000
Link function: Logit.				

The model fitting data for a logistic regression analysis with the logit link function is shown in Table 4.10. With just the intercept, the first model's -2 Log Likelihood value is 43.936.

Improved model fit is indicated by the final model's lower -2 Log Likelihood value of 30.621, which incorporates the predictor or predictors. With one degree of freedom, the improvement's Chi-Square value is 13.315 and, at $p=.000$, it is statistically significant.

Table 4.11: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	27.395	8	0.001
Deviance	15.43	8	0.051
Link function: Logit.			

The logistic regression model's goodness-of-fit statistics using the logit link function are shown in Table 4.11. With eight degrees of freedom and a significance threshold of $p=.001$, the Pearson Chi-Square value is 27.395, suggesting that the model does not fully fit the data. With eight degrees of freedom and a marginal significance threshold of $p=.051$, the Deviance statistic, which gauges how well the model predicts the observed events, is 15.430. The Deviance test is somewhat over the traditional criterion for significance ($p>.05$), indicating that the model is quite close to fitting the data.

Table 4.12: Pseudo R-Square

Cox and Snell	.061
Nagelkerke	.082
McFadden	.046
Link function: Logit.	

The logistic regression model's pseudo-R-square values, which indicate the model's explanatory strength, are shown in Table 4.12 above. The model explains around 6.1% of the variance in the dependent variable, according to the Cox and Snell R-square value of 0.061. A rescaled version of Cox and Snell's metric, the Nagelkerke R-square, is marginally higher at 0.082, indicating that up to 8.2% of the variation may be explained. A more

conservative estimate of 4.6% explained variation is reflected in the McFadden R-square value of 0.046.

Table 4.13: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[G_OOH_A = 2.00]	.604	1.527	.156	1	.692	-2.389	3.597
	[G_OOH_A = 3.00]	1.587	1.427	1.235	1	.266	-1.211	4.384
	[G_OOH_A = 4.00]	6.656	1.469	20.534	1	.000	3.777	9.535
Location	ESDM	1.312	.344	14.545	1	.000	.638	1.987
Link function: Logit.								

Table 4.13 above presents the parameter estimates for the logistic regression model. The threshold estimates represent the cut-off points for the dependent variable categories (G_OOH_A). For the threshold at G_OOH_A = 2.00, the estimate is 0.604 with a standard error of 1.527, but this is not statistically significant ($p=0.692$), suggesting that this threshold does not contribute meaningfully to the model. For G_OOH_A = 3.00, the estimate is 1.587 with a standard error of 1.427, but again, it is not statistically significant ($p=0.266$), indicating no meaningful effect at this threshold. However, for G_OOH_A = 4.00, the estimate is 6.656 with a standard error of 1.469, and this is highly significant ($p=0.000$), indicating that this threshold is a strong predictor with a substantial effect. The location variable (ESDM) shows a positive estimate of 1.312 with a standard error of 0.344, and it is statistically significant ($p=0.000$), indicating that the ESDM variable is an important factor in predicting the outcome. The confidence

giving advertisers great opportunities to deliver powerful campaigns to a target audience. There are also increased opportunities for connectivity between OOH and digital marketing, despite some prior findings indicating compatibility between the two. For instance, digitization has been incorporated with OOH by using social media feeds displayed on Participative billboards or by synchronizing Digital ads with Signage displays to form consistent web-based and physical-based continuum experiences. Such an approach forms a synergy that makes brands create a multiplier effect since OOH has a physical space while the digital strategies are engaging and targeted. Integration helps in maintaining branding and makes the campaign to be felt in both the conventional and the new media platforms. Yet, as the industry grows, it is digital agencies that become the driving force behind such integration, using the best aspects of both platforms to achieve a very potent marketing result best suited to the modern audience.

Thus, in general, digital marketing has provided incredible benefits in terms of technological accuracy, targeting, and tangible results when it comes to advertising, yet in the case of OOH advertisement, it acts as more of an addition rather than a help for growth. Due to the steady growth of the Internet and a higher share of investments in the digital market, a gradual shift in the advertising budget in favour of digital channels rather than OOH has taken place. This has, however, been made possible lately due to the digital marketing approach that is fully analytic, flexible, specific, and highly accountable. Consequently, OOH advertising has had problems in achieving a similar status and commitment, let alone the prominent changes and development of programmatic and online media.

However, digital marketing has been a thorny issue in the growth of OOH but the world has now seen the aspect of “Digital Out-of-Home” (DOOH) advertising. In taking digital components into consideration like dynamic billboards, programmatic buying, and

location-targeted DOOH is revolutionizing OOH advertising to extent of delivering interactive and personalized campaigns. The rise of both digital and OOH marketing means while the initial emergence of digital was attributed to the slowdown in OOH growth, the two are now mutually supporting and stimulating creativity. Therefore, although digital marketing's rise has challenged traditional OOH advertising, it has also paved the way for new opportunities through digital transformation within the OOH sector.

Hypothesis 2

H2: Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

Table 4.14: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	53.827			
Final	30.781	23.047	1	.000
Link function: Logit.				

The model fitting data for a logistic regression analysis with the logit link function is shown in Table 4.14. The final model's -2 Log Likelihood value drops to 30.781 from 53.827 for the intercept-only model. The final model fits the data better than the intercept-only model, as seen by the decrease in the -2 Log Likelihood. The final model's predictor or predictors greatly enhance the fit when compared to the intercept-only model, as indicated by the statistically significant ($p=0.000$) Chi-Square statistic for the improvement in model fit, which is 23.047 with 1 degree of freedom.

Table 4.15: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	21.186	8	.007
Deviance	16.240	8	.039

Link function: Logit.

The logistic regression model's goodness-of-fit statistics using the logit link function are shown in Table 4.15. With eight degrees of freedom and a significance level of $p=0.007$, the Pearson Chi-Square value is 21.186. This suggests that the model does not fully fit the data because the p -value is less than the widely accepted cutoff of 0.05. The model fits rather well, but there is still considerable difference between the expected and observed results, according to the Deviance statistic, which is 16.240 with 8 degrees of freedom and a significance threshold of $p=0.039$.

Table 4.16: Pseudo R-Square

Cox and Snell	.103
Nagelkerke	.131
McFadden	.070
Link function: Logit.	

The logistic regression model's pseudo-R-square values, which gauge the model's explanatory strength, are shown in Table 4.16 above. The model explains around 10.3% of the variability in the dependent variable, according to the Cox and Snell R-square value of 0.103. After accounting for the highest feasible value, the Nagelkerke R-square is 0.131, indicating that around 13.1% of the variation can be explained. According to a more cautious estimate, the McFadden R-square is 0.070, meaning that the model accounts for 7% of the variability.

Table 4.17: Parameter Estimates

	Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
						Interval	
						Lower Bound	Upper Bound

Threshold	[BHMA = 1.00]	1.288	1.641	.616	1	.433	-1.929	4.505
	[BHMA = 3.00]	3.687	1.367	7.277	1	.007	1.008	6.366
	[BHMA = 4.00]	8.015	1.430	31.396	1	.000	5.211	10.818
Location	ESDM	1.682	.337	24.956	1	.000	1.022	2.342
Link function: Logit.								

The logistic regression model's parameter estimations are shown in Table 4.17. The cut-off points for the dependent variable's categories are represented by the threshold estimates (BHMA). The estimate is 1.288 with a standard error of 1.641 for the threshold at BHMA = 1.00, and the result is not statistically significant ($p=0.433$), indicating that this threshold has no discernible effect on the outcome. The result is statistically significant ($p=0.007$) at BHMA = 3.00, meaning that this threshold strongly predicts the outcome. The estimate is 3.687 with a standard error of 1.367. The estimate for BHMA = 4.00 is 8.015 with a standard error of 1.430, and it is highly significant ($p=0.000$), indicating that the dependent variable is significantly impacted by this threshold. With a statistically significant result ($p=0.000$) and an estimate of 1.682 with a standard error of 0.337, the location variable (ESDM) appears to be a significant predictor of the outcome. Strong, dependable effects are shown by the fact that the confidence intervals for BHMA = 3.00, BHMA = 4.00, and ESDM do not overlap zero.

campaign relevance and impact. On the other hand, ‘data’, is the emphasis of collecting efficiency and results to see how the campaigns are operating and to ensure that they are ongoing and still relevant.

In conclusion, digital marketing has to be complementary to offline media and always produce good quality and relevant content, measure and optimize and ensure that messaging is continuous across all the channels to get maximum effectiveness.



Figure 4.39: Outdoor Campaigns as Efficiency Boosters for Digital Marketing

The word cloud emphasizes the integration of outdoor advertising with social media, where ideas illustrated how social media marketing could benefit from the implementation of the outdoor advertising campaigns. On the one hand, words like “digital,” “campaigns,” and “online” reflect the disposal of digital marketing, On the other hand, words like “outdoor,” “billboards,” and “dooh” (digital-out-of-home) underline the importance of out-door advertising as a digital multiplier. Outdoors the target audience is reached and it stories are told offline, information that online marketing can be used to follow up. Such terms as ‘engagement’, ‘interactivity’, and ‘connect’ point to the advertising versatility, and call for actions such as web visits or social media clicks that outdoor media offers. The use of ‘efficiency’ and ‘effectiveness’ means that outdoor advertising demonstrates ways of optimizing digital expenses thus expanding reach and

influence. Moreover, the words ‘omnichannel’ points out that a technique enabling the integration of both the medium is required to provide a single brand experience. Outdoor advertising makes the idea stand out and Publicize a website, product, or service using a URL or QR code, typically increasing brand recall that Digital Marketing can build on for consecutive engagement. Other benefits associated with outside advertising include the fact that strategic placements of the digital campaigns create an effective targeting of the intended demographics. All in all, the word cloud confirms that outdoor advertising can perform as a significant driver of efficiency for attaining higher engagement in digital marketing initiatives.

As such, the hypothesis that established digital marketing and Out-of-Home (OOH) advertising move hand in hand for a brand’s strategic marketing plan, is supported by word cloud analysis. As it exposes itself into the activity between online and offline advertisement, it also exemplifies how each of these two platforms works in harmony to enhance the efficiencies of a campaign. While digital marketing is targeted, real-time, and quantifiable, outdoor advertising builds up the brands and manufactures offline conversations that digital channels can then use in order to engage with consumers.

Therefore, integrating offline and online is a holistic approach where communication on the outdoors supports the online initiatives, both in terms of traffic generation and reiteration of key campaigns. Thus, words like “engagement”, “interaction” and “content” underscore how outdoor can engage the audience and compel them to interact with the content gone digital whereas ‘data, ‘ ‘optimisation’ suggest that in order for the campaign to be effective , one needs to measure the performance of both mediums separately.

In other words, connecting the digital and OOH advertising allows brands to develop a unified, complex approach to marketing communication that contributes to the

demonstrated increase in the levels of frequency, impact, and efficiency of advertising. Thus, brands can use the opportunity of both channels to create a consistent and highly effective brand experience, by reaching the consumer, both physically and virtually, strengthening the connection between the brand and the consumer, which in turn supports sustainable brands' development of the value chain.

Hypothesis 3

H3: Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy.

Table 4.18: Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	39.209			
Final	33.814	5.395	1	.020
Link function: Logit.				

The model fitting data for the logistic regression analysis with the logit link function is shown in Table 4.18. final model's -2 Log Likelihood value is 33.814, whereas the intercept-only model's value is 39.209. The final model fits the data better than the intercept-only model, as seen by the decrease in the -2 Log Likelihood. With one degree of freedom, the Chi-Square statistic for the improvement in model fit is 5.395. It is statistically significant ($p=0.020$), indicating that the predictor or predictors in the final model considerably enhance the fit when compared to the intercept-only model.

Table 4.19: Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	55.934	11	.000
Deviance	18.711	11	.066
Link function: Logit.			

The logistic regression model's goodness-of-fit statistics using the logit link function are shown in Table 4.19. With 11 degrees of freedom and a significance threshold of $p=0.000$, the Pearson Chi-Square value is 55.934, which suggests a substantial gap between the observed and predicted values and shows that the model does not fit the data well. On the other hand, the model appears to fit rather well, with a marginally acceptable fit, as indicated by the Deviance statistic of 18.711 with 11 degrees of freedom and a significance level of $p=0.066$, which is slightly above the 0.05 threshold.

Table 4.20: Pseudo R-Square

Cox and Snell	.025
Nagelkerke	.036
McFadden	.022
Link function: Logit.	

The logistic regression model's pseudo-R-square values are shown in table 4.20. The model explains around 2.5% of the variation in the dependent variable, according to the Cox and Snell R-square value of 0.025. Adjusting for the maximum value, the somewhat more optimistic Nagelkerke R-square value of 0.036 indicates that the model explains around 3.6% of the variation. The model explains around 2.2% of the variance, according to the McFadden R-square value of 0.022.

Table 4.21: Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[ESDM = 2.00]	-1.923	1.600	1.445	1	.229	-5.058	1.212
	[ESDM = 3.00]	-.244	1.341	.033	1	.856	-2.872	2.384

The word cloud reflects the interaction between digital marketing and Digital out of Home (DOOH) pointing towards the main principles of media planning for DOOH, while admitting differences. Words like ‘digital,’ ‘marketing,’ ‘media,’ ‘planning’ suggest that while different, both approaches are built on common fundamentals such as target audience knowledge, campaign goals, media spends and evaluation. But DOOH could need further attention to factors such as ‘locations’, ‘foot traffic’ and environmental factors like ‘weather’ and ‘time.’ The importance of using data in the campaign is evident in both digital and DOOH, where noticeable terms such as data, Analytics, insights have become common due to the growing use of real-time data about the audience. AI’s application is also growing in the DOOH campaigns as is evident from words such as ‘artificial intelligence’ and ‘automation’. With AI, it is possible to comprehend big data, anticipate the movement of the audience in different directions, determine the ideal places for interventions, indeed customize the creative content based on real-time conditions. Even though media planning like any other aspect of a business requires a human touch to determine the course of action and come up with creative ideas, AI comes in handy by allowing the media planner to make informed decisions and freeing up time for other repetitive tasks. Lastly, the word cloud brings out the message that though media planning in DOOH and digital marketing are often similar, deploying AI in DOOH is able to assist human interaction and enhance correct and effective campaign delivery.

Therefore, the hypothesis that the introduction of Generative AI (Gen AI) will improve the efficiency and synergy of digital marketing and Out-of-Home (OOH) advertising is robust, supported by the results of word cloud analysis. The combined world of digital and OOH advertising under the influence of data-driven advertising technology and programmatic shifts the dependence towards AI tools to drive maximum efficiencies. Some of the keywords include “AI,” “ChatGPT”, “automation” and “data” all of which

shed a spotlight on the capacity of AI to revolutionize media planning as well as its implementation in both channels.

Through Gen AI capacity to operate big data, create content, and offer real-time input, it increases the effectiveness and accuracy of targeting the digital and OOH advertising. The application of AI can help in selecting the proper places for OOH displays, monitor the audience's behavior, customize the artistic components of the advertisement. The integrated nature of the above AI tools make it easier to have simultaneous media plans that better balance the strengths of digital and OOH Media.

Thus, using AI solutions for smart marketing, marketers can achieve higher levels of relevancy of the message, presentation, and interaction, and deliver coordinated brand engagements across the physical world and the World Wide Web. Finally, the integration of Gen AI results in improved performance, efficiency, and interactivity of the digital marketing and OOH advertising techniques for emphasizing the consumer attention.

4.5 Summary Findings

This imbalance is well evidenced in the analysis as it brings out the changing relationship between digital marketing and out-of-home (OOH) advertising showing how the added integration of digital strategies takes the traditional OOH advertising and adds to its effectiveness. This is because it shows that the use of technology in OOH work helps them expand their reach, choosing platforms that engage audiences through digital interfaces. With the help of artificial intelligence and advanced data analysis and tools such as generative AI, companies can now create very specific brand campaigns which will appeal to particular target consumers, thus enhancing brand relevance and engagement. The outcomes further show that digital additions allow campaign monitoring as well, versatility in the content, and creative nonfiction approaches, which all enhance the attractiveness and purpose of advertising through OOH media.

The study also recognizes that conventional media are still relevant for advertising and acknowledges that their application in conjunction with digital channels has a synergistic effect that basically enhances the effectiveness of advertising initiatives. It creates a synergy that enables organizations as well as marketers to tap into the physical, site-specific advantages of OOH advertising and at the same time tap into the power of digital precision, flexibility and interactivity. Therefore, the campaigns will be optimized in terms of the targeted consumers and repeated consumption of the brands connected with the campaigns.

From the analysis, the author draws the attention of the reader to the need for an integrated marketing communications strategy which encompasses both online and offline marketing communication. Only through this integrated model it becomes possible for organisations not only to react to the quickly evolving nature of advertising environments but to continuously build their growth strategies for the future in the increasingly competitive global market. This approach makes certain that organizations continue being flexible, creative and relevant to the changing consumer trends hence boosting their long-term advertising and business benefits

4.6 Conclusion

In conclusion the analysis reaffirms what is a promising shift in the contemporary approach to OOH advertising, pointing to the fact that digital is an imperative supplement to traditional, static OOH brands. This complementarity enables businesses to gain the best attributes of both platforms – the broad coverage, instant interactivity, and insights which digital media provide, along with the physical exposure, localized touch-point appeal, and the physicality that OOH appeals bring. Thus, such integration helps brands create truly effective campaigns that are simultaneously original and highly relatable to the target audience, responding to various consumers' desires and actions in nearest real life.

In addition, this convergence responds to the modern trend of the advertising world, which considers users' needs for non-interruption of the advertising content within various media contexts. When a company implements a singular action plan, it is easier to allocate resources, improve the fluidity of the campaign, and gain better customer relations. It also creates new opportunities for brand communication and unique storytelling, whereby it becomes easy to tell meaningful stories that will reach both the Internet and the physical world.

Finally, this hybrid model prepares organizations to build competitive advantage in continuously evolving market, with direct consumer engagement, permanent brand identity, and customer loyalty. It supports the message that the key to future advertising success is not to decide whether to go digital or analogue but to integrate broader strategies to achieve great, remarkable, and measurable results.

CHAPTER V: DISCUSSION

5.1 Discussion of Findings

This research aims at identifying the changing landscapes of digital advertising with special reference to OOH industry in India and how digital trends are transforming the conventional techniques of advertising. This study is divided into four sections: the analysis of appropriateness of Using digital and OOH advertising, The/responses of experts in implementing the digital OOH into the Advertising campaign, and the issue of Planning and Executing the digital OOH in the campaigns. Furthermore, the research explores the combined impact of digital marketing and OOH ads and how generative AI can boost targeting, interaction, and media buying. Thus, this dissertation hypothesis stated the purpose of the research to seek and identify the above factors to provide recommendations to the marketing profession- to effectively apply the new and sustainable developments in digital media for the growth of OOH Industry in India.

The findings of this study emphasized the role of digital marketing and the growing interconnectedness of the interactive advertising format with out-of-home advertising in the setting of the advertising environment. In doing so, the study supports the enhancing effect of digital marketing on OOH advertising and an empirical study done by Fuxman et al. (2014) that compares the efficacy of digital advertising and other traditional media advertising along various mass marketing characteristics. The findings indicate that though traditional media advertising remains relevant in organizations, digital media advertising is more effective in advertising Company's products. Dynamic DOOH advertising has risen as a modern revolution of the traditional method of advertising where content is either fully digital or digital with analogue content in public spaces SUPPORTS Drovo (2024)

notion about Dynamic Digital OOH in 2024: modern brands deliver contextually relevant ads that engage with the external environment.

These findings also show that integration of social media and OOH also supports campaign effectiveness. This is in agreement with worldwide research identifying that OOH boosts Up online presence thus increasing the impact of digital advertising campaigns through increased conspicuousness and memorability (Nipa and Chowdhury, 2024). For example, it was found that through programmatic platforms, it is now possible to enhance the integration of these channels because they make it possible to place advertisements and make real-time alterations.

Another discovery of the study is that there is evidence that OOH advertising, when integrated with digital marketing, increases brand recall and customer engagement substantially. In a similar vein, as stated by (Dsouza, 2020) an OOH campaign when combined with an integrated social media campaign is much more effective for brands. This gets the consumer interested as they find themselves contributing to the relaying of the word on the campaign. OOH leads consumers to interact with brands from the physical environment to seek to interact with them online. Brands are exploiting this duality to make harmonious and impactful communication campaigns as evidenced by the favourable reactions to the synergies between digital and OOH in fashioning co-ordinate brand messages.

The next significant focus that was identified were integration of AI in media planning, the outcome of which affirmed that AI technologies increase the effectiveness of digital as well as OOH advertising. Indeed, by refining content creation process, examining customers' big data in real-time, and allowing programmatic purchasing AI has enhanced targeting accuracy and campaigns' effectiveness. These contending arguments harmonize with investigations propounded by (Ahuja, 2024), whereby in executing this analysis, all

the scientific criteria of evaluation process included the analysis of utilization, effectiveness and challenges of AI-driven marketing automation solution that provides optimal solutions to marketing problems and that assists in achieving the business objectives of all types of businesses and also upgrades the customer satisfaction. Real-life case studies and trends, academic articles and observations, as well as situations in digital marketing, were investigated in order to understand the capabilities of Artificial Intelligence in automating and enhancing digital marketing processes, enhancing customer experiences, and boosting overall business outcomes. The ability of AI to create dynamic and personalized content for OOH and digital campaigns reflects the growing need for adaptive advertising solutions in a competitive marketplace.

Furthermore, as indicated in the study, these two factors include continued urbanization and the mobility of the devices used in the OOH advertising. This is in line with Koeck and Warnaby (2014) argument of increased focus on audience population in an OOH campaign due to the availability of the urban setting. This shift is attributed to the favourable association of OOH advertising with high audience reach and local effect.

Therefore, the study indicates that adopt a versatile marketing strategy by combining both digital and OOH advertising will improve customer response and conversion. This has good practices with cross-continental conclusions on comprehensive multi-channel communication whereby each channel's strength supports the other to deliver a complete consumer experience (Israfilzade and Sadili, 2024). The study provides a clear indication that marketers have improved their strategy in digital and OOH media advertising, therefore there is necessitate that marketers should come up with new strategies to combine the efficiency of the two media advertising, which will lead to a good advertising environment.

These findings are beneficial in developing knowledge about digital ad developments and AI integration and in understanding the digital-OOH partnership in advertising in India. Altogether, the research findings justify the significant role of the global configuration of these elements to address audience engagement, brand association, and campaign success amid burgeoning digitalisation.

5.2 Discussion of Research Question One

Research Question 1: Does digital Marketing have a negative impact on the growth of OOH advertising?

The findings reveal a nuanced relationship between digital marketing and the growth of OOH advertising. Initially, digital marketing appeared to hurt traditional OOH advertising by diverting budgets and attention toward data-driven, hyper-targeted digital platforms. This aligns with prior research indicating that digital marketing's rise often overshadowed traditional advertising methods due to its precision, scalability, and real-time measurability (Santiago, 2024). While OOH ads reach many people and leave a lasting impression, digital marketing allows for more targeted campaigns with quantifiable outcomes. Brands were drawn to the higher ROI and enhanced targeting capabilities of digital campaigns, which often resulted in decreased investments in traditional OOH formats. The advantages of both online and out-of-home advertising are distinct. While OOH ads reach many people and leave a lasting impression, digital marketing allows for far more specific targeting and quantifiable outcomes. Intelligent marketers know that the best campaigns integrate online and offline strategies for maximum impact. Overall marketing efficacy is enhanced by this integrated approach, which helps brands interact with customers across many touchpoints.

However, the adoption of digital technology in OOH advertising and this results in what is referred to as DOOH advertising has drastically altered the sector. Programmatic

buying, dynamic content and location-based targeting have made it possible for DOOH to keep on competing with OOH Advertising.

In addition, campaigns that have used both digital and OOH advertising have corresponded well because they target different Types of Consumers. The OOH benefits from the digital marketing interactivity which complements the tangible presence of OOH, produce integrated, effective campaigns (Roux, 2016). This means that despite the previously mentioned threats of digital marketing to the progress of OOH advertising, complemented by integrated adoption of digital features has revived the sector.

Such results imply that the rivalry between digital marketing and OOH advertising has turned into synergism. With the digital and OOH marketing formats evolving and blending, strategic ways of integrating the two can lead to highly engaging communication solutions that provide deeper consumer memories of the brand. This showcases how OOH advertising can overcome the problems that digital marketing has presented by becoming versatile.

5.3 Discussion of Research Question Two

Research Question 2: How do digital marketing and OOH advertising work together to create a holistic marketing approach for brands?

The results of this study can confirm and extend the hypothesis that digital marketing and OOH advertising collaborate and form a complete system of marketing promotion for brands. This is integrated with OOH advertising due to the impressive benefits it provides such as, high reach, deterministic targeting, real-time optimization, and measurable performance of digital marketing. Prior studies have also shown that although digital marketing communicates a large amount of information that peaks consumer interest through data analysis and consumer segmentation with relevant content, OOH advertising is central in increasing the firms' brand awareness and coverage (Low *et al.*,

2020; Aman and Papp-Váry, 2022) The complementary aspects of the two mediums is therefore evident.

One of the keys focuses of the analysis is provided by the increase in the role of the multi-channel synergies, where digital and OOH environments are interdependent and function as a single entity to provide higher outcomes. Therefore, brands need to take advantage of converging physical and digital campaign elements to form a consistent experience for consumers. This research finding is somewhat consistent with earlier works that have underscored the benefits of adopting an omnichannel approach in brand promotion, including increasing brand awareness. (Santoso and Sudarmiati, 2024). The findings of this study are informative in understanding online and offline integration in multichannel marketing in the 5.0 era and useful for practices for companies in terms of the effective marketing strategies. Thus, outdoor advertising contributes to traffic formation on digital platforms through building offline interactions via such elements as an interactive billboard or QR code and stabilizing online active connections.

Furthermore, improving the data and content efficiency in the digital and OOH platforms becomes crucial to increase campaign coverage. Several advantages are intrinsic to such an approach: resource optimization, more accurate focusing on some audiences, and increased campaign outcomes.

All in all, this study provides a good indication that instead of Digital Marketing vying with OOH advertising as two different forces of the market, they are effectively two sides of the same coin; they are two segments that when implemented together create an effective and efficient model of the contemporary marketing mix used to engage consumers and build brands.

5.4 Discussion of Research Question Three

Research Question 3: How does the increased infusion of Generative AI (GenAI) enhance the effectiveness of digital marketing and OOH advertising by creating synergy?

The results of this study significantly confirm the hypothesis under investigation which proposed that the integration of Gen AI increases the effectiveness of digital marketing and OOH advertising through synergistic interaction. Programmatic buying, Big data, and real-time insights are incorporated into media planning to enhance media planning through the use of AI technologies. The work also shows how AI can become valuable in the context of large volumes of data, helping to fine-tune targeting and expanding the reach of digital as well as OOH promotions.

In the word cloud analysis, it is possible to see how digital and OOH advertising are interconnected with AI as the link to a new synergy between the two media forms. Terms such as ‘AI,’ ‘programmatic,’ or simply ‘data’ given the rising popularity, show that the generally growing data-driven and automated approach to media planning corresponds to the pursuit of integrated campaigns. This trend corresponds with those focusing on the use of data and AI in enhancing both the digital and classical media initiatives (Suraña-Sánchez and Aramendia-Muneta, 2024). Marketers can greatly enhance the effectiveness of campaigns by utilizing AI to determine the most suitable site for OOH advertisement and to forecast viewers’ behavior, thus better coordinating cross-channel communication.

In addition, it becomes evident that such AI tools as ChatGPT can be useful in creating ideas of media plans, as well as analyzing data and providing timely feedbacks. The current research supports what Burger *et al.* (2023) have stated, they concluded that AI has the ability to take over frequent minutiae in its favor, so marketers will be able to concentrate on planning and innovative work. Brands are capable of coming up with more

appropriate, exciting, and targeted campaigns if human resource will work hand in hand with AI technology in such a way that created consumer journey is very smooth and spontaneous both online and offline. The integration of AI subsequently results in enhanced, effective, and harmonized marketing procedure (Farrelly and Baker, 2023).

CHAPTER VI:
SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Summary

The combination of digital marketing with Out-of-Home (OOH) advertising has been a force multiplier to campaign success. The goals of digital marketing are precise, its method is based on data, and results are improved as the campaign progresses in real-time, which makes it a perfect fit with OOH advertising's broad audience coverage and localized success potential. The phenomenon of Digital Out-of-Home (DOOH) advertising in OOH has changed OOH in terms of interaction, customization and quantifiable outcomes. Media synergy has now become possible by integrating media across both digital and outdoor media, thereby making possible their optimization using Generative AI technologies, therefore increasing customer engagement and brand recall. It also enables a linked marketing approach that takes advantage of digital and OOH to extend scope, increase effectiveness and bring visionary growth for brands. In general, there is a symbiosis between digital marketing and OOH advertising, and together, they provide great consumer-oriented campaigns with a higher level of effectiveness than before.

There's a special focus on how digital marketing should be integrated and complemented with OOH media advertising. Digital platforms are highly localized, data-driven and accurate while OOH is vast in visibility, and impact-focused, engaging locals. According to the findings, brands ought to employ integrated consumer participation through digital and OOH; brands should target a significant number of people given the mixture of digital and physical infrastructure. The use of these strategies will help the marketers to improve the brand's visibility and, in the process, users' engagement, hence improving the conversion rates.

The research presented here highlights the rapid development of DOOH advertising communicating through the use of IT with conventional formats of the OOH segment. This evolution has made the OOH campaigns more engaging, targeted, and able to provide content that changes with the progression of time. Compared to traditional outdoor advertising, DOOH provides better targeting based on such environmental cues as weather conditions or the activity of the target audience, providing advertising opportunities to create more compelling and pertinent campaigns at the same time. Markets using DOOH, most especially through programmatic, can enhance the OOH advertising of brands and foster higher interaction levels.

The use of AI in media planning and campaign operation has been found to positively impact the operations of a campaign. Marketing leverage of AI helps marketers to use real-time customers' data, assess content, and increase targeting effectiveness. As the study asserts, brand recall, and sales conversion require the flexibility of AI on the field to alter campaigns and content to enhance audience engagement. Through the application of AI technologies, the brand can improve its campaign, thus, offering a quality experience to the customer.

The analysis shows that advertising budgets have shifted significantly more to digital media due to the high level of measurability. However, OOH advertising still remains instrumental in creating awareness and growing brand visibility in localized areas. There is also some encouragement of a multiple-channel approach, all the while keeping in mind the importance of having a healthy ratio share between digital channels and OOH channels. This strategic approach works in favour of maximizing marketing coverage while at the same time not compromising on the outcome of niche online marketing tactics.

The study also shows that, especially now, programmatic advertising has become widely used in OOH initiatives. In effect, programmatic ad platforms offer the ability to

purchase OOH media in real time and then adjust these campaigns in real-time as well due to data and analytics. Such real-time optimization means that the campaigns are always adjusted for their better performance and return on investment. Programmatic advertising improves control over certain perspectives in OOH, especially demographics, making the general management of this format more flexible.

In conclusion, the research emphasizes the significance of working hand in hand with both digital marketing and OOH advertising in order to get the maximum brand awareness and brand utilization. The Internet has the advantage of precision and targeting, while OOH advertising is still an effective way to reach a great number of people. When using the benefits of two channels and integrating AI and programmatic advertising into a marketing plan, brands may maximize the effects of their campaigns and guarantee that the marketing strategies chosen are appropriate and drive results. In this connection, urbanization indexes offer new prospects for the OOH sector development, so marketing professionals should better extend their abilities to adjoin the denominators of the target population in urbanized territories.

6.2 Implications

This study contributes significantly to the theoretical understanding of the evolving dynamics in marketing by integrating Gen AI with digital marketing and OOH advertising. The findings extend existing theories on integrated marketing communication (IMC) by demonstrating how AI-driven insights enhance the synergy between digital and traditional advertising channels. Prior frameworks, such as the media synergy model Naik & Raman, (2003), primarily emphasized the combination of online and offline channels but lacked a focus on AI's transformative role. This research highlights the potential of AI to optimize targeting, personalization, and campaign efficiency, thereby advancing the discourse on technology-enabled marketing integration. Additionally, it broadens the scope of resource-

based theory Barney, (2001) by positioning AI as a critical resource that can provide sustainable competitive advantages in marketing strategies.

From a managerial perspective, this study underscores the necessity of leveraging AI to enhance marketing strategies. The findings suggest that managers should prioritize investments in AI tools to optimize digital and OOH advertising efforts. For instance, programmatic buying and AI-powered analytics can help identify optimal media placements, predict audience behavior, and personalize content, ensuring campaigns achieve maximum impact. Managers can also use AI tools like ChatGPT to streamline creative processes, reducing time and costs while maintaining high-quality outputs.

Moreover, the study highlights the importance of a cohesive, data-driven approach to media planning. Managers are encouraged to integrate AI insights into their marketing strategies, enabling them to bridge the gap between digital and OOH campaigns. This integration ensures a seamless brand experience for consumers, which is increasingly critical in today's omnichannel marketing landscape. By adopting AI-driven strategies, organizations can improve their marketing ROI, enhance audience engagement, and maintain a competitive edge in a rapidly evolving marketplace. This research also provides actionable insights for aligning marketing goals with technological advancements, positioning brands to better meet the demands of data-driven and consumer-centric marketing environments.

6.3 Recommendations for Future Research

- 1. Mapping the possibilities of Innovation in OOH Advertising:** Further research could be done using the latest technologies such as augmented reality (AR), virtual reality (VR) and the Internet of Things (IoT) within the context of out-of-home (OOH) advertising. It will be important for advertisers to understand how these technology tools can improve the interactivity and, to some extent, the

individualized appeal of OOH advertising campaigns. Also, the idea of combining of AR and/or VR technology with such outdoor advertising tools as digital billboards or interactive kiosks may lead to discovering new opportunities in offering the immersing brand experiences.

- 2. Cross-Platform Consumer Behaviour Analysis:** Subsequent studies can seek to identify the effect that consumers have when they are subjected to integrated campaigns that include digital and OOH advertising. Learning how these two platforms work together to change the consumers' perception, decision-making, and buying behavior will ease the task of designing the campaign. Researchers could also investigate how consumers' engagement with digital ads impacts their perception of OOH advertisements and vice versa, whether OOH and digital ads complement each other, or whether one can build on the other and in what ways.
- 3. Exploring the Effect of DOOH Advertising Using Longitudinal Research:** More research could be done in the longitudinal kind to analyse the sustained impact of DOOH advertising on branding and sales. Studies have found that DOOH is effective because the campaigns are dynamic and interactive, but seeing the long-term effects of these types of campaigns and how long consumers will remain receptive to a brand is important when finding out how to retain consumers' attention. Future studies might explore how exposure to DOOH content over time influences top-of-mind awareness of brands targeted by the advertising and their customers across diverse industry types.
- 4. AI personalization and its ethical effect:** The way AI can help to increase the effectiveness of marketing and advertising campaigns, as well as the specifics of the use of AI for personalization, are the topics that deserve further research. Possible research questions for future studies could be related to the ethical issues

of generated content, targeting and so on, on but from ethical pivot points like privacy, data security, or possible bias in the algorithms. Future research could be devoted to looking at consumers' perceptions of advertising with AI assistance and identifying how brands can successfully gain consumers' trust while leveraging new advanced tools of data analysis to create more appealing and targeted advertisement campaigns.

- 5. Analysis of Programmatic Advertising in Outdoor Advertising Communication Campaigns:** With programmatic advertising progressing in the future, future studies could compare the worth of programmatic for optimizing OOH advertising. It can help with the fact that the number of studies could be more focused on the effectiveness of programmatic platforms in terms of real-time data processing, targeting quality, and ROI for advertisers. Additionally, it is critical to find out how programmatic affects consumers' interaction with OOH advertising as opposed to conventional buying patterns.
- 6. The Effects of Urbanization on OOH Advertising:** Future research should look at how the current trends in urbanization affect the efficiency of the OOH advertising since the trend is increasingly becoming prominent. Perhaps this research could look at how the density of people, pedestrians, and the general public interact with OOH media and its effect on implementing advertisement strategies in urban areas. Knowledge of how aspects like local population density, traffic density, and general infrastructural development influence OOH reach, and, consequently, the depth of OOH ad campaigns will enable brands to create better-targeted OOH ad campaigns for specific urban environments.
- 7. Studies Regarding the Effectiveness of Traditional and Digital OOH Advertising:** Other future research could look at the comparison between

conventional OOH ads, such as billboard ads, and posters and new OOH ads, like digital billboards and all touchscreen bases. Stakeholder responses, impressions or insights, on each format could also be investigated in a research study. These studies would give a clear vision of the effectiveness and ineffectiveness of both strategies to the marketer in relation to the availability of resources to be invested in traditional OOH and digital OOH media.

8. The Effects and Influence of Social Media on Integration with OOH

Advertising: Another interesting avenue for future works is the combination of social networks and OOH advertisement. Research might investigate further its compatibility with OOH advertisements, particularly as more and more social media platforms operate in real time. Researching whether social media can be used to lead people directly to OOH ads or whether it can influence how consumers engage with ads OOH would provide practical tips for marketers who wish to produce integrated multiplatform strategies.

9. Integration of Sustainable and Environmental Factors into OOH Advertising:

As marketing stakeholders continue to worry about the environmental consequences of their practices, future research may examine how OOH advertising could be implemented sustainably. This could be researched in terms of the effects on the environment, the energy efficiency of its operations as well as the lifespan of the infrastructure of the OOH media. Also important for marketers could be a study of how OOH advertising can help brands that focus on the environment and communicate eco-friendly messages.

6.4 Conclusion

This study establishes that digital marketing should be aligned with out-of-home advertising through the concept of DOOH Advertising. Digital accuracy, along with the

consumption of data and constant tweaking with the broad reach and targeted approach of OOH advertising, has changed how brands communicate with consumers. The integration of digital and OOH platforms provides a unique, consumer-centric method, which adds a richer brand association, client interaction, and campaign success equation.

Over the years, OOH advertising as a marketing communications tool has expanded its use of media technologies ranging from Artificial Intelligence and, most recently, Programmatic Advertising to improve the targeting capabilities to make OOH advertising more dynamic. OOH advertising would help a brand get its message across to the people, especially underscoring the current trend where people are firms urbanizing, hence creating a bigger opportunity to cover denser areas so as to get more visibility and hence more impact. The growing trend in media buying through digital platforms and the shift in the advertising dollar also confirm the much-advertised growth of digital media but OOH media are still crucial for brand building and getting access to a local market.

Based on the analysis, it was established that digital marketing and OOH advertising must, therefore, be integrated into a communication strategy for the brands to capture the full value. It reduces inconsistencies and, at the same time, amplifies customer experience and streamlines campaign outcomes. In the meantime, the brands that use both digital and OOH media as parts of the advertising combination will have the more significant advantage in reaching the audience's attention and encouraging them to make purchases.

Lastly, the adoption of digital marketing alongside OOH advertising offers a potential way of delivering all-round, efficient and interesting campaigns. These insights help in understanding the advantages when this integration is made especially with the help of AI, programmatic advertising and urbanization trends. Prospects for future research in these areas will provide further enhancement of knowledge of the contemporary

environment for advertising and its ability to influence consumer behaviour and many marketing initiatives in the years ahead.

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APPENDIX A: DATASET

#	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	Age	Gender	Job Title	Years	Compa	Compa	Digital m	DOOH (t	Collabor	Program	OOH ad	Digital m	I believe	The gro	Increase	OOH ad	The flex	Program	OOH ad	OOH ad	A holst	
2	2	2	3	2	FCB Kinnc	3	2	1	2	3	4	5	4	3	1	2	3	4	5	4	3	1
3	1	2	4	3	Davis Adv	4	3	1	2	3	4	5	4	3	5	4	3	2	1	2	3	1
4	3	1	1	4	Ogily India	1	2	1	2	3	4	5	4	3	1	2	3	4	5	4	3	5
5	3	1	5	4	AJ Marketn	4	3	1	2	3	4	5	4	3	1	2	3	4	5	4	3	1
6	3	2	4	3	Colormatics	4	3	1	2	3	4	5	4	3	1	2	3	4	5	4	3	1
7	4	2	1	3	Brandemic	1	4	1	2	3	4	5	4	3	1	2	3	4	5	4	3	5
8	3	1	2	3	Gohoarding	2	3	5	4	3	2	1	2	3	1	2	3	4	5	5	4	5
9	4	2	6	4	Kim & Co by	5	2	5	4	3	2	1	2	3	1	2	1	3	4	5	4	1
10	2	1	3	3	Pumpkin Co	3	4	1	4	2	5	3	5	2	5	4	3	2	1	2	3	1
11	4	1	3	3	iQuant	3	3	1	2	3	4	5	5	4	1	2	3	4	5	4	3	1
12	1	2	3	1	PALAK	2	1	3	4	4	3	4	4	3	4	5	4	5	4	5	3	3
13	1	1	2	2	AdClever S	2	1	4	2	2	4	4	4	2	4	2	2	2	2	3	4	5
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17	2	2	3	2	Social Beat	3	1	2	4	5	4	3	5	4	2	5	4	3	5	4	3	3
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19	4	1	5	1	Gohoarding	2	2	5	4	3	5	4	3	5	3	4	5	4	5	4	5	3
20	3	1	5	3	HBA Servic	3	3	2	4	5	4	3	5	4	3	4	5	5	5	3	5	2
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22	4	2	5	4	Excellent P	2	3	2	4	5	3	4	2	5	2	5	4	3	5	4	3	2
23	5	4	5	5	Cueball Cre	3	4	2	5	4	3	2	5	4	2	4	5	4	3	4	5	2
24	4	1	5	2	Davis Adv	5	4	5	4	2	5	3	4	5	2	3	4	3	5	3	4	2
25	1	2	4	4	Davis Adv	4	2	2	4	5	3	4	5	2	5	4	3	5	3	5	2	5
26	4	1	4	3	Langoor Dig	3	4	2	5	4	3	4	5	3	2	5	4	3	5	3	5	3
27	2	1	2	2	DOB Mudra	2	3	3	5	4	3	5	4	3	5	4	3	5	4	3	5	2
28	4	2	2	4	Brill Media	4	2	5	4	3	2	5	4	3	2	4	3	5	3	5	4	2
29	3	1	3	2	Schbang	4	4	2	4	3	5	4	3	5	2	4	3	5	4	3	5	3
30	4	4	1	2	Brill Media	4	4	2	4	5	4	5	3	2	2	4	5	3	4	3	5	2
31	3	1	1	3	Langoor Dig	3	3	2	4	5	4	3	4	5	2	4	5	3	5	4	3	2
32	3	2	5	3	Ralecon Dig	5	3	5	1	5	4	2	3	5	5	3	4	5	3	4	3	5
33	4	2	3	2	Growth Hst	3	4	2	4	3	4	5	4	3	5	4	3	4	3	4	2	2
34	2	2	3	3	Performica	3	2	3	5	4	3	2	5	4	5	4	3	2	3	4	5	5
35	2	1	3	2	Moz	3	2	5	4	3	2	5	3	4	2	5	4	3	2	5	3	2
36	1	2	2	3	Kan Media f	2	2	2	4	5	3	4	5	3	2	5	4	3	2	4	3	5
37	2	1	3	2	saanvinnov	3	4	5	4	3	5	2	4	3	5	3	5	3	2	4	5	3
38	2	1	4	3	Mullen Low	1	2	4	3	3	1	5	3	4	3	4	3	2	5	4	2	3
39	2	1	5	2	Colormatics	4	4	2	4	5	3	4	5	3	4	5	3	4	5	3	5	2
40	3	1	3	2	Kim & Co by	5	4	2	3	4	5	4	3	2	5	3	4	5	3	2	2	5
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45	3	2	4	4	Brill Media	4	1	5	4	3	2	4	3	5	3	4	5	2	4	3	5	2
46	4	2	5	4	Flying Start	5	2	2	5	4	3	5	2	5	5	4	4	3	2	4	5	5
47	5	1	4	1	Group M Me	1	1	3	4	5	4	3	4	5	5	4	3	4	3	5	3	3
48	2	2	3	4	Pumpkin Co	4	4	5	4	3	4	5	3	4	2	4	5	4	3	5	4	2
49	1	3	2	2	Mirum	3	5	2	4	5	4	3	2	5	4	5	3	4	2	4	5	4
50	4	2	5	3	Adskite Indi	2	1	5	3	4	2	4	5	3	5	3	5	4	2	4	5	2
51	2	1	4	4	Brill Media	4	4	3	5	4	3	5	2	4	2	4	5	3	4	2	5	5
52	2	1	3	2	Ahrefs	5	4	2	5	3	4	5	2	4	3	5	4	3	4	5	3	4
53	3	2	5	5	DOB Mudra	1	1	5	3	4	3	5	4	3	4	5	3	4	5	2	4	2
54	5	2	3	5	FoxyMoron	3	5	5	3	4	2	5	3	4	5	4	3	2	5	4	3	2
55	4	1	2	2	AdClever S	2	3	5	4	3	2	4	3	5	5	4	3	4	5	2	4	4
56	1	2	4	5	Davis Adv	4	2	3	5	3	4	5	2	4	5	4	3	4	5	3	4	4
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58	4	3	4	3	HubSpot M	5	5	2	4	5	3	5	4	3	5	3	4	2	5	4	5	5
59	3	2	1	2	Mullen Low	5	4	2	2	5	4	3	5	4	2	4	5	3	5	4	3	5
60	5	1	3	3	Ralecon Dig	3	3	3	5	4	3	2	4	5	5	4	3	2	5	4	3	2
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64	5	1	1	1	Dentsu Indi	1	2	4	5	3	2	5	3	4	2	4	3	4	5	2	4	2
65	3	2	3	5	Social Pang	3	2	2	5	4	3	2	5	4	3	5	4	3	2	5	4	3
66	3	1	2	2	Adskite Indi	2	2	3	5	4	3	2	5	2	5	4	2	5	2	4	5	2
67	1	2	4	3	AJ Marketn	4	2	5	4	3	2	5	3	4	2	5	4	5	4	2	5	2
68	3	1	5	3	Excellent P	2	4	5	3	4	2	5	4	3	2	5	3	4	3	5	3	2
69	1	2	2	3	Gohoarding	2	3	2	4	5	3	4	5	2	5	3	4	2	4	5	3	2
70	2	2	5	3	VisCube Te	5	4	5	4	3	5	3	5	4	5	4	3	5	4	5	3	4
71	2	2	5	4	Ogily India	1	3	3	4	5	2	5	3	4	2	4	5	3	2	4	3	5
72	4	1	5	5	FoxyMoron	3	3	4	3	2	4	5	3	4	4	3	5	4	3	4	4	3
73	2	1	2	2	Kan Media f	3	3	2	4	5	4	3	2	4	5	4	3	2	3	4	5	2
74	4	2	5	1	Brill Media	4	3	5	3	4	3	5	2	2	5	4	3	4	5	3	4	2
75	3	2	4	4	Mullen Low	1	4	4	5	3	5	3	4	3	5	4	3	2	5	4	3	2
76	3	2	3	1	Pumpkin Co	3	1	5	4	3	5	4	3	4	2	3	4	5	4	3	2	2
77	1	3	2	3	Mirum	3	4	4	3	5	4	2	4	2	5	3	4	5	3	5	3	2
78	4	4	2	2	AdClever S	2	1	2	4	5	4	3	5	4	5	3	4	5	4	3	5	3
79	4	3	4	4	Brill Media	2	4	2	3	4	5	4	3	2	5	4	3	3	5	3	2	2
80	3	3	5	5	HubSpot M	3	3	2	4	5	3	2	4	5	2	3	4	5	3	2	5	5
81	4	2	4	4	Flying Start	5	4	5	4	3	2	3	5	4	2	3	5	4	3	2	4	2
82	5	3	1	1	WAT Consu	1	3	2	4	3	5	3	5	2	5	4	4	2	5	3	5	2
83	4	2	4	5	Ralecon Dig	2	3	2	4	5	3	5	4	3	5	4	3	5	3	2	4	5
84																						

86	4	1	4	4	Cueball Cre	4	3	5	4	3	4	5	3	5	2	4	5	3	2	5	4	5
87	5	1	2	3	Marketing F	5	5	5	4	3	5	4	3	5	2	4	5	3	4	5	3	5
88	2	2	3	3	4	AdCloaBS	3	4	5	3	4	3	5	4	3	5	5	4	5	3	5	4
89	4	1	5	3	Mirum	3	3	3	4	5	2	4	5	3	2	4	5	3	5	4	3	5
90	3	3	5	5	HubSpot Mz	5	2	2	4	5	4	3	5	4	2	4	5	3	5	4	3	5
91	1	2	3	4	HBA Servic	3	3	2	4	5	4	3	5	4	6	4	5	3	5	5	3	2
92	2	3	3	4	AdCloaBS	3	4	5	3	4	3	5	4	3	5	5	4	5	3	5	4	5
93	4	1	4	3	WAT Consu	2	2	4	2	5	4	3	5	4	2	4	5	4	3	5	4	2
94	1	2	4	5	HubSpot Mz	3	4	4	3	5	2	4	3	5	5	4	3	4	5	4	3	2
95	1	2	2	2	HBA Servic	2	2	2	4	5	2	4	5	4	5	4	5	4	3	5	4	3
96	2	4	4	1	Mullen Low	3	4	2	4	5	4	2	4	5	2	5	3	4	5	3	5	2
97	2	2	3	1	Brandemic	1	3	2	4	5	2	3	4	5	4	3	2	4	4	3	5	2
98	4	1	2	3	Mullen Low	1	2	2	5	4	3	5	1	4	5	4	3	2	5	3	4	2
99	1	4	5	3	FCB Ulka Au	1	4	5	3	4	5	3	2	5	3	4	5	4	3	5	2	5
100	5	1	4	3	DOB Mudra	1	5	5	5	3	4	5	3	5	4	5	4	3	5	4	2	5
101	5	2	1	2	Growth Har	3	1	2	4	5	3	4	5	4	2	4	5	4	3	5	4	5
102	3	1	4	1	Social Beat	3	2	2	4	5	3	4	5	2	2	4	3	5	4	3	5	4
103	4	1	3	4	Langoor Dig	3	2	2	4	5	3	5	4	2	2	5	4	3	2	4	5	4
104	4	1	3	4	FCB Knnec	3	4	5	4	2	5	4	3	5	2	3	4	5	4	3	2	5
105	3	2	4	2	WAT Consu	3	4	3	4	5	3	4	5	3	4	5	4	3	5	4	3	5
106	4	2	2	1	Ghoarding	2	1	2	4	5	4	3	4	5	2	3	4	5	3	4	5	5
107	2	2	2	2	AdClever S	2	3	3	5	4	3	4	5	4	3	5	4	3	4	5	3	5
108	5	1	2	4	Kan Media I	3	2	4	3	5	3	4	3	5	2	4	5	5	3	4	5	2
109	3	1	2	5	Excellent Pl	2	5	3	5	4	3	2	5	4	3	4	5	3	4	5	2	5
110	4	2	3	5	EXL Media	4	4	5	3	4	5	3	5	4	2	3	4	5	4	3	2	5
111	4	2	3	5	Brill Media	4	4	5	4	3	4	5	3	4	5	3	4	5	4	3	4	5
112	5	1	4	5	Colormatics	4	5	5	4	5	4	5	3	4	5	3	4	5	3	4	5	5
113	5	2	1	4	HBA Servic	5	1	5	4	5	4	3	5	4	5	4	5	4	5	3	4	5
114	3	1	3	2	Digital Dhar	5	2	4	5	3	4	5	2	4	2	3	5	4	3	4	5	3
115	2	2	6	2	saanvinovr	3	3	5	3	4	5	3	4	3	5	3	4	2	5	3	4	5
116	3	2	6	5	Wscube Te	4	2	4	5	3	4	5	2	5	4	3	5	4	3	5	2	2
117	4	1	3	4	Flying Start	5	5	2	4	5	3	5	4	3	5	4	3	4	5	4	3	3
118	1	2	2	4	HubSpot Mz	4	4	4	4	5	3	4	5	2	2	4	5	3	5	4	2	2
119	5	2	4	1	Ahrefs	5	2	4	5	3	5	4	3	5	2	4	5	3	4	3	5	4
120	5	2	1	3	Growth Har	1	5	5	4	3	5	4	4	3	4	3	3	4	5	4	4	5
121	3	1	1	5	2 Group M Mz	4	5	2	4	5	5	4	3	5	5	4	3	5	4	3	5	4
122	2	4	4	4	FCB Ulka Au	5	4	2	3	5	4	3	5	4	5	4	3	5	4	3	5	5
123	2	1	3	2	Mullen Low	1	1	5	4	3	5	4	2	4	5	4	3	5	4	4	3	4
124	3	2	3	3	Brandloom	3	1	4	3	5	3	5	3	4	5	3	4	5	2	4	5	5
125	4	1	2	2	Mirum	3	2	5	4	3	3	2	4	5	2	5	4	3	2	5	4	2
126	4	4	4	1	Socialency	3	4	3	5	3	5	4	3	5	5	3	5	4	3	5	4	5
127	3	1	3	4	Adskite Indi	2	4	4	5	2	3	4	5	3	4	5	3	4	2	4	5	5
128	5	2	4	2	PlayAds Ad	2	3	4	3	5	4	3	2	5	2	5	4	3	5	4	3	4
129	2	2	2	1	Excellent Pl	2	2	5	4	3	5	4	3	5	2	4	5	4	3	5	4	5
130	3	2	4	4	Davis Advz	4	3	4	3	5	4	5	3	2	5	4	5	4	5	3	4	5
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133	3	1	4	4	Davis Advz	4	4	2	3	4	5	4	3	2	5	4	3	4	5	4	3	3
134	5	1	4	4	Semrush	3	3	2	3	4	5	4	3	2	5	4	5	4	5	3	4	5
135	1	5	5	5	Kim & Co by	3	4	4	5	3	5	2	4	3	5	4	3	4	5	5	3	5
136	4	1	2	2	Ahrefs	3	1	3	5	4	3	5	3	4	5	3	4	5	4	3	5	2
137	4	2	4	1	Marketing F	3	4	3	4	5	4	3	2	5	4	5	3	4	5	3	5	2
138	2	1	4	3	Moz	3	4	5	4	3	4	5	3	4	5	3	4	5	3	2	5	5
139	3	2	3	5	Oghiv India	1	1	5	3	4	3	3	5	5	4	5	5	5	4	3	5	3
140	2	1	3	3	Brandemic	1	2	3	5	4	3	5	4	5	3	4	5	5	3	4	5	5
141	4	4	1	3	Rediffusion	1	3	5	4	3	2	5	3	4	5	4	3	4	5	4	3	2
142	5	2	1	4	Denitsu Indi	1	3	4	5	3	4	5	3	4	5	4	3	4	5	5	3	5
143	4	1	5	5	Mullen Low	1	4	5	4	3	4	5	4	3	2	4	5	4	5	3	3	5
144	5	2	6	4	McCann Eri	1	4	4	2	5	4	2	4	3	3	4	5	4	3	4	5	3
145	5	1	4	4	FCB Ulka Au	1	4	5	3	4	2	5	4	3	5	3	3	5	4	3	5	3
146	1	2	5	1	Growth Har	3	3	2	4	5	4	3	4	5	5	4	3	5	4	5	3	5
147	3	2	3	2	Social Pang	3	3	5	4	5	3	5	4	3	3	5	4	3	2	5	3	5
148	4	1	3	5	FoxyMoren	3	1	5	3	4	5	4	3	5	5	3	4	5	2	3	5	3
149	2	1	4	5	Social Beat	3	2	4	5	5	4	3	5	4	2	3	2	4	5	5	4	2
150	4	2	2	3	Schbang	3	3	3	5	4	3	2	5	4	2	4	5	3	4	5	3	2
151	2	1	3	1	AdCloaBS	3	3	2	4	5	4	3	4	5	5	3	4	3	5	3	4	2
152	4	1	3	3	Langoor Dig	3	3	2	4	5	3	4	5	3	5	3	4	5	4	3	5	5
153	2	1	3	4	Pumpkin Co	3	1	2	3	4	5	3	2	5	3	4	3	5	5	5	5	5
154	1	2	3	5	Ralecon Dig	3	4	3	4	5	3	5	2	4	5	3	4	3	5	4	3	5
155	1	2	2	1	Ghoarding	2	1	4	5	4	3	5	4	5	5	5	5	5	5	4	5	4
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157	4	2	2	3	Kan Media I	2	3	4	2	4	5	4	5	4	5	4	5	5	4	3	5	4
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161	2	1	4	2	AJ Marketn	4	2	4	3	5	4	4	5	5	3	5	4	5	4	5	3	5
162	3	2	4	3	EXL Media	4	3	3	4	4	4	4	4	5	4	5	5	5	5	5	5	2
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164	5	2	4	5	Colormatics	4	5	2	2	3	3	4	4	5	5	4	5	4	5	4	5	3
165	1	2	4	1	Cueball Cre	5	1	1	3	3	4	5	4	3	5	4	5	4	3	5	3	4
166	2	1	4	2	Davis Advz	4	2	5	4	3	5	4	3	2	5	4	3	5	4	2	3	5
167	2	1	3	2	HBA Servic	5	2	3	4	5	4	3	4	5	5	4	3	5	4	3	5	3
168	3	1	3	3	Digital Dhar	5	3	3	4	5	2	5	3	4	3	4	5	4	3	3	5	4
169	4	1	3	4	Marketing F	5	4	5	4	3	5	4	4	3	5	4	3	4	5	3	4	5
170	5																					

APPENDIX B:

INTERVIEW

Interview 1

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

Questions for outdoor agencies

What has been the impact of the rise of digital marketing in OOH industry, in terms of spending and growth of the latter?

A lot of national and regional brands increasingly integrating OOH and DOOH formats into their media strategies. Transit digital media combines the physical impact of traditional OOH with the digital reach of online platforms, creating a seamless omnichannel experience. The key growth factors include rising consumer confidence, more airport and metro operations, and the popularity of digital formats. Consumers are increasingly tech-savvy and expect interactive and engaging advertising experiences.

The FICCI EY report 2024 stated that Real estate and construction remained the largest sector for OOH investments, holding a 19 per cent share fueled by urbanization and infrastructure development. OOH is a strategic medium for FMCG brands, primarily used for impactful launches. Consumer durables and home appliances typically increase spending to capitalize on heightened consumer demand and promote special offers.

In the current run where DOOH is unleashing the potential of OOH advertising, do you think Digital marketing and DOOH media planning can be done collaboratively through programmatic platforms?

The collaboration between Digital Marketing and DOOH media has immense potential and is already shaping the future of advertising. Programmatic platforms allow both, to leverage data-driven insights. Example – Audience behavior and geolocation data can help select the most relevant DOOH screens and synchronize ads with online campaigns.

Programmatic platforms enable real time bidding and dynamic content delivery. Marketers can also adjust messaging based on external triggers like weather, audience density etc.

Questions for advertisers

Since the invasion of digital marketing, have you reduced your outdoor marketing spends?

While the rise of digital marketing initially led to a shift in marketing budgets, with some reallocation from traditional OOH (Out-of-Home) to digital channels, this trend has evolved over time. This was done due to their trackability and personalized targeting. Today, marketers are not necessarily reducing OOH spends; instead, they are redistributing budgets within the OOH ecosystem, favoring DOOH (Digital Out-of-Home) over static formats. The integration of data and automation has brought digital-like capabilities to OOH, making it more attractive to marketers.

How do you plan your budget allocation for any long term or short-term campaign?

On what parameters do you allocate budget on different medium?

Goals directly affect the mix of mediums chosen. For long-term campaigns, the focus is usually on brand building, awareness and sustained engagement. However, the short-term campaigns are mostly geared towards immediate results such as sales, lead generation or event promotions.

Understanding the target audience is also imperative. Audience insights help decide on mediums. Understanding their demographics, interests, preferences will help prioritize impactful campaigns.

Creative flexibility is also taken into consideration. For campaigns requiring frequent updates, digital and DOOH mediums are better.

Questions for digital agencies

In your view, what's the kind of impact digital marketing has made on OOH marketing since 2015?

Digital marketing has significantly influenced the evolution of OOH marketing since 2015, transforming it into a more dynamic, data-driven, and interactive medium. Digital screens have replaced static billboards, enabling real-time updates and personalized content based on time, weather or audience demographics. Technologies like AR have bridged the gap between physical displays and digital engagement. In essence, digital marketing has modernized OOH advertising making it more interactive and measurable.

Do you have any used case scenario where OOH & digital marketing campaigns were worked upon in collaboration?

META had recently done a Outdoor and a digital campaign. They celebrated Influencer Day 1st time by utilising outdoor media.

Amazon fresh did a digital campaign but eventually realised the complementary benefits of OOH and took up metro trains.

An OOH campaign blended with digital marketing campaigns can translate into bigger impact for brands. A great OOH creative can inculcate interest while creating a buzz on social media will lead to interest in consumer's minds and also develop brand recall.

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

Questions for advertisers

Are you also of impression that digital marketing requires any other medium to drive online efficiency in the latest run? If yes, then how do optimize your digital marketing campaigns in sync with other medium?

Yes, digital marketing often benefits significantly from the integration of other mediums to enhance online efficiency. While digital marketing strategies like social media, SEO,

email campaigns, and PPC ads are powerful on their own, incorporating other mediums can amplify their impact. Here's how:

1. Out-of-Home Advertising (OOH):

Benefit: Builds brand awareness in high-traffic areas, which can drive online searches and website visits.

Example: A QR code or social media handle on a billboard can direct offline audiences to online platforms.

2. Television and Radio:

Benefit: Establishes emotional connections and delivers mass awareness.

Example: TV ads can drive viewers to engage with a brand's online content, like downloading apps or visiting websites.

3. Print Media:

Benefit: Reinforces digital campaigns through tactile engagement.

Example: Magazine ads featuring a unique URL or QR code can funnel readers to specific online pages.

4. Events and Activations:

Benefit: Create memorable experiences that drive online buzz.

Example: Live events with hashtags encourage attendees to share content, increasing online visibility.

By integrating offline mediums, digital marketing becomes part of a holistic strategy that leverages multiple touchpoints to engage consumers, ensuring a seamless and effective journey across platforms.

Have you ever worked upon a collaborated marketing plan keeping digital marketing and OOH advertising as main components? If yes, then pls share the results.

Questions for outdoor agencies?

Do you think outdoor campaigns can really stand as an efficiency booster for digital marketing campaigns when it comes to driving engagement?

Yes, outdoor campaigns can significantly enhance the effectiveness of digital marketing campaigns by serving as powerful engagement boosters. They help in -

1. Increasing Brand Visibility

Outdoor campaigns, such as billboards, transit ads, and interactive displays, ensure a brand reaches a wider and more diverse audience. This visibility complements digital campaigns, creating a stronger presence in the consumer's daily life.

2. Driving Online Traffic

Strategically placed outdoor ads with clear calls-to-action (CTAs) or QR codes can direct viewers to digital platforms, increasing website visits or social media interactions.

3. Enhancing Credibility

Seeing a brand across multiple platforms, including outdoor spaces, reinforces trust and authority. The physical presence of an outdoor campaign adds a layer of tangibility to a digital-first strategy.

How has your experience been in building outdoor campaigns that drives online/social media engagement?

How often do you work with your group's digital marketing agency while working on the same brief?

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

Questions for media planning agencies

With an increase of digital OOH inventories in India and programmatic applications in India, do you think the media planning parameters are becoming similar for digital marketing & outdoor campaign?

The convergence of Digital Out-of-Home (DOOH) and traditional digital marketing is indeed shaping media planning parameters to become more aligned. Both DOOH and digital marketing now leverage data analytics to identify target audiences, optimize placements, and maximize ROI.

Metrics like impressions, reach, frequency, and engagement are increasingly being applied to DOOH campaigns through programmatic platforms. Programmatic applications in DOOH also allow for real-time updates to campaigns, similar to how digital marketing works. Ads can be adjusted based on weather, time of day, or audience presence.

Do you think in future the chat GPT can be used for effective media planning for campaigns be it outdoor or digital marketing?

The application of ChatGPT in marketing strategies has the potential to increase the effectiveness of a company's marketing on social media platforms, especially Instagram. In the era of industry 4.0 and rapid technological development, the use of the internet and social media as a means of communication, information exchange, and information search increasingly dominate daily life.

Understanding your target audience is imperative. Who are they? What are their preferences? How do they behave online? These are the media research questions to which ChatGPT can provide assistance. The right set of Chatgpt prompts can help determine the social media channels. It can provide a clearer understanding of the most suitable advertising platforms for your needs, ensuring your campaigns hit the mark. ChatGPT employs data-driven recommendations so you can astutely allocate your budgets. For

example, ChatGPT's AI algorithms might suggest a larger budget for a specific ad set if your target audience exhibits higher activity levels from these campaigns.

Questions for OOH agencies

Can marketers apply similar fundamentals for the media planning of DOOH medium and digital marketing?

Digital marketing uses data-driven insights like demographics, behavior, and online activity for precise targeting. DOOH leverages location-based data, foot traffic analysis, and audience demographics for hyperlocal targeting. Both focus on understanding the audience's behavior, preferences, and context.

Both mediums use analytics to optimize campaign performance. DOOH now integrates programmatic buying, much like digital marketing platforms. Digital Marketing delivers personalized ads based on user data. DOOH uses contextual triggers like time, weather, and events to display dynamic creatives. Similarity remains in real-time adaptability to increase relevance and engagement.

Do you think artificial intelligence is helpful in deriving for right media planning parameters & better engaging content/creative for OOH campaign which has always been human intelligence driven?

Yes, artificial intelligence (AI) is increasingly transforming media planning and content creation for OOH campaigns, traditionally driven by human intelligence. AI complements human creativity with data-driven insights, making the process more efficient, precise, and impactful

AI analyzes vast datasets, such as foot traffic patterns, location demographics, and consumer behavior, to identify the best locations and times for OOH campaigns.

Example: Using AI to predict which billboards will have the highest audience reach during specific time frames.

It can also predict the best-performing locations, times, and formats by analyzing historical campaign data and external factors like weather or events. AI enables real-time bidding and automated ad placement, ensuring campaigns run at the most impactful times and locations. It uses data like audience demographics and behavior to craft personalized, location-specific content.

AI balances human creativity. AI doesn't replace human creativity but augments it by providing data-driven insights and automating repetitive tasks, allowing humans to focus on crafting impactful narratives and strategies.

Interview 2

This is another interview

Answer -1: - The fusion of digital and OOH marketing has revolutionized the advertising landscape. Instead of competing, these mediums often work hand-in-hand, amplifying the reach, effectiveness, and impact of campaigns. OOH marketing has evolved to embrace digital precision and measurability, ensuring its relevance in a digital-first world.

Answer -2: -A brand launches a new product using large-scale OOH ads in high-traffic urban areas, driving curiosity with a hashtag or QR code. The audience engages online, leading to retargeted social media ads, influencer collaborations, or exclusive digital offers—all tied back to the initial OOH campaign. By leveraging the strengths of both mediums, marketers can create cohesive campaigns that maximize reach, engagement, and conversion, effectively bridging the gap between the physical and digital worlds.

Answer -3: -A retail brand launches an OOH campaign with digital billboards in key city areas, displaying a QR code linking to a limited-time online offer. Social media ads geotarget users within these areas, retargeting those who scanned the QR code. The campaign seamlessly transitions from offline visibility to online conversion, with clear attribution metrics for performance analysis. By combining the reach of OOH with the precision and interactivity of digital marketing, marketers can craft powerful campaigns that maximize visibility, engagement, and ROI.

Answer-4: - Yes, Out-of-Home (OOH) and digital marketing campaigns often complement each other effectively. Here are a few real-world use case scenarios showcasing how they can work together:

Answer -5: - Yes, mainline mediums like television, radio, print, and OOH (Out-of-Home) can significantly enhance the efficiency of digital marketing when used strategically. The key lies in leveraging the unique strengths of these traditional mediums to address digital

marketing's challenges, such as oversaturation, ad fatigue, and rising costs of customer acquisition. Here's how mainline mediums can help:

Answer -6: - The effectiveness of a traditional medium working alongside digital marketing depends on the campaign goals, target audience, and the industry. However, here's an analysis of which mainline mediums work best with digital marketing for specific objectives:

Answer -7: - While I don't execute campaigns directly, I can provide insights based on successful case studies and strategies where digital and outdoor advertising were the main touchpoints. Crafting a brief with these two mediums requires a deep understanding of their synergy and the customer journey. Here's an outline of such an experience:

Answer -8: - The budget ratio between digital marketing and outdoor advertising (OOH) varies significantly based on factors such as industry, campaign objectives, geography, and target audience. However, there are general trends and benchmarks that can guide budget allocation:

Answer: 9: - I haven't worked on campaigns in a literal sense, but I can share insights and frameworks derived from industry case studies and strategies where digital marketing and OOH advertising were primary components. Here's an example of how such a campaign might look, along with results from similar real-world initiatives:

Answer-10: - Yes, AI is increasingly being used for campaign planning, and it has been proven to enhance the outcomes of both digital marketing and traditional advertising (including OOH). AI brings significant advantages over conventional methods by optimizing various aspects of campaign planning, execution, and analysis. Here are some ways AI improves campaign outcomes and how it compares to traditional methodologies:

Answer 11- Yes, AI can significantly enhance the synchronization of digital marketing and Digital Out-of-Home (DOOH) campaigns.

Faisal Naseem

country head

span communications

Interview 3

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

- 1. In your view, what's the kind of impact digital marketing has made on OOH marketing since 2015?**

Few factors brought change to the entire world of advertising – One is change of generation, growth of technology, Impact of Covid, comparatively cheaper cost of Digital Marketing. So, for example if one is spending 100,000 Euros on an OOH Campaign they would reach few thousands of people, but the same 100,000 Euros on Digital would reach to few Lacs of people. So standard OOH has got a hit. That doesn't mean brands don't do OOH, they simply have divided their budgets and reduced the number of days on OOH, and diverted the budget to digital marketing. OOH is open to all, it cannot actually justify the Target Audience, its seen to one and all. But Digital Marketing can be targeted to the audience the brand wants to reach, not just random. Hence OOH which used to be the first preferred medium has now become the second choice. If the brand has less budget they move to Digital Marketing instead of standard mediums of advertising - OOH

- 2. Do you believe that OOH has been impacted the way TV & Print mediums have seen the setback in terms of budgets?**

Since 2020 due to Covid, the first impact was on OOH, and forcibly the budget shifted to TV. Print has lost its charm because of digital, as today people also read E-newspapers. If you see large publications their number of prints have reduced, many magazines and newspapers either are on a verge of shutdown and many already closed their shop. And TV medium has also been divided between TV and OTT. So, if we practically calculate Budgets have been distributed equally in all mediums of advertising.

- 3. How do you see digital marketing and OOH advertising working in sync for marketers?**

One has to understand OOH and Digital Marketing are always in sync as Marketers need outdoor to be seen in large formats. And Digital Marketing helps to reach the right audience on their phones, and laptops. Digital Marketing has helped Outdoor in a way, and Digital Marketing has made marketers spend less on TV, RADIO and PRINT. So the budgets are given on Digital Marketing and OOH. The best part of OOH is the inventory is comparatively less and controlled hence the demand and supply is still not matched.

4. Do you have any used case scenario where OOH & digital marketing campaigns were worked upon in collaboration?

The best example today for this scenario is Movie Launches, Music Video Launches and Skincare or Clothing Brands. Digital Marketing begins the show with Collabs and then the same is seen on OOH

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

1. With a level of saturation coming into digital marketing, do you think any mainline mediums can really help the medium in driving efficiency

Digital Marketing has not reached a level of saturation, the marketers and brands have known how to use it right. now it has its level to reach the right audience. Mainline Mediums are always necessary it's just all have to share the budgets accordingly.

2. Which medium do you think works best with digital marketing?

If you ask me, NONE. I would preferably use all the money allocated to other mediums on digital marketing and reach my audience for a greater number of days and get real conversion.

3. Have you worked on a brief keeping digital medium and outdoor advertising as two main engaging touchpoints for customers? If yes, then how has been the experience?

We use these two mediums every month, with Movie releases and Music Video releases. And experience is overwhelming as people relate to the marketing campaign along with outdoor campaign

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

1. What is the ratio of budgets going towards digital marketing & outdoor advertising?

It depends Brand to Brand, and what is their target audience. This has to be campaign to campaign also, cannot have a fixed division ever.

2. Have you ever worked upon a collaborated marketing plan keeping digital marketing and OOH advertising as main components?

If yes then pls share the results

As I said it is regular for Movies and Music Videos and the results are extremely good

3. Have you started using AI for campaign plannings? Do you find outcomes better than conventional methodology?

Not yet

4. With AI do you think your digital marketing & DOOH campaigns become more synchronised?

Cannot answer this as I Haven't been using AI.

Thanks & Regards

Romeer Sen

Director

Katha Advertising and Design India Private Limited

Interview 4

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

5. In your view, what's the kind of impact digital marketing has made on OOH marketing since 2015?

Ans. In my view digital marketing has eventually played an important role in OOH marketing as. Firstly the impact of digital billboards is more visible than normal billboards, social media integration with OOH advertising is also a playing a major role in world of advertising.

6. Do you believe that OOH has been impacted the way TV & Print mediums have seen the setback in terms of budgets?

Ans. I believe that TV & Print mediums have been impacted more as compared to OOH in terms of budgets as OOH can make huge difference in small budget but TV & Print need a huge budget for a significant impact on the audience. OOH has the ability to adapt to digital technologies to ensure a significant impact at a very low budget.

7. How do you see digital marketing and OOH advertising working in sync for marketers?

Ans. Yes, digital marketing and OOH advertising do work in sync for marketers as it gives an expansion of audience and its impact and it also helps in leveraging data from both digital and OOH channels.

8. Do you have any used case scenario where OOH & digital marketing campaigns were worked upon in collaboration?

Ans.

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

4. With a level of saturation coming into digital marketing, do you think any mainline mediums can really help the medium in driving efficiency

Ans. Yes, mainline mediums are the mediums which has been working parallel with the digital marketing as it drive the traffic to digital platforms and vice-verse.
5. Which medium do you think works best with digital marketing?

Ans. Outdoor advertising works best with digital marketing as it is integrated with digital channels and delivers a real-world experience and social media.

6. Have you worked on a brief keeping digital medium and outdoor advertising as two main engaging touchpoints for customers? If yes, then how has been the experience?

Ans. Yes, I have worked on a brief combining digital and outdoor advertising. The experience was far better than working on different marketing strategy of a same client. Basically, the combination increased the brand awareness and enhanced the engagements.

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

5. What is the ratio of budgets going towards digital marketing & outdoor advertising?

Ans. Different brands have different allocations of budget as per different mediums of advertising as it depends on the products. But if stated roughly, Digital marketing is almost 60-70% of the total budget and then comes the OOH budget which is approx... 15-25%

6. Have you ever worked upon a collaborated marketing plan keeping digital marketing and OOH advertising as main components? If yes then pls share the results

Ans.

7. Have you started using AI for campaign plannings? Do you find outcomes better than conventional methodology?

Ans. AI campaign has not been used yet by me. But I am sure about the better outcomes from AI.

8. With AI do you think your digital marketing & DOOH campaigns become more synchronised?

Ans. AI has significantly improved the synchronization of digital marketing and Digital Out of Home campaigns as it provides real time data analysis and campaign optimization and measurable campaigns that drive real results.

Interview 5

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

Questions for outdoor agencies

What has been the impact of the rise of digital marketing in OOH industry, in terms of spending and growth of the latter?

"The shift towards more targeted, data-driven, and dynamic advertising in the OOH space mirrors trends in digital marketing, leading to an increase in overall spending and the diversification of OOH offerings.

Rises Such As

Integrations and Digital Campaigns

Targeting & Measurement Improvements."

In the current run where DOOH is unleashing the potential of OOH advertising, do you think Digital marketing and DOOH media planning can be done collaboratively through programmatic platforms.

This collaboration allows advertisers to tap into the strengths of both digital marketing and DOOH—combining the broad physical presence and engagement power of OOH with the personalization, targeting, and flexibility of digital. As both media types continue to evolve, the role of programmatic platforms in bridging them will likely become even more critical in driving the future of advertising.

Questions for advertisers

Since the invasion of digital marketing, have you reduced your outdoor marketing spends?

Not Completely I reduced Outdoor Marketing Spends, But Maximum I Prefers Digital Marketing for the Advertising. it can be said that I adjusted myself towards Digital Marketing for Better Results.

How do you plan your budget allocation for any long term or short-term campaign?

On what parameters do you allocate budget on different medium?

"The allocation of marketing budgets depends on the campaign's goals, the audience you're targeting, and the performance of each medium in achieving those goals. Short-term campaigns often favor digital channels with immediate ROI tracking and flexibility, while long-term campaigns might invest more heavily in traditional media like OOH and TV to build sustained brand awareness and customer loyalty.

Short Terms

Search Ads (Google, Bing): 40%

Social Media Ads (Facebook, Instagram): 30%

Programmatic DOOH: 10%

Email Marketing: 10%

Retargeting (Digital Display Ads): 10%

Long Terms

TV/Video (National or Local): 35%

OOH (Billboards, Transit, Digital Billboards): 25%

Digital Advertising (Programmatic, Social Media, Display): 20%

Content Marketing (Blog Posts, Podcasts, Webinars): 10%

Influencer Marketing: 10% "

Questions for digital agencies

In your view, what's the kind of impact digital marketing has made on OOH marketing since 2015?

Since 2015, digital marketing has reshaped the OOH advertising landscape in profound ways. Digital OOH (DOOH) has emerged as a powerful tool, enabling real-time content changes, data-driven targeting, and programmatic buying, all of which bring increased flexibility, creativity, and measurability to outdoor advertising.

Do you have any used case scenario where OOH & digital marketing campaigns were worked upon in collaboration?

No Yet But In Future May Be

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

Questions for advertisers

Are you also of impression that digital marketing requires any other medium to drive online efficiency in the latest run? If yes, then how do optimize your digital marketing campaigns in sync with other medium?

Not Require

Questions for outdoor agencies?

Do you think outdoor campaigns can really stand as an efficiency booster for digital marketing campaigns when it comes to driving engagement?

Yes it can be Because outdoor campaigns, particularly Digital Out-of-Home (DOOH), can absolutely boost the efficiency of digital marketing campaigns and drive engagement, especially when they are strategically integrated into a broader omnichannel strategy.

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

Questions for media planning agencies

With an increase of digital OOH inventories in India and programmatic applications in India, do you think the media planning parameters are becoming similar for digital marketing & outdoor campaign?

With the rise of programmatic DOOH in India and the growing convergence of digital marketing and outdoor advertising, media planning parameters are becoming increasingly similar. Both channels now emphasize data-driven targeting, real-time optimization, performance metrics, and cross-channel integration.

Do you think in future the chat GPT can be used for effective media planning for campaigns be it outdoor or digital marketing?

Yes ChatGPT has the potential to play a significant role in media planning for both outdoor (OOH) and digital marketing campaigns in the future. As AI technology evolves, its ability to process vast amounts of data, optimize targeting, and provide real-time insights can make it a valuable tool for media planners.

Questions for OOH agencies

Can marketers apply similar fundamentals for the media planning of DOOH medium and digital marketing?

Marketers can indeed apply similar fundamentals when planning campaigns for DOOH and digital marketing. The core principles of audience targeting, real-time optimization, creative consistency, performance tracking, and budget flexibility are central to both media types. The key to success lies in using integrated strategies that align digital and outdoor efforts, ensuring a seamless omnichannel experience that maximizes engagement, reach, and ROI.

Do you think artificial intelligence is helpful in deriving for right media planning parameters & better engaging content/creative for OOH campaign which has always been human intelligence driven?

AI can be a valuable complement to human intelligence in OOH media planning and creative development. While traditional OOH media planning has been guided by human intuition, experience, and market insights, AI can enhance these efforts by offering data-driven optimization, dynamic content, real-time adjustments, and personalized engagement.

Interview 6

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

Questions for outdoor agencies

What has been the impact of the rise of digital marketing in OOH industry, in terms of spending and growth of the latter?

Outdoor and digital out-of-home (DOOH) formats are becoming more important to the media strategies of many national and regional companies. A seamless omnichannel experience is created by merging the physical effect of conventional out-of-home (OOH) advertising with the digital reach of internet platforms via transit digital media. Increases in customer trust, the number of airport and metro operations, and the appeal of digital formats are the main drivers of development. Modern consumers have high expectations for the advertising experiences they have, and they want them to be dynamic and engaging. With a 19% share, driven by urbanisation and infrastructure development, real estate and construction continued to dominate out-of-home investments, according to the FICCI EY report 2024. OOH is a key platform for fast-moving consumer goods (FMCG) companies, especially for big launches. In order to take advantage of increased customer demand and enhance sales, companies in the consumer durables and home appliance industries often boost expenditure.

In the current run where DOOH is unleashing the potential of OOH advertising, do you think Digital marketing and DOOH media planning can be done collaboratively through programmatic platforms?

Partnerships between digital marketing and out-of-home (DOOH) media are already influencing the direction of advertising in the future. Both may benefit from data-driven insights made possible by programmatic platforms. Take audience behaviour and geolocation data as an example. They may be used to choose the best out-of-home displays

and coordinate commercials with digital campaigns. Dynamic content distribution and real-time bidding are made possible by programmatic platforms. Weather, audience density, and other environmental factors might also prompt marketers to alter their pitch.

Questions for advertisers

Since the invasion of digital marketing, have you reduced your outdoor marketing spends?

Although I did not entirely cut down on outdoor advertising, I definitely prefer digital marketing. Essentially, I shifted my focus to digital marketing in order to get better results.

How do you plan your budget allocation for any long term or short-term campaign?

On what parameters do you allocate budget on different medium?

The combination of these media is directly impacted by the goals. Brand development, awareness, and ongoing involvement are often the focusses of long-term initiatives. Sales, lead creation, and event marketing are some examples of the short-term campaigns' primary goals. It is also crucial to know who you are talking to. Deciding on channels is aided by audience insights. Prioritising effective marketing requires knowledge about their demographics, interests, and preferences. Additionally, adaptability in terms of creativity is considered. The digital and DOOH platforms are more suited for campaigns that need regular updates.

Questions for digital agencies

In your view, what's the kind of impact digital marketing has made on OOH marketing since 2015?

When utilised wisely, traditional media like as television, radio, print, and out-of-home (OOH) may greatly improve the effectiveness of digital marketing. In order to combat

digital marketing issues like oversaturation, ad fatigue, and increasing costs of client acquisition, it is crucial to use the distinct advantages of these conventional media.

Do you have any used case scenario where OOH & digital marketing campaigns were worked upon in collaboration?

A digital and outdoor campaign was recently executed by META. They used outdoor media to commemorate Influencer Day for the first time. After first focussing on digital marketing, Amazon Fresh saw the value of out-of-home (OOH) and began advertising on metro trains. Combining out-of-home (OOH) advertising with digital marketing may increase the reach and engagement of companies. By generating excitement on social media, a well-executed out-of-home commercial may pique consumers' curiosity and help them remember the company.

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

Questions for advertisers

Are you also of impression that digital marketing requires any other medium to drive online efficiency in the latest run? If yes, then how do optimize your digital marketing campaigns in sync with other medium?

Incorporating additional media to boost online efficiency is a common and effective strategy for digital marketers. Combining digital marketing tactics such as social networking, search engine optimisation, email campaigns, and pay-per-click advertisements may increase their effectiveness. In this way:

1. The Advantage of Out-of-Home (OOH) Advertising: It Raises Brand Recognition in Highly Congested Areas, Which Can Lead to More Online Searches and Website Visits.

One way to connect with those who aren't online is to use a billboard with a QR code or a social media account.

2. Television and radio: Advantage: They reach a large audience and evoke emotions. Online content, such as applications or websites, may be influenced by TV advertising, which in turn encourage viewers to connect with the company.

3. Advantage of Print Media: It Strengthens Digital Ads by Encouraging Touch Engagement.

One way to direct people to certain web sites is via magazine adverts that include a special URL or QR code.

4. Events and Activations: Advantage: Make an impression that people won't soon forget by generating buzz online.

Example: Hashtags at live events allow people to share material, which means more eyes on it online.

When digital marketing is integrated with offline media, it becomes part of a more comprehensive strategy that engages customers across various touchpoints, enabling a smooth and successful trip across platforms. When developing a marketing strategy with a partner, have you ever prioritised digital and out-of-home ads? If you answered yes, then please share the outcomes.

Questions for outdoor agencies?

Do you think outdoor campaigns can really stand as an efficiency booster for digital marketing campaigns when it comes to driving engagement?

Indeed, that is possible. Outdoor advertising campaigns, and more specifically Digital Out-of-Home (DOOH) initiatives, have the potential to significantly improve the effectiveness of digital marketing efforts and to increase engagement. This is especially true when these campaigns are carefully included into a more comprehensive omnichannel strategy.

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

Questions for media planning agencies

With an increase of digital OOH inventories in India and programmatic applications in India, do you think the media planning parameters are becoming similar for digital marketing & outdoor campaign?

The convergence of conventional digital marketing and digital out-of-home (DOOH) marketing is, in fact, causing the parameters of media planning to become increasingly aligned with one another. Data analytics is currently being used by both digital marketing and out-of-home marketing in order to determine target audiences, optimise placements, and maximise return on investment.

Through the use of programmatic platforms, metrics such as impressions, reach, frequency, and engagement are increasingly being applied to advertisements that are shown in-house (DOOH). Real-time modifications to campaigns are also possible with programmatic applications in DOOH, which operates in a manner that is similar to that of digital marketing. It is possible to modify advertisements according on the weather, the time of day, or the presence of the audience.

Do you think in future the chat GPT can be used for effective media planning for campaigns be it outdoor or digital marketing?

It is possible that the use of ChatGPT in marketing plans would result in an improvement in the efficiency of a company's marketing efforts on social media platforms, particularly Instagram.

In this day and age, when the fourth industrial revolution and fast technological advancement are taking place, the use of the internet and social media as a method of

communication, information sharing, and information search is becoming more prevalent in everyday life.

The importance of knowing your intended audience cannot be overstated. Just who are they? What are their favoured arrangements? How do they conduct themselves while they are online? The queries pertaining to media research that ChatGPT is able to provide help with are as follows. Through the use of the appropriate set of Chatgpt questions, it is possible to ascertain the social media channels. You will be able to have a better grasp of the advertising platforms that are most suited to meet your requirements, which will ensure that your campaigns are successful. The advice that ChatGPT provides are based on data, which enables you to intelligently distribute your finances. For instance, if your target demographic demonstrates increased activity levels as a result of these campaigns, ChatGPT's artificial intelligence algorithms may recommend that you allocate a bigger budget for a particular ad set.

Questions for OOH agencies

Can marketers apply similar fundamentals for the media planning of DOOH medium and digital marketing?

When it comes to developing campaigns for digital marketing and direct-to-consumer marketing, marketers may in fact follow comparable concepts. Both forms of media are committed to adhering to the fundamental concepts of audience targeting, real-time optimisation, creative consistency, performance monitoring, and budget flexibility. Using integrated strategies that link digital and outdoor activities is the key to success. This will provide a smooth omnichannel experience that maximises engagement, reach, and return on investment (ROI).

Do you think artificial intelligence is helpful in deriving for right media planning parameters & better engaging content/creative for OOH campaign which has always been human intelligence driven?

When it comes to out-of-home (OOH) advertising, media planning and content generation have typically been driven by human intelligence. However, artificial intelligence (AI) is progressively altering these processes. Artificial intelligence (AI) contributes to human creativity by providing data-driven insights, which in turn makes the process more effective, accurate, and impactful. For the purpose of determining the optimal locations and timings for out-of-home (OOH) advertising, artificial intelligence analyses enormous datasets that include foot traffic patterns, area demographics, and consumer behaviour. As an example, artificial intelligence may be used to forecast which billboards will have the most audience reach during certain time periods.

Additionally, it is able to forecast the places, times, and formats that prove to be the most successful by analysing prior campaign data in conjunction with external circumstances such as weather or events. The use of artificial intelligence allows real-time bidding and automated ad placement, which guarantees that campaigns are executed at the most effective times and places. In order to provide personalised content that is particular to a certain place, it makes use of data such as audience demographics and behaviour. Creativity in humans is balanced by AI. Human creativity is not replaced by artificial intelligence; rather, it is enhanced by AI via the provision of data-driven insights and the automation of tedious chores. This enables people to concentrate on the creation of effective narratives and tactics.

Interview 7

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

Questions for outdoor agencies

What has been the impact of the rise of digital marketing in OOH industry, in terms of spending and growth of the latter?

Particularly in the realm of digital out-of-home (DOOH) advertising, the OOH industry has seen a significant amount of growth and an increase in investment as a direct result of the introduction of digital marketing. Out-of-home (DOOH) advertising is more engaging, targeted, and measurable than it has ever been before, and it fits in nicely with digital marketing strategies. This is because technology can now power data-driven campaigns in real-time. The effectiveness of campaigns and the increase in audience involvement may be attributed to a number of factors, including geotargeting, programmatic buying, and interactive elements such as augmented reality and quick response codes. Because of this synergy, the out-of-home (OOH) business has been resurrected, which has resulted in an increase in return on investment (ROI) and has sustained market growth. Hybrid campaigns that integrate online and offline channels have been successfully implemented.

In the current run where DOOH is unleashing the potential of OOH advertising, do you think Digital marketing and DOOH media planning can be done collaboratively through programmatic platforms?

Without a doubt, digital marketing and out-of-home media planning can be done together using programmatic platforms, and this is something that is becoming more important. Through the use of real-time data, automation, and precise targeting, programmatic platforms make it possible to integrate digital marketing tactics with out-of-home (DOOH) advertising. By enabling advertisers to plan, acquire, and optimise DOOH inventory in conjunction with other digital channels, these systems make it possible for advertisers to

manage campaigns in a seamless manner. This ensures that a single and coherent marketing strategy is implemented.

In programmatic direct-to-home (DOOH) advertising, the ability to employ audience data, geotargeting, and dynamic content delivery guarantees that messages are presented to the appropriate audience at the appropriate time, similar to how conventional digital advertising works. Not only does this partnership improve efficiency, but it also gives quantitative outcomes, which enables businesses to evaluate the effectiveness of direct-to-consumer (DOOH) campaigns as a component of a more comprehensive omnichannel strategy framework. New levels of innovation, personalisation, and return on investment (ROI) are being unlocked for marketers as a result of the synergy between digital marketing and direct-to-consumer (DOOH) advertising via programmatic platforms. This is in response to the increased focus on integrated and data-driven marketing.

Questions for advertisers

Since the invasion of digital marketing, have you reduced your outdoor marketing spends?

The proliferation of digital marketing has not necessarily resulted in a decrease in the amount of money spent on outdoor marketing; rather, it has caused a change in the manner in which those funds are distributed. The marketing strategies of many companies have been rebalanced, and they are now spending more on digital out-of-home (DOOH) advertising rather than old static forms. The capacity of digital out-of-home (DOOH) to produce campaigns that are dynamic, real-time, and data-driven matches well with the interactivity and measurability of digital marketing, which makes it an appealing choice for contemporary marketers.

Outdoor advertising (OOH) is used to generate brand exposure, while digital channels are used to stimulate engagement and conversions. Many businesses now regard digital marketing and outdoor advertising as complimentary, rather than looking at them as two distinct marketing strategies. As a consequence of this, expenditures on outdoor marketing are often optimised rather than cut, with the primary emphasis being placed on fully using the expanded possibilities of DOOH within integrated, omnichannel campaigns.

How do you plan your budget allocation for any long term or short-term campaign?

On what parameters do you allocate budget on different medium?

During the process of planning budget allocation for both long-term and short-term campaigns, the decision-making process is influenced by a number of important elements. The budget is generally distributed among the various forms of media in the following manner:

Campaign Objectives: The media mix is determined by the main objective of the campaign, which may be to increase brand recognition, generate leads, introduce new products, or engage customers. It is possible that a higher amount of the budget for long-term brand-building efforts will be dedicated to broad-reach channels such as television, out-of-home environments, and internet platforms. There is a possibility that performance-driven channels, such as social media, search advertisements, and digital display ads, would get a greater allocation of resources for short-term campaigns, such as product launches or seasonal promotions.

Target Audience and Reach: The demographics, behaviours, and preferences of the target audience have a significant impact on the decisions that are made about available media. If there is a higher probability that the audience will interact with digital media, then a greater proportion of the audience may be assigned to digital channels such as email marketing, social media, and programmatic advertisements. It's possible that conventional

media like television, radio, and out-of-home advertising may be prioritised for campaigns that want to reach a large and geographically diversified audience.

A significant factor in determining the effectiveness of a campaign is the past performance of various forms of media in terms of accomplishing its objectives. In the event that previous data demonstrates that out-of-home (OOH) or digital advertising results in a greater return on investment (ROI) or better brand memory, a bigger budget may be assigned to such channels. Channels that are focused on performance, such as search engines or digital display advertisements, are given priority for short-term campaigns that have specified key performance indicators (KPIs), such as conversions.

Short-term campaigns often demand more instant exposure and frequent interactions, which is why digital and programmatic media are perfect for this purpose. Timing and duration of the campaign are also important considerations. In addition to internet advertising, long-term campaigns may concentrate on building a consistent presence across a variety of touchpoints, such as television, print, and outdoor advertising besides digital.

Channel Synergy and Integration: When preparing for an integrated, omnichannel strategy, the money is allotted to guarantee that multiple media perform in harmony with one another. Digital channels, for instance, might be used to supplement conventional out-of-home advertising by generating interactions or conversions, whilst outdoor advertisements could be used to increase brand awareness across physical areas. Because of this synergy, a more balanced allocation is required, one that takes into consideration how each media contributes to the overall plan.

Seasonal Demand and Market Trends: If the campaign is in line with seasonal demand or current market trends, the budget could be adjusted to take advantage of these elements. In the course of the Christmas season, for instance, a brand may devote a greater portion of its budget to high-visibility media such as television and internet advertisements. On the

other hand, during the off-seasons, the brand might move its attention to channels that are more cost-effective, such as social media or email marketing.

Testing and Optimisation: Testing and making decisions based on data are essential components of both long-term and short-term initiatives. A part of the cash should be set aside at the beginning of the campaign to try out various media channels. This will enable for modifications and optimisations to be made depending on the success of the campaign in real time. With this agile strategy, you can be certain that resources are being used in an effective and efficient manner.

Questions for digital agencies

In your view, what's the kind of impact digital marketing has made on OOH marketing since 2015?

There have been a few variables that have brought about change in the whole world of advertising. One of these elements is the passing of generations, the development of technology, the influence of Covid, and the relatively lower cost of digital marketing. Therefore, for instance, if one were to spend 100,000 Euros on an out-of-home (OOH) campaign, they would reach a few thousand individuals, but the same amount of money spent on digital would reach a few lacs of people. As a result, the standard OOH has been successful. It is not true that businesses do not engage in out-of-home advertising; rather, they have simply split their resources, decreased the number of days they spend on out-of-home advertising, and redirected the money to digital marketing. Over-the-top (OOH) is accessible to everyone; it is not possible to justify the target audience since it is visible to everyone. On the other hand, digital marketing may be tailored to the specific demographic that the business is trying to attract, rather of being random. As a result, out-of-home (OOH), which was formerly the medium of choice, has now shifted to the position of

second choice. If the company has a smaller budget, they will switch to digital marketing rather than traditional forms of promotion, such as out-of-home (OOH)

Do you have any used case scenario where OOH & digital marketing campaigns were worked upon in collaboration?

One of the best examples of how out-of-home (OOH) and digital marketing can work together to achieve their goals is the "You Can't Stop Us" campaign that Nike ran. During the campaign, dramatic graphics were shown on large-format digital billboards in high-traffic areas such as Times Square. Additionally, digital marketing was used to increase the campaign's reach via the use of programmatic advertisements, social media, and personalised emails. Audiences were directed to Nike's mobile app or website with QR codes that were shown on out-of-home advertisements. Once there, they were able to connect with the campaign further, and user-generated material was encouraged through social platforms. The power of combining out-of-home (OOH) visibility with digital interactivity was demonstrated by the fact that Nike was able to refine its messaging in real time based on digital interactions. This integration created a seamless offline and online experience, which resulted in over 50 million views, increased app downloads, and increased online engagement.

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

Questions for advertisers

Are you also of impression that digital marketing requires any other medium to drive online efficiency in the latest run? If yes, then how do optimize your digital marketing campaigns in sync with other medium?

Yes, digital marketing often benefits from integration with other mediums to drive online efficiency. Offline channels like OOH, print, and TV can amplify digital campaigns by directing audiences to specific online platforms through elements like QR codes or hashtags. Data-driven integration allows insights from offline campaigns to inform digital strategies, ensuring cohesive messaging and targeting across all channels. Consistent visuals and messaging across mediums help reinforce brand recall and create a seamless transition from offline to online. Additionally, real-time adaptability and retargeting enable personalized follow-ups with users who engage with offline ads, optimizing digital spend. Tracking and attribution tools further ensure that campaigns are efficiently optimized across mediums for maximum ROI, resulting in a more effective and unified marketing approach.

Questions for outdoor agencies?

Do you think outdoor campaigns can really stand as an efficiency booster for digital marketing campaigns when it comes to driving engagement?

In the case of digital marketing initiatives, outdoor ads may unquestionably serve as an efficiency enhancer, especially when it comes to the process of generating interaction. It is possible to efficiently capture the attention of a large number of people via the use of outdoor advertising, particularly through Digital Out-of-Home (DOOH) media. This kind of advertising offers great exposure in high-traffic areas. For the purpose of guiding viewers to digital touchpoints, such as websites, apps, or social media platforms, where they may connect further, outdoor campaigns can generate a tremendous synergy when they are linked with digital marketing.

Interactive components on digital billboards, such as QR codes, short URLs, and other aspects, enable people to connect with the company in an instant. The process may then be

measured and made more dynamic by tracking and retargeting these encounters via digital advertisements. It is possible to establish a smooth and efficient route for generating conversions and developing deeper audience relationships by combining the enormous reach of outdoor advertising with the capabilities of digital marketing to enable information-driven, personalised interaction. Outdoor ads have the potential to increase online engagement by serving as an initial point of contact that motivates people to investigate deeper via digital platforms. This ultimately results in an increase in the overall efficacy of the campaign.

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

Questions for media planning agencies

With an increase of digital OOH inventories in India and programmatic applications in India, do you think the media planning parameters are becoming similar for digital marketing & outdoor campaign?

Yes, with the rise of digital OOH inventories and the adoption of programmatic applications in India, the media planning parameters for digital marketing and outdoor campaigns are increasingly becoming similar. Both digital marketing and digital OOH now rely heavily on data-driven insights, audience targeting, and real-time optimization, which are characteristics typically associated with digital marketing. Programmatic platforms enable outdoor campaigns to be planned, bought, and optimized in a way similar to digital ads, allowing for dynamic content delivery, geotargeting, and audience segmentation.

In media planning, both digital marketing and OOH now emphasize metrics like audience engagement, reach, frequency, and return on investment (ROI). The integration of real-time data, like foot traffic or location-based behavior, further aligns outdoor media

planning with digital strategies. Additionally, the ability to measure and track campaign performance through digital tools in OOH has brought more transparency and accountability to outdoor media planning, much like what is seen in digital marketing. As a result, media planners now need to consider similar parameters—such as targeting, audience insights, timing, and adaptability—whether they are working with digital marketing or digital OOH campaigns, making the planning process more synchronized and efficient across both mediums.

Do you think in future the chat GPT can be used for effective media planning for campaigns be it outdoor or digital marketing?

It is possible that in the future, ChatGPT may constitute a significant contributor to the improvement of media strategy for both digital and outdoor marketing campaigns. Because of its capacity to analyse enormous datasets, it has the potential to provide important insights into target audiences, behaviours, and trends, therefore assisting media planners in determining the most effective times and places for advertisements. By identifying the optimal out-of-home (OOH) locations based on traffic, demographics, and other real-time data, ChatGPT might also aid in optimising ad placements across both channels. This could be accomplished by fine-tuning digital ad placements using programmatic purchasing. Creating unified media strategies that assure cross-channel synergy might be accomplished via the integration of data from both digital and outdoor channels. In addition, ChatGPT has the potential to assist in the generation of individualised content for individual channels, hence assuring consistency and engagement. It might also optimise the allocation of budgets and measure return on investment, providing insights that can be put into action for future campaigns. The development of artificial intelligence technologies might make

it possible for ChatGPT to facilitate media planning that is more data-driven, seamless, and efficient across digital and outdoor marketing.

Questions for OOH agencies

Can marketers apply similar fundamentals for the media planning of DOOH medium and digital marketing?

Yes, marketers can apply similar fundamentals for media planning in both the DOOH (Digital Out-Of-Home) medium and digital marketing, as both increasingly rely on data-driven strategies, audience targeting, and real-time optimization. The key fundamentals—such as understanding the target audience, determining optimal reach and frequency, analyzing performance metrics, and optimizing budget allocation—can be effectively applied to both mediums.

For example, in DOOH, marketers can use real-time data such as foot traffic, weather patterns, and location analytics to decide where and when to display ads, similar to how digital marketing uses data like user behavior, demographics, and browsing history to target specific audiences. Programmatic platforms in both DOOH and digital marketing allow for dynamic content delivery, ensuring that ads are shown at the most relevant times, and enabling marketers to adjust campaigns based on real-time performance data.

Moreover, the concept of cross-channel integration—ensuring that DOOH and digital campaigns work together seamlessly—has become a common focus in media planning. Marketers can align messaging across platforms, using DOOH to create awareness and then driving engagement through digital channels, or retargeting audiences who interacted with DOOH content via online ads. Both media types emphasize measurable outcomes, allowing for performance tracking, adjustments, and refined strategies to maximize ROI.

Ultimately, the core principles of audience targeting, data analysis, optimization, and integration are applicable to both DOOH and digital marketing, making the media planning process increasingly aligned across both channels.

Do you think artificial intelligence is helpful in deriving for right media planning parameters & better engaging content/creative for OOH campaign which has always been human intelligence driven?

Even while out-of-home (OOH) campaigns have always been driven by human intelligence, artificial intelligence (AI) may greatly assist in determining the correct media planning parameters and producing more engaging content. By sifting through mountains of data, AI may improve conventional media planning by illuminating audience habits, geolocation trends, and real-time analytics. Artificial intelligence (AI) can analyse data like weather, demographics, foot traffic, and social media trends to suggest the best times, places, and formats for out-of-home (OOH) commercials, greatly enhancing the campaigns' targeting and efficacy.

When it comes to optimising content and creativity, AI is also vital. In order to automatically create or recommend variants of creative materials, AI may use machine learning algorithms to determine which kinds of content are more popular with certain audiences. It may also tailor messages to specific geographic regions or demographic groups, making information more relevant and interesting for the intended audience.

In addition, programmatic digital out-of-home (DOOH) networks may use AI to make real-time content adjustments, enabling more responsive and contextually relevant messages depending on external variables such as current events, traffic, or time of day. Improving engagement and campaign effectiveness may be achieved by swiftly adjusting and refining creative material in reaction to changing circumstances.

Artificial intelligence (AI) may supplement human intelligence in making strategic choices and guiding creative efforts by automating optimisation processes and giving useful data-driven insights; this will result in more efficient and engaging out-of-home (OOH) campaigns.

Interview 8

1-Digital Marketing laid negative impact on the growth of the OOH advertising.

1. What has been the impact of the rise of digital marketing in OOH industry, in terms of spending and growth of the latter?
2. In the current run where DOOH is unleashing the potential of OOH advertising, do you think Digital marketing and DOOH media planning can be done collaboratively through programmatic platforms.
3. Since you are a part of a big group, how often do you guys get to work on the shared brief? Can you share any used case scenario?

1. Impact of the Rise of Digital Marketing on OOH Advertising:

The rise of digital marketing has had both positive and negative impacts on the Out-Of-Home (OOH) advertising industry. On the one hand, the increased investment in digital marketing, especially through platforms like social media, search engines, and display ads, has diverted attention and budgets away from traditional OOH channels. Advertisers began focusing more on digital channels for their measurable, targeted, and dynamic capabilities. On the other hand, digital marketing has also driven innovation within OOH advertising. The rise of Digital Out-Of-Home (DOOH) has enabled traditional OOH formats (billboards, transit ads, etc.) to integrate technology, creating more dynamic, interactive, and targeted experiences. However, the shift to digital media has still led to stagnation in some traditional OOH spending, as advertisers prioritize where they see a quicker and clearer ROI, especially with the ability of digital ads to be directly tracked.

2. Collaboration Between Digital Marketing and DOOH Media Planning via Programmatic Platforms:

Yes, digital marketing and DOOH media planning can absolutely be done collaboratively, particularly through programmatic platforms. Programmatic advertising has transformed

how media is bought and sold in the digital space, and it is increasingly being applied to OOH and DOOH as well.

With DOOH leveraging programmatic capabilities, advertisers can optimize real-time ad delivery based on location, audience data, weather conditions, time of day, and other contextual factors. By integrating digital marketing strategies, advertisers can achieve a more holistic approach where data-driven insights from online campaigns inform OOH planning, and vice versa.

A good example of this is real-time data synchronization, where digital ads running on websites or apps can be linked to the messaging displayed on digital billboards, creating a seamless, cross-channel experience. This also offers more flexibility in terms of campaign management and targeting.

3. Working on a Shared Brief Within a Group:

In a larger group or agency, working on shared briefs can be common, especially when different divisions (e.g., digital marketing, creative, media buying) need to align their strategies. The frequency of collaboration depends on the structure and processes within the company, but typically, when handling integrated campaigns, shared briefs occur regularly. This could include quarterly or even monthly meetings to align the team's approach.

Use case scenario: For instance, a major retail brand might be launching a seasonal campaign that includes both digital advertising (on social media, search engines, etc.) and DOOH advertising. The shared brief would ensure that the message across these channels is consistent yet tailored to the unique characteristics of each. The digital marketing team would provide insights into audience demographics and online behaviours, while the OOH team would leverage this data to plan strategically placed digital billboards or transit ads, integrating the brand's online and offline presence for maximum impact.

In this case, programmatic platforms might be used to align the timing of digital ads online with the rotation of DOOH content, ensuring the messaging is synchronized, further strengthening the campaign's performance.

2- Digital marketing & OOH advertising working in sync for Brands' Holistic Marketing Approach.

1. Do you think outdoor campaigns can really stand as an efficiency booster for digital marketing campaigns when it comes to driving engagement?
2. How has your experience been in building outdoor campaigns that drives online/social media engagement?
3. How often do you work with your group's digital marketing agency while working on the same brief?

In today's dynamic advertising landscape, a holistic marketing approach is crucial for brands seeking to engage consumers across multiple touchpoints, build stronger brand awareness, and drive action. The synergy between Digital Marketing and Out-Of-Home (OOH) Advertising offers brands a powerful, integrated strategy to reach their target audiences in both digital and physical spaces.

1. Do Outdoor Campaigns Boost Efficiency for Digital Marketing Campaigns in Terms of Driving Engagement?

Yes, outdoor campaigns, particularly Digital Out-Of-Home (DOOH), can serve as an efficiency booster for digital marketing campaigns, especially when it comes to driving engagement. Outdoor ads provide massive visibility in high-traffic areas, which increases brand awareness and can directly influence digital behavior. Here's how:

- **Brand Awareness and Recall:** The visual impact of outdoor advertising helps to create lasting brand impressions, which primes consumers to engage with digital campaigns later. Seeing a brand in the physical world makes people more likely to search for it online or follow it on social media.

- **Real-Time Call-to-Action:** Integrating interactive elements like QR codes or social media hashtags in outdoor ads can drive immediate online engagement. For example, consumers may scan a code or share a post, completing a seamless transition from offline to online.

- **Amplification of Digital Campaigns:** Outdoor ads serve as an additional channel for digital marketing messages, reinforcing online ads and encouraging further engagement. For instance, a digital campaign online might direct people to a location-based offer shown on a nearby digital billboard or transit ad.

- **Increased Foot Traffic and Online Actions:** When consumers see an outdoor ad, it may inspire them to engage with the brand online, whether by visiting a website, using a discount code, or interacting with a social media page.

Thus, outdoor campaigns can enhance brand visibility, prompt digital actions, and create synergistic effects between digital and traditional advertising efforts.

2. Experience in Building Outdoor Campaigns that Drive Online/Social Media Engagement.

Building outdoor campaigns that drive online and social media engagement has been a powerful strategy in my experience. Some key approaches that have worked effectively include:

- **QR Codes and Hashtags:** Integrating QR codes into outdoor campaigns is one of the most direct ways to drive digital engagement. For instance, a campaign can feature a QR code that leads to a landing page with exclusive content, offers, or a contest. This provides immediate online action triggered by offline exposure.

- **Social Media Integration:** We've often included hashtags and calls-to-action (CTAs) in outdoor ads that encourage users to post on social media platforms. For example, a campaign might display a hashtag like #MyBrandStory, inviting people to share their

experiences on Instagram or Twitter. This user-generated content increases brand engagement and expands the campaign's reach organically.

- **Location-Based Targeting:** Combining location data from outdoor campaigns with digital marketing efforts has proven effective. For example, a company might advertise on digital billboards in specific neighbourhoods where its target audience is located, while simultaneously running location-based social media ads to boost engagement in those areas.

- **Live Feeds and Dynamic Content:** Incorporating live content, such as live social media feeds or real-time data on digital billboards, can encourage people to interact with the brand on platforms like Twitter or Instagram. Consumers are motivated to engage online if they see their posts being showcased in real-time on outdoor screens.

- **Exclusive Offers:** Outdoor campaigns can drive online engagement by offering exclusive deals or content only accessible through online platforms. For example, a retail brand might run a campaign that directs users to their website for a time-limited offer, promoting urgency and boosting online sales or social media engagement.

By integrating digital strategies like these into outdoor campaigns, we can seamlessly connect the physical and digital worlds, encouraging consumers to engage across both touchpoints.

3. How Often Do You Work with Your Group's Digital Marketing Agency While Working on the Same Brief?

Collaboration with the digital marketing agency is frequent and essential when working on the same brief. The degree of collaboration typically varies based on the project's scope, but here's how it generally plays out:

- **Initial Planning and Strategy Development:** At the outset of a campaign, we often work closely with the digital marketing agency to align on campaign goals,

messaging, and target audiences. We need to ensure that both OOH and digital marketing strategies are integrated and support each other, so joint strategy sessions and brainstorming are common.

- **Creative Coordination:** During the creative phase, collaboration is crucial. Both teams share insights into the creative direction and ad design, ensuring that the tone and messaging remain consistent across all platforms. This is especially important for campaigns that include both digital and outdoor formats, where the visuals need to complement each other.

- **Real-Time Adjustments:** Throughout the campaign, we maintain continuous communication with the digital marketing agency to monitor performance and make any necessary adjustments. For example, if we see that a digital campaign is driving more traffic in a certain region, we may decide to adjust outdoor placements or increase the frequency of digital ads in that area.

- **Data Sharing and Optimization:** We exchange performance data regularly. For example, if we notice a particular outdoor ad is generating more social media interaction or driving more website traffic, we can inform the digital marketing team, and they can tailor their digital efforts (such as increasing bids on paid search or social ads in that area).

- **Post-Campaign Analysis:** After the campaign is completed, both teams work together to analyse results and evaluate the synergy between the OOH and digital components. This helps refine strategies for future campaigns and informs best practices for integrating offline and online channels.

In conclusion, working with the digital marketing agency on a shared brief is a collaborative process that requires constant communication to ensure a cohesive and

integrated strategy. Frequent collaboration ensures that both digital and outdoor campaigns work together seamlessly to maximize impact and engagement.

3- Increase of Gen AI infusion will enhance the effectiveness of digital marketing and OOH advertising by bringing synergy

1. When it comes to media planning for DOOH medium and digital marketing; do you see any similarities coming in between both platforms especially with google and other global companies coming with programmatic platforms?
2. Can marketers apply similar fundamentals for the media planning of DOOH medium and digital marketing?
3. Do you think artificial intelligence is helpful in deriving for right media planning parameters & better engaging content/creative for OOH campaign which has always been human intelligence driven?

1. Similarities in Media Planning for DOOH and Digital Marketing with Programmatic Platforms.

Yes, there are increasing similarities in the media planning between DOOH (Digital Out-of-Home) and digital marketing, especially with the rise of programmatic platforms. With major tech companies like Google and others providing programmatic solutions, DOOH is becoming more data-driven and automated, much like digital advertising. Here's how:

- **Real-Time Optimization:** Both digital marketing and DOOH now allow for real-time adjustments. With programmatic platforms, digital campaigns can be optimized based on audience data, while DOOH can adjust content dynamically based on external factors like weather, time of day, or audience behaviour in a specific location. For example, a weather-focused ad can be triggered in real-time if the temperature drops below a certain point.
- **Audience Targeting:** Through programmatic advertising, both digital marketing and DOOH have the ability to target specific audiences based on location,

demographics, and behavioural data. For instance, programmatic DOOH platforms can access data like foot traffic, dwell times, or even proximity to retail locations, helping brands serve tailored ads to the right audience.

- **Data Integration:** The ability to integrate first-party data, third-party data, and location-based data means that media planners now have a single view of their audience. This integration helps create a seamless cross-platform experience where the same data that drives online targeting in digital marketing can also influence DOOH content.

- **Automation and Efficiency:** Just as digital marketing has embraced automation in media buying and bidding, programmatic DOOH allows brands to automate the buying and placement of digital ads in the OOH space, making media planning more efficient and scalable.

This convergence of technologies means that media planners need to treat DOOH and digital media as part of a unified ecosystem where data and audience insights drive the creative and placement strategy across both channels.

2. Can Marketers Apply Similar Fundamentals for Media Planning of DOOH and Digital Marketing?

Yes, marketers can and increasingly do apply similar fundamentals for media planning of both DOOH and digital marketing. Here's how:

- **Audience Segmentation:** Both platforms rely heavily on data to understand audience behaviours and preferences. Marketers can segment audiences based on factors like demographics, location, interests, and real-time behaviour (e.g., a shopper in a mall vs. someone waiting for a train). The use of data analytics and programmatic tools makes

it easier to apply similar audience targeting techniques across both digital and DOOH channels.

- **Real-Time Optimization:** In digital marketing, ads can be dynamically optimized based on user engagement, behaviour, or even time of day. With programmatic DOOH, content can also be adjusted dynamically depending on contextual factors like time of day, weather, or traffic patterns. Both channels are increasingly capable of real-time adjustments, making media planning much more agile and data-driven.

- **Cross-Platform Attribution:** Marketers can use similar methodologies to measure the effectiveness of both DOOH and digital marketing. Attribution models that track user behaviour from initial exposure to conversion (whether it's online or offline) can be applied to both platforms. Insights gained from digital campaigns, such as click-through rates or conversions, can inform the placement and creative direction of DOOH ads.

- **Creative Consistency:** Both digital marketing and DOOH media planning require a high level of creative consistency across channels. Marketers must ensure that messaging, tone, and design are coherent, whether the consumer is engaging through a digital ad on their phone or encountering an OOH ad on the street. Marketers can apply content personalization across both channels, ensuring a tailored experience for the target audience.

- **Data Integration:** Just as digital marketing relies on integrating data from various sources (CRM, social media, website analytics), DOOH is increasingly incorporating data-driven insights like location data, foot traffic analytics, and weather patterns to enhance ad relevance. Marketers can use similar data sources and analytics for both media channels to create a more integrated strategy.

3. Is AI Helpful in Deriving the Right Media Planning Parameters and Engaging Content/Creative for OOH Campaigns, Traditionally Driven by Human Intelligence?

Yes, Artificial Intelligence (AI) is increasingly helping with media planning parameters and the creation of more engaging content/creative for OOH campaigns, which have traditionally relied on human intelligence. Here's how:

- **AI in Media Planning:** AI algorithms can analyse massive amounts of data (e.g., audience behaviour, weather, time of day, geographic patterns) to determine the best locations, timing, and content for OOH campaigns. AI can predict which locations and times will yield the most significant impact, ensuring that media spending is optimized. This shifts much of the decision-making from purely human-driven judgment to data-driven insights, enhancing the efficiency of media planning.

- **AI for Audience Targeting:** Traditional OOH media planning might have relied on broad demographic data or gut instinct to select locations. With AI, OOH campaigns can now use advanced analytics and machine learning to target audiences more precisely. AI can track foot traffic, online behaviours, and even personal preferences to decide where and when to show specific content, leading to more personalized and relevant OOH ads.

- **Dynamic Content Generation:** AI can enhance creative optimization in OOH advertising by determining the most effective messaging or creative elements for different audiences, times of day, or weather conditions. For instance, if AI identifies that a specific group of people is more likely to engage with a product during rainy weather, it could trigger a creative that focuses on rain-related products or services. Dynamic creative optimization (DCO) powered by AI can ensure that ads are contextually relevant and engaging, leading to better outcomes.

- **Creative Testing and Refinement:** AI can be used to continuously test various creative elements—such as images, copy, or call-to-action buttons—and determine which are resonating most with consumers. This allows for real-time iteration of creative content, ensuring that ads are always relevant and optimized for engagement.
- **Predictive Analytics:** AI-driven predictive models can forecast audience engagement based on historical data, helping media planners select the right times, locations, and creative formats for their campaigns. These models can help anticipate consumer behaviour, which was traditionally based on intuition and human experience.

In conclusion, while human intelligence has traditionally been central to media planning and content creation in OOH advertising, AI is now providing valuable tools to optimize both the planning and creative processes. By combining AI's ability to analyse vast datasets and derive actionable insights with human creativity, brands can create more effective and engaging OOH campaigns that complement digital marketing efforts. The future of OOH media planning is increasingly data-driven, with AI playing a pivotal role in enhancing both strategy and execution.