

OOH Informs Back-to-School (BTS) Purchasing Decisions



of BTS shoppers will be looking for OOH ads regarding special sales and deals as they make buying decisions.

BTS OOH ad messages consumers find most relevant:



Value or savings



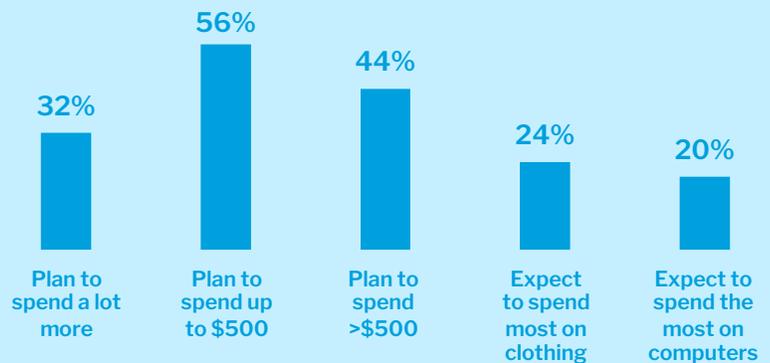
Convenience /location



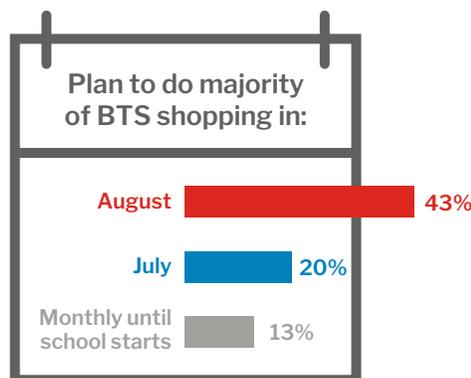
Businesses supporting local community



plan to spend more than usual on BTS products



Summer is Prime Time for BTS Shopping



69% plan to shop in physical retail stores



40% plan to shop online

Top Selling BTS Products

64% misc. supplies

60% shoes

53% clothing