



A guide to  
**OUTDOOR**  
Restaurants



Juice  
• Fresh orange  
• Raspberry  
• Pear -

bm outdoor

**Local restaurants often succeed or fail based on the consistency of their visual identity and the quality of their food, which is why so many outsource the cultivation of their brand and marketing strategy to an industry expert.**

Over the past several years, out-of-home (OOH) advertising has seen strong incremental growth – more than double that of all other forms of traditional media. According to a MAGNA report published in early 2019, OOH ad sales grew by an average +4% per year over the last nine years (2010-2018), compared to -1.5% for all non-digital media sales (linear TV, print, radio).

To underline this fact, in 2019, outdoor advertising spending in North America amounted to nearly 10.4 billion U.S. dollars. This trend is expected to continue with many analysts predicting the industry will double in total market value by 2023.

If your previous marketing campaigns have been consumed by digital media, you may be a little skeptical about the merits of OOH advertising. We're not saying that you eschew digital marketing channels completely, however, as OOH advertising is often most effective when used as part of an integrated marketing campaign that assists conversions through several channels.

**We'll take a look at the benefits of OOH advertising when promoting your restaurant, while asking how you can leverage this medium successfully.**



## OOH IS LARGER THAN LIFE AND REACHES A HUGE TARGETED AUDIENCE



If you own a local restaurant, the chances are that you'll be targeting potential customers and footfall from the surrounding region.

Still, you'll need to reach as many target customers as possible within these geographical restrictions, as in many ways OOH advertising is ideal for this purpose.

In general terms, OOH advertising reaches more than 90% of the population, with large format billboards particularly effective at capturing and holding the attention of local consumers (we'll have a little more on this later).

This means that you can maintain an optimal reach within almost any geographical location, increasing the efficiency of your marketing campaign from the outset as a result.

When it comes to geographic targeting within a specific region, it's fair to say that OOH media is unrivaled as an advertising channel. After all, you can position media right in a precise and strategically selected location, right down to a specific longitude and latitude in your chosen destination. So if the bulk of your target market resides in a specific part of town, you can use OOH media to engage this demographic with devastating accuracy.



## OOH ADVERTISING BOASTS HIGH LEVELS OF ENGAGEMENT

People are 33% more alert on average when they're out of the home, and if this isn't validation for OOH advertising we're not sure what is. We're also more active and purposeful when outdoors, and these attributes undoubtedly make us more amenable to interaction and the prospect of brand engagement.

The issue of purposefulness is particularly interesting, with studies suggesting that we have a 28% higher propensity to take action when viewing OOH media in comparison with social and online ads.

The key takeaway here is that we're more inclined to book a table at a restaurant when we interact with one of their OOH advertisements, and this lends itself to higher conversion rates and an optimised ROI in relation to marketing spend.

Even more intriguingly, OOH is thought to drive an outsized share of online searches, meaning that targeted customers are more likely to seek out your website and make a reservation.

According to the OOH Online Activation Survey, outdoor media generates a level of social media activity that is four times higher than would be expected given the relative ad spend. In total, OOH advertising accounts for 26% of online activations across search Facebook, Twitter and Instagram, despite only accounting 7% of the combined marketing spend.

## OOH MEDIA IS CHEAPER AND SURPRISINGLY PROFITABLE



The ROI of OOH media is at the heart of its appeal among local restaurants, who may be forced to operate within a relatively restrictive budget.

Make no mistake; OOH advertising encompasses a number of affordable marketing channels such as traditional billboards, while it also optimises the level of exposure enjoyed by brands within their chosen location. Even digital billboards are relatively inexpensive in relation to some social and online marketing channels, although these will cost more than traditional alternatives and may force you to share advertising space.

We've also touched on the profitable nature of OOH, and there are couple of factors that contribute to this.

Aside from its low cost and capacity for driving a disproportionately high proportion of online activations, OOH media also works superbly well as part of an integrated marketing campaign.

In essence, this means that it can optimise the ROI of your spend across ALL marketing channels, by providing a higher rate of assisted conversions both on and offline. Whether this is represented by a higher volume of online bookings or a simple increase in website traffic, you can bet your bottom dollar that your OOH media has played a pivotal role in influencing the behaviour of customers.



## NOW FOR THE IMPORTANT PART: HOW TO LEVERAGE OOH MEDIA ON BEHALF OF YOUR RESTAURANT

With these points in mind, it's hard to argue with the notion that OOH media is an effective marketing tool for your local restaurant.

However, this means little unless you're able to successfully leverage this potential and realize the full potential of OOH channels through your campaigns.

So how can this be done, we hear you ask? **Let's take a look:**

## Invest in Large Format Billboards

If you consider the potential audience reach of OOH advertising, one of the most important considerations is the specific vehicle that you use to target your local customers. After all, this must not only build awareness of your brand and its visual identity, but it must also be striking enough to capture the attention of passing customers. **Large format billboards are ideal if you're to achieve these goals.**

## Direct Customers to Take a Specific Action

OOH media is capable of driving relatively high levels of engagement among customers. This is obviously great news, but if you're to fully capitalize on this you'll need to tailor your OOH campaign in order to solicit specific actions from customers in response.

Your call-to-action (CTA) will be crucial here, as this should be showcased prominently on your choice of OOH media and present a concise message to customers. Ideally, this should relate to the action that you'd like them to take next, whether this is to interact further through the website or make a reservation using an exclusive promotional offer.

This type of incentive is also crucial in campaigns that have a specific objective, as opposed to those that are simply looking to increase brand awareness or recognition in the local area.

Don't forget to include the relevant contact information on your advert, prioritizing the channels that you hope to direct customers to.

## Go big or Go Home

While CTAs and contact information are central to any OOH advert, imagery often makes the difference between successful and failed campaigns. This is particularly true in the case of local restaurants, who often operate in a competitive market and initially rely on images to sell their menus. Make no mistake; the imagery that you use is crucial to the potential impact of your adverts, and not only in terms of capturing the initial attention of passers-by.

In fact, when written or audible messaging is presented alongside a relevant image, people tend to retain 65% of this information on average. In contrast, we only remember around 10% of plain copy or speech, so campaigns without bold or relevant imagery could well fall flat.

Try to maintain a color scheme that is consistent with your brand where possible, while trying to use images that are relevant to the campaign and its primary messaging. **You can check out our Guide to Better Outdoor for more insights and recommendations on how to design a billboard.**



## *The Last Word*

So there you have it; our brief guide to the benefits of OOH advertising for local restaurant owners and some tips on how to successfully leverage these through outdoor campaigns.

**For more information on OOH and DOOH advertising, and how we can help with your next campaign, contact us today at 210-610-5012 or email [service@bmoutdoor.com](mailto:service@bmoutdoor.com)**

Source: MediaPost, MAGNA, AirOutdoor.