



Canadian Out of Home Marketing
and Measurement Bureau

Advertisers need to spend more in OOH to maximize brand metrics.

📍 OOH media spend should be in the double digits (9-17%) in terms of media mix and it's currently at 7.4% in Canada.

📍 Larger budgets should aim for 9-14% and smaller budgets should be higher at 12-17% of their budget.

Recommended spend by category (Ex: Auto & QSR & Avg.)

Automotive	Restaurants & Coffee Shops	Average category
<ul style="list-style-type: none"> • 2017 spend : 2.4% • AVG spend (2013-17): 2.0% • Key Insights: BA Focus • LOW – BA (14%) • MED – BA (10%) • HIGH - BA (9%) 	<ul style="list-style-type: none"> • 2017 spend : 8.7% • AVG spend (2013-17): 8.3% • Key Insights: PI Focus • LOW – PI (19%) • MED – PI (19%) • HIGH – PI (18%) 	<ul style="list-style-type: none"> • 2017 spend : 4.8% • AVG spend (2013-17): 4.3% • Key Insights: • Brands tend to benefit from increasing their % OOH to improve Brand awareness, Recommendation, Purchase Intent

Recommended spend benchmarks by budget

