



DOOH 2020:

REACH VOTERS WITH PRECISE
DIGITAL OUT-OF-HOME

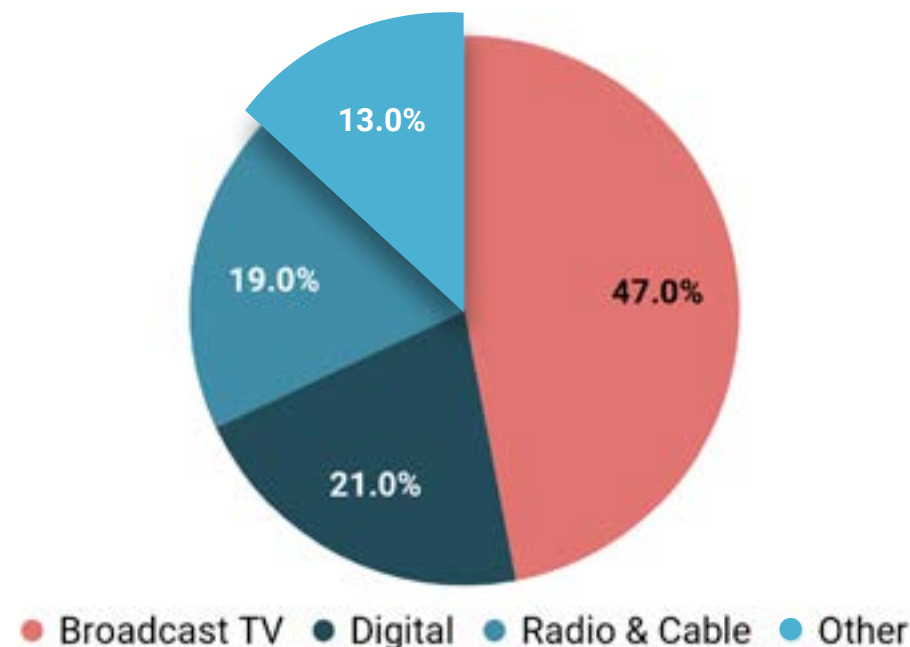
VISTARMEDIA

IS SOMETHING MISSING FROM YOUR CAMPAIGN?

More than \$6.5 billion dollars will be spent on advertising this election season. As the chart shows, there is a definite split between the mass media and precision strategies. Many campaigns are following the prior success of the digitally-led Obama and Trump campaigns and leaning heavily on digital and favor social platforms that churn out highly targeted ads, along with broad reach media.

Depending on your strategy, digital out-of-home (DOOH) is uniquely positioned to provide both mass reach and precision targeting.

This guide outlines the unique DOOH media and targeting solutions available for your political campaigns this season — sharing best practices for your use.



HOW WILL YOU SPEND YOUR AD DOLLARS?

With the heightened scrutiny of digital platforms, such as ad fraud, fake news and brand safety, to name a few, it's clear that political strategists should look to other platforms to accomplish their campaign goals.

Political TV Ad Clutter Is Never-Ending

Amazon bans sponsored products related to political campaigns, but you can still find them on the site

SearchMarketingDAILY

Google Limits Targeting For Political Ads, Updates Media-Buying Policies

TWITTER CEO JACK DORSEY ANNOUNCES BAN ON POLITICAL ADS

CNN BUSINESS • LIVE TV

TikTok says it doesn't allow political advertising



OUT-OF-HOME: MORE THAN JUST LARGE-FORM YARD SIGNS & BILLBOARDS

Let's get the preconceived notions out of the way.

The once traditional out-of-home medium has evolved tremendously from the days of hand-painted billboards and paper printouts. Thanks to profound advances in both technology and data, digital out-of-home now rivals the innovations of other digital channels, while providing the significant benefits of a one-to-many medium.

Politicians can reach the right people with the right message at the right time in a quick and automated manner — allowing DOOH to solidify itself as an integral component of the media buying ecosystem.

- Airports • ATMs • Bars • Billboards
- Casual Dining Restaurants
- Convenience Stores • Doctor's Offices
- Family Entertainment • Gas Stations
- Gyms • Liquor Stores • Malls
- Movie Theaters • Office Buildings
- Restaurants • Retail • Salons
- Schools • Sports Entertainment
- Street Furniture • Taxis
- Transit ... and more!

ENGAGE VOTERS WITH REAL-WORLD, REAL-TIME DOOH ADS

People spend more time on the go than ever before.

So how do you reach your constituents if they're not home when you call or knock on their door?

Bring your campaign directly to voters with digital out-of-home advertising, as they move throughout the day.

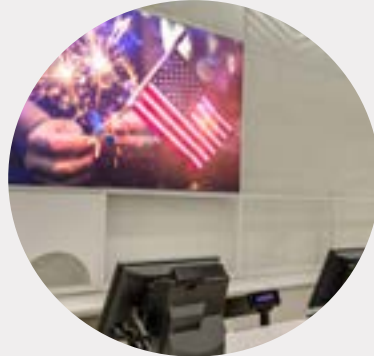
INFLUENCE VOTERS WHILE THEY'RE...



Commuting



Working Out



Shopping



Pumping Gas



Waiting for
an Appointment

OUT WITH THE OLD, IN WITH THE NEW

SAY GOODBYE TO THE WORRIES OF:

- ✗ Ad Blocking
- ✗ Ad Clutter
- ✗ Viewability
- ✗ Cord Cutting
- ✗ Brand Safety

INSTEAD, TAKE ADVANTAGE OF:

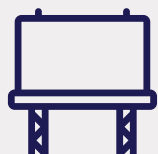
- High-Impact, Real-World Executions ◀
- Quick Campaign Turnarounds ◀
- Real-Time Messaging ◀
- Advanced Targeting & Measurement ◀

BREAK THE BOUNDARIES OF TRADITIONAL OOH



BE TARGETED IN YOUR APPROACH.

Static out-of-home advertisements are usually geared towards one vast audience. With DOOH, you can use real-time triggers to reach your audience where they have the highest propensity to be throughout the day. Run different versions of your campaign in various DMAs, based on demographics, behavioral patterns, time of day, weather or even recent purchases.



REACH CONSUMERS BEYOND THEIR DEVICES.

If you are activating display, mobile or video media to reach your audience, consider extending the reach of your creatives and/or targeting strategies across relevant venue types in the real world. Vistar has direct access to 60+ media owners and 200,000+ digital out-of-home screens across the country.



SAVE TIME & MONEY.

No need to wait for large static posters to be printed and manually put up. Once a medium that required booking holds on OOH inventory months in advance, today's technology allows you to upload assets electronically and schedule campaigns in near real-time. Further, forget all about budget and campaign length minimums.

TAKE ADVANTAGE OF ADVANCED TARGETING

Vistar's programmatic technology brings the ease of targeting into out-of-home — enabling campaigns to readily apply consistent strategies across all channels.



PROXIMITY TARGETING

Surround desired points of interests, such as local polling centers or universities, by activating DOOH media within a specific radius around those locations.



GEO-TARGETING

Target specific states, DMAs, zip codes, or congressional districts based on the relevancy of your political campaign.



CONTEXTUAL TARGETING

Unique to OOH, marketers can precisely reach their intended audiences by targeting specific contextually-relevant venue types, such as schools, malls, office buildings or doctor's offices.



TIME- OR DAY-PARTING

Take advantage of the flexibility DOOH delivers by selecting the days of the week and hours of the day that make the most sense for your campaign.

HOW IT WORKS

Similarly to how the online world uses cookies to understand and target audiences based on the websites people visit, **DOOH uses location data** to help understand how consumers move throughout their daily routines.

ONLINE



Digital advertising targets voters based on one or more behaviors they have exhibited through their online actions, identified through the use of cookies or device identifiers, such as:

- ▶ Visiting a candidate's website
- ▶ Viewing a certain piece of content
- ▶ Signing up for candidate updates
- ▶ Donating to a campaign

Behavioral targeting was one of the major factors in the growth of online advertising.

OUT-OF-HOME



GPS location data allows campaigns to use consumers' real-world movement patterns to identify specific behaviors and define personas to target against, for example:

- ▶ Visiting specific points of interest, such as polling centers
- ▶ Inhabiting certain voter districts, DMAs or zip codes
- ▶ Demonstrating behavioral patterns, such as frequently attending churches

Location data is often used to determine physical-world behaviors for targeting in out-of-home.

REACH YOUR KEY VOTERS

Leverage advanced and trusted data sources to target specific audiences with tailored messaging — all through a privacy-friendly medium.

Vistar analyzes consumer movement patterns to create audiences based on the places they visit, allowing campaigns to best reach their target personas as they move throughout the day. Vistar can also create audiences based on your voter files, other 1st-party data or preferred 3rd-party segments.



BEHAVIORAL

"I want to target government officials."



DEMOGRAPHIC

"I want to target a hispanic audience."



VOTER FILES

"I want to reach Independents in my key districts"



AT THE RIGHT TIME AND PLACE

Based on habitual patterns over time, Vistar's technology is able to analyze the specific times and areas a specific audience has the highest propensity to be — and identifies all of the DOOH screens that over-index for that target.

When there is availability on those particular screens, Vistar will then programmatically bid on the inventory that fits your desired criteria and serve an ad.

BEHAVIORAL AUDIENCES USING VISITATION PATTERNS

Campaigns and causes have the opportunity to create custom behavioral audiences around their desired target personas. Below, find three examples in which audience segments are created based off of consumers' visitation patterns.



1 Eco-Conscious Consumers

AUDIENCE DEFINITION: Consumers that regularly visit locations such as:

- ▶ Organic Health Markets
- ▶ Electric Vehicle Dealers
- ▶ Gardens & State Parks
- ▶ Eco-Friendly Retailers



2 Healthcare Workers

AUDIENCE DEFINITION: Taking frequency and dwell time into account, employees who spend time in the following places:

- ▶ Hospitals & Clinics
- ▶ Dental & Doctor's Offices
- ▶ Medical Universities



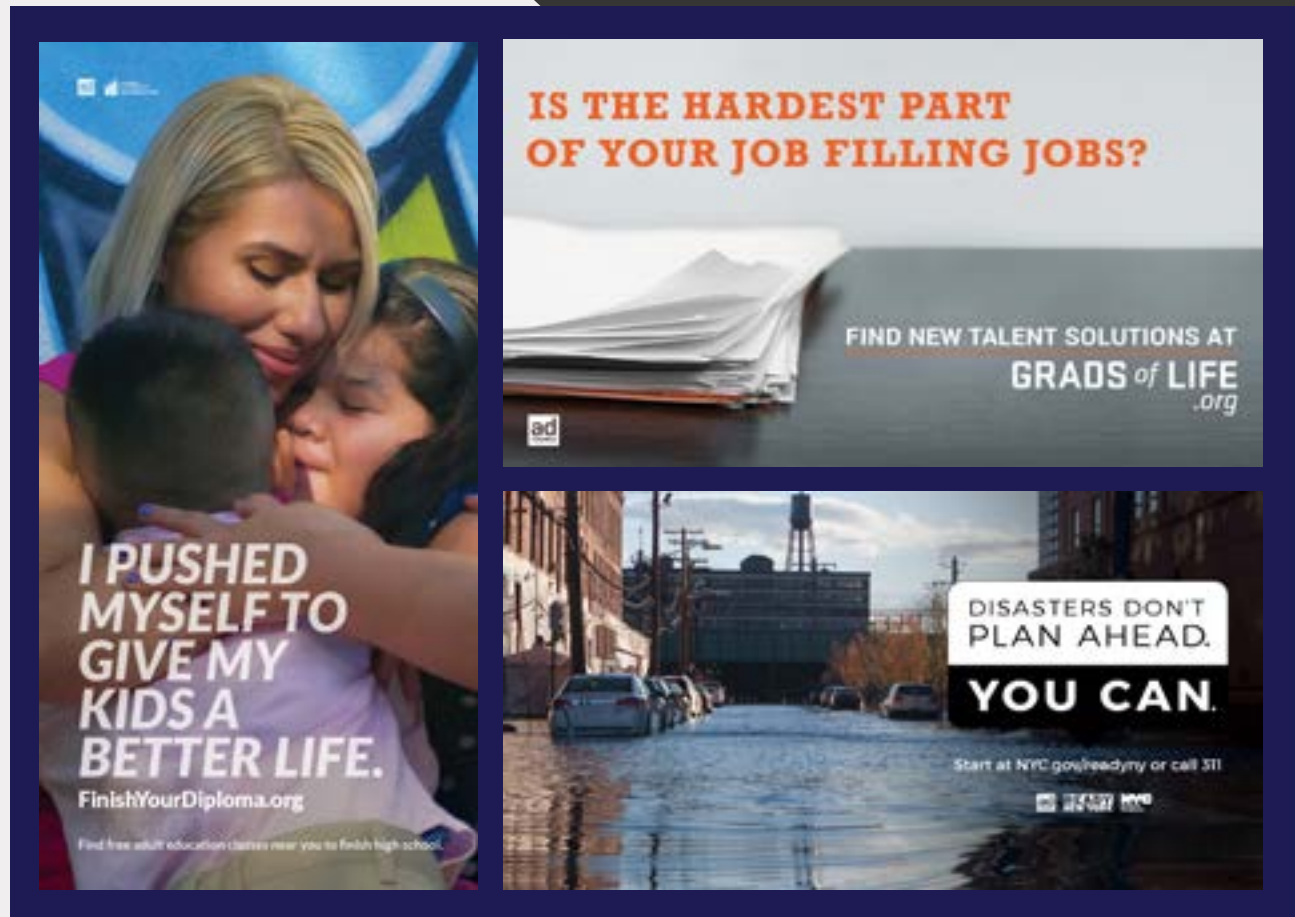
3 American Veterans

AUDIENCE DEFINITION: Individuals who frequent places such as:

- ▶ Veteran Affairs Facilities
- ▶ Military Bases
- ▶ Veteran Social Group Events
- ▶ Specialized Service Locations

GET OUT THE VOTE AND CAUSE ADVOCACY

DOOH works beyond candidate or party-specific campaigns. Marketers can leverage DOOH for broadcasting core cause messaging to voters — making an immediate, emotional and real-world connection at scale.



DEMOGRAPHIC AND BEHAVIORAL TARGETING

From location to purchase data, app installs to TV viewership data, and beyond, today's leading data companies, those who've previously specialized in understanding and segmenting audiences for the online world, have now extended their capabilities into digital out-of-home. Political marketers can leverage this data from trusted 3rd-party sources to efficiently reach their desired audiences with tailored messaging in the real-world.

EXAMPLES VIA FACTUAL:

1 Capitol Hill & Washington DC Professionals

Users who visit key locations that policy makers and influencers frequent to generate awareness on behalf of the client.

Locations include Capitol Hill, Washington DC, Federal Triangle area, Senate buildings, Congressional buildings, etc.

2 Hispanic Adults

Residents of the top 100 highest indexing zip codes for Hispanic residents.

Factual identifies geographic information on users' homes by seeing where they consistently spend evenings and nights.

3 Environmentally-Conscious Consumers

Consumers who visit locations aligned with a green lifestyle & conservationist mindset.

Locations include vegan/organic restaurants, electric vehicle charging stations, recycling centers and national parks.



VOTER FILE TARGETING

Target your specific voter audience as they move throughout their day. Vistar's privacy-compliant approach to "first-party data" enables you get granular without concern.

- 1** Upload your voter files or other first-party data to your preferred onboarding partner.
- 2** Your preferred onboarding partner will anonymize all user information through a de-identification process.
- 3** Participating programmatic DOOH provider receives the privacy-safe device-ID audience segments.
- 4** Provider then activates DOOH media based on the movement patterns of your target voters.

Vistar's Approach to First-Party Audiences:

Through partnerships with the leading onboarding providers, such as LiveRamp and Oracle, Vistar can safely ingest brands' first-party audience data and transfer it into device IDs for programmatic DOOH activation.

MEDIA REACTIONS—AT THE SPEED OF TODAY'S POLITICS

Are you looking to turn around an impactful campaign with short notice?

Do you need to react to breaking news, environmental factors or rapidly changing circumstances?

Do you need to get ahead of a news story?

Thanks to recent and profound advances in OOH technology and data, **you're in luck.**



Traditional OOH operates on a 4-week flight cycle with high minimum spend requirements



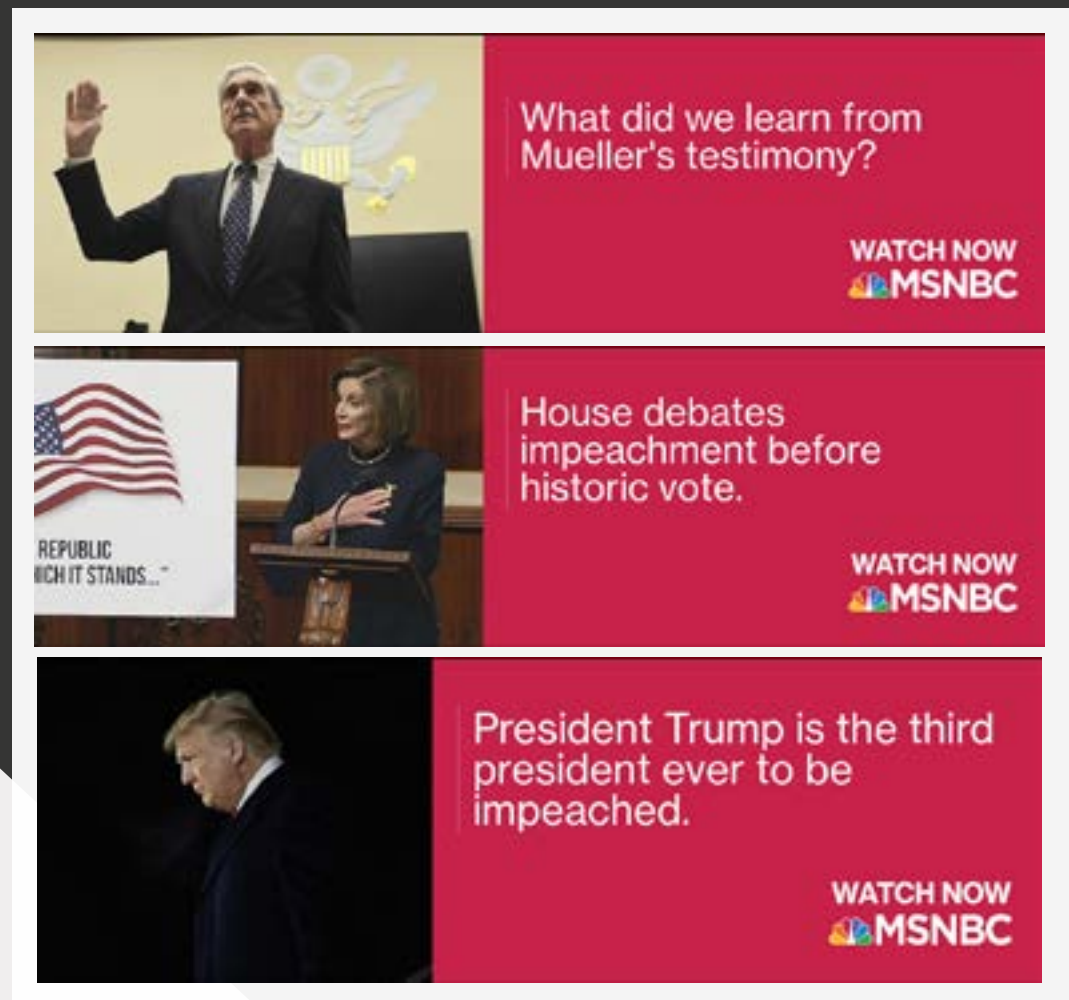
Programmatic OOH has NO strict spend amounts & NO minimum flight lengths — removing the high bar to entry



Rapid turnaround on campaign setups lets you get live in near real-time

REACT TO BREAKING NEWS

Capitalize on every news cycle and campaign milestone with up-to-date messaging in near real-time. DOOH enables a unified workflow for optimizing campaigns and activating quickly.



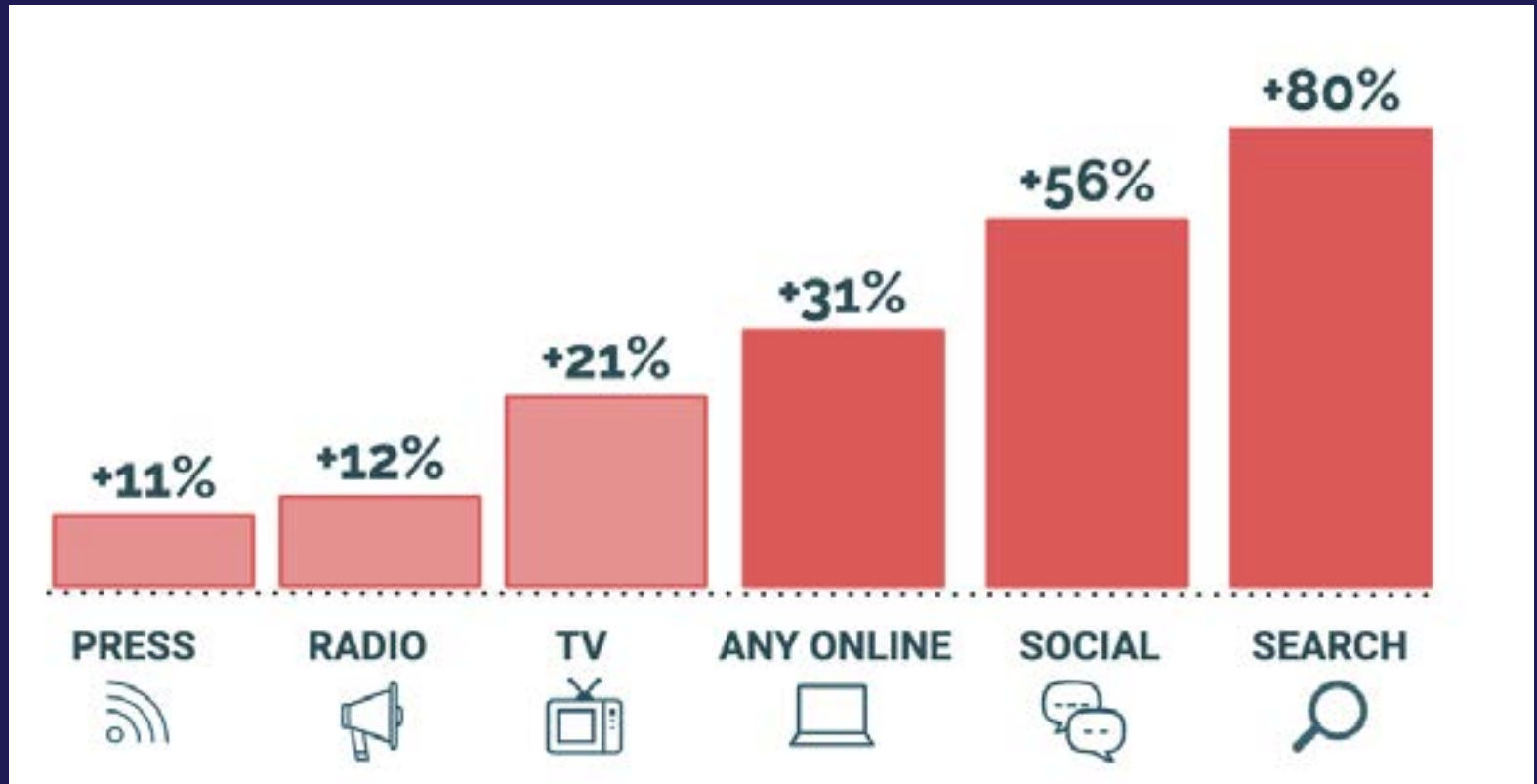
CANDIDATE “SURROUND SOUND”

Amplify the impact of rallies and candidate appearances with local pre- and post-event messaging.
Adjust your creative messaging rapidly as travel schedules and issues of concern change.



AMPLIFY THE IMPACT OF OTHER MEDIA CHANNELS

DOOH is not a stand alone channel — it works in tandem with all of your other mediums to get your message out.



EASILY EXTEND YOUR EXISTING VIDEO ASSETS

If you've produced TV spots or digital video assets, there's no need to invest in additional tailor-made creatives for DOOH. The majority of digital screens today accepts :15 or :30 second video creatives — with or without sound.





LEVERAGE CROSS-SCREEN CAMPAIGNS

Vistar's technology platform powers both digital out-of-home and mobile campaigns. When DOOH programs are complemented by a mobile extension, you'll receive a deeper understanding of how both channels have impacted and amplified their KPIs. With the addition of mobile, you can also measure click-through rate and viewability.

46%

more likely for a
consumer to engage
with your brand on
mobile when they
are previously
exposed to DOOH

DRIVE CONSTITUENT DONATIONS

While DOOH is generally thought of for achieving upper-funnel metrics, Vistar's Real-World Retargeting solution allows campaigns to safely retarget those who were exposed to a DOOH campaign on their mobile devices — driving consumers to take lower-funnel actions. Further, leverage the power of sequential messaging to generate donations.



**DOOH Ad
Is Served**



**Mobile Retargeting with
Prompt for Donation**



**User Donates
to Cause**

LET'S SUM IT UP: WHY PROGRAMMATIC DIGITAL OUT-OF-HOME?

Programmatic technology for DOOH allows buyers to make more efficient and strategic out-of-home media buys — enabling campaigns to easily integrate DOOH into their overall media strategies.



Leverage a one-stop shop for all of your DOOH buys, with streamlined activation, reporting and billing.



Avoid the high minimum commitments and flight requirements of individual outdoor publishers.



Utilize the same targeting strategies across all of your media channels.



Act quickly and easily optimize your campaigns in today's ever-changing political climate.



YOUR **VOTERS**
ARE HERE.

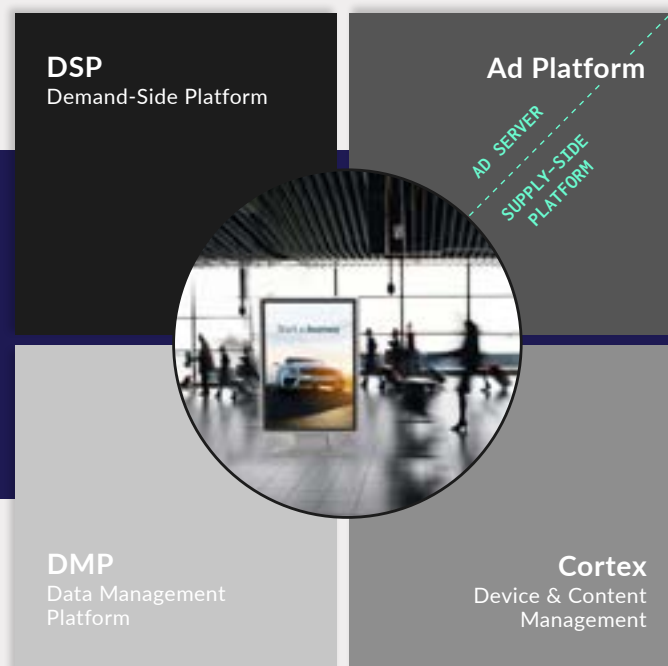
DO YOU HAVE THEIR
ATTENTION?

VISTAR MEDIA

POWERING THE FUTURE OF PROGRAMMATIC OUT-OF-HOME

Vistar Media runs the leading end-to-end programmatic ecosystem for digital out-of-home — striving to enhance every transaction in the physical world with targeting, measurement and automation.

Powering more than just billboards, Vistar has built a network that can span a consumer's entire journey across a variety of venue types. Vistar has access to over **200K** screens all over the country, partnering directly with the world's leading media owners and top data providers.



TRANSACTIONING DOOH HAS NEVER BEEN EASIER.

- ▶ Largest source of programmatic DOOH inventory
- ▶ Partnerships across all 6 major global holding companies
- ▶ Strategic integrations with the leading DSPs and data technology companies

Interested in learning more or want help planning a campaign?
Reach out to your Vistar rep or [contact our team](#) today.