



## Engage Millennials with DOOH

Millennials are known to be a hard-to-reach generation, leading the charge on cord-cutting and online ad-blocking. Weary of digital device fatigue, DOOH is a powerful and effective way to engage the largest generation in the US<sup>1</sup>. Place Exchange's inventory can help you reach Millennials as they are out on the move between home, work, shopping, and entertainment.



# OOH is the preferred ad format among Millennials<sup>2</sup>

**\$2.4 trillion**

spending power held by Millennials in the US<sup>3</sup>

**82%**

of Millennials would reshare an OOH ad on social media, extending campaign reach<sup>4</sup>

**78%**

of Millennials engage with OOH ads with actions such as app downloads or making purchases<sup>4</sup>

**73 million**

Millennials in the US, making it the largest generation in the US<sup>1</sup>

Source: <sup>1</sup>US Census Bureau, <sup>2</sup>Kantar Millward Brown, <sup>3</sup>Statista, <sup>4</sup>OAAA Harris Poll

## Reach on-the-go Millennials with DOOH Transit and Moving Media

- **PX Public Transit** inventory includes screens at major transit hubs, train stops, bus stops, subway stations, bike/scooter-share stations, and more
- **PX Moving Media** inventory includes screens on taxi-tops, in-car, and on delivery vehicles that reach every street and neighborhood

**51% of Millennials utilize ride-share apps and 45% use public transportation regularly**

Source: Civic Science



## Target Millennials by location, POI, venue types, and more



### Regions that index high against Millennials

- Austin, TX
- Denver, CO
- Dallas, TX
- Raleigh, NC

### Physical venues that Millennials frequently visit

- Offices
- Airports
- Restaurants & Bars
- Gyms

### Cultural events with high Millennial attendance

- Live music
- Tech conferences
- Sporting events
- Food festivals