

VISTAR MEDIA |  mfour

Consumers are
Happy, Receptive...
and Ready to Spend!

Vistar Media + MFour Consumer Research Study



Vistar Media and MFour partnered to explore the critical opportunity that out-of-home advertising currently presents to marketers. Exploring consumer sentiments, actions and expected behaviors, this new research solidifies why brands must be investing in out-of-home right now.

With restrictions lifted and high rates of vaccination increasing, people are out of the house and reengaging with public spaces more than ever before. Digital out-of-home screens allow brands to integrate into these valuable in-the-world experiences, while consumers are at the height of energy, engagement and activity.

As this data presents, there is a limited window of opportunity for marketers to capitalize on these elevated moods and the positive brand associations that are being built during this return to normal life.



The Majority of Americans...

72% enjoy being out of the house these days

70% feel happy when they are out of the house

68% look forward to being out of the house

While many media contexts today are stressful or suffer from consumers experiencing “digital fatigue,” out-of-home media allows brands to become part of the most joyous moments in people’s days. Consumers have never been more excited to be outdoors and receptive to out-of-home media!



When Out Of The House, Consumers Feel More...



Alive

69%



Optimistic

60%



Motivated

60%



Inspired

59%



Joyful

58%

98% of consumers have visited a DOOH venue type in the last 30 days. With screens in bars, restaurants, malls, convenience stores, gas stations, grocery stores and more, brands can reach any consumer no matter what their daily routine looks like today.



GROCERY STORE
74%



CULTURAL ACTIVITY
29%



RESTAURANT
61%



BAR
27%



RETAIL STORE
65%



ENTERTAINMENT VENUE
39%

Consumers are out in the world
and ready to spend!

Make sure your brand is front and center, reaching shoppers while
they're on the path to purchase and at the point of sale.

\$2,000 Travel & Vacations

\$1,770 Home Improvement

\$808 Retail

\$738 Electronics

\$592 Entertainment & Activities



Take Advantage of Programmatic DOOH

The variety of digital out-of-home venue types delivers versatile ways for brands to engage and reconnect with consumers while they flood the outdoors and return to their normal activities in a new, safe way. As we monitor major shifts in consumer behavior, it's even more essential to leverage programmatic DOOH for reaching consumers at the right times and places. Vistar has the right tools in place for marketers to work through a thoughtful approach, use data to back up decisions, and have a clear visibility into real-time campaign performance.

About Vistar Media

Vistar Media powers the leading programmatic platform for DOOH, bringing marketers the benefits of digital while still appreciating the nuances that make outdoor advertising a unique and impactful medium. Our aim is to transform out-of-home through programmatic technology and empower buyers with data-informed targeting, measurement and automation.

About MFour

MFour introduced the mobile app, Surveys On The Go® (SOTG) in 2011— building the nation’s largest, highest-rated consumer behavior and survey panel. SOTG now tracks more than 10 million daily App + Web and Brick + Mortar journeys.

MFour is the only insights firm to combine data with surveys, giving clients an omnichannel view of the “where, when and why” behind shopping behavior.

Research Methodology

Vistar Media and MFour conducted this study from May 10-17, 2021 across 2,000 respondents (census representative of age, gender, ethnicity and region). MFour combines the power of location analytics with market research by connecting to its first-party, validated, proprietary panel of 2.5 million verified consumers with full demographic profiling, matched across 12.5 million locations, including the ability to survey consumers at any time on their smartphone.

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