

# Haik-oooh: OOH is Green

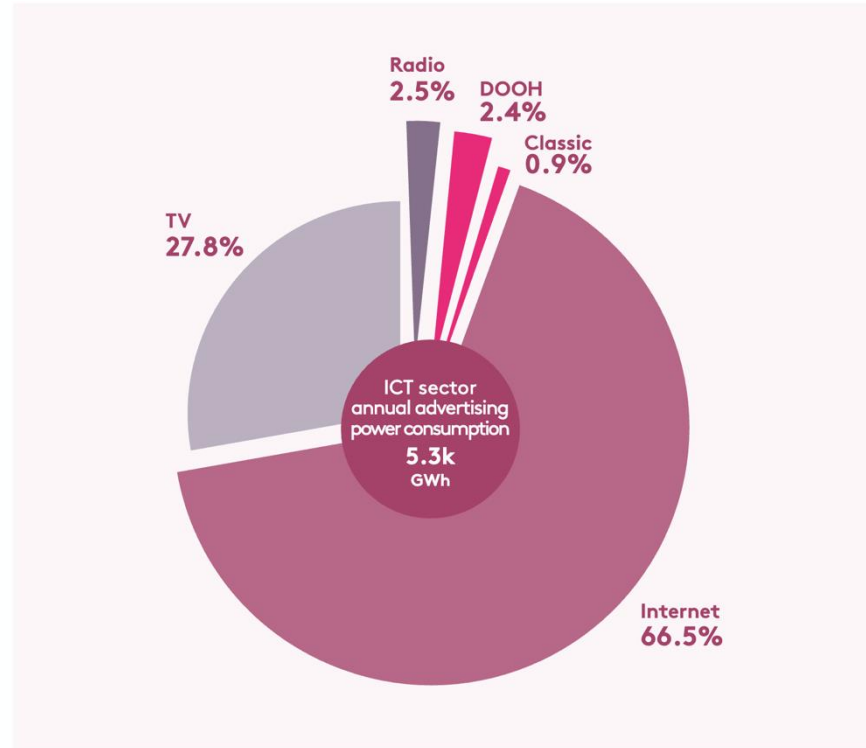
Outdoor ads are green

Low CO2 emissions

They also went brat

A PWC report by Outsmart found that per-  
"impression", OOH emits less carbon than all  
other media. OOH is 3.5% of advertising's carbon  
footprint.

In other Green credentials, the success of Charlie  
XCX's brat campaign and the ability for it to  
generate social media buzz was a clear  
demonstration for how OOH can drive online  
action.



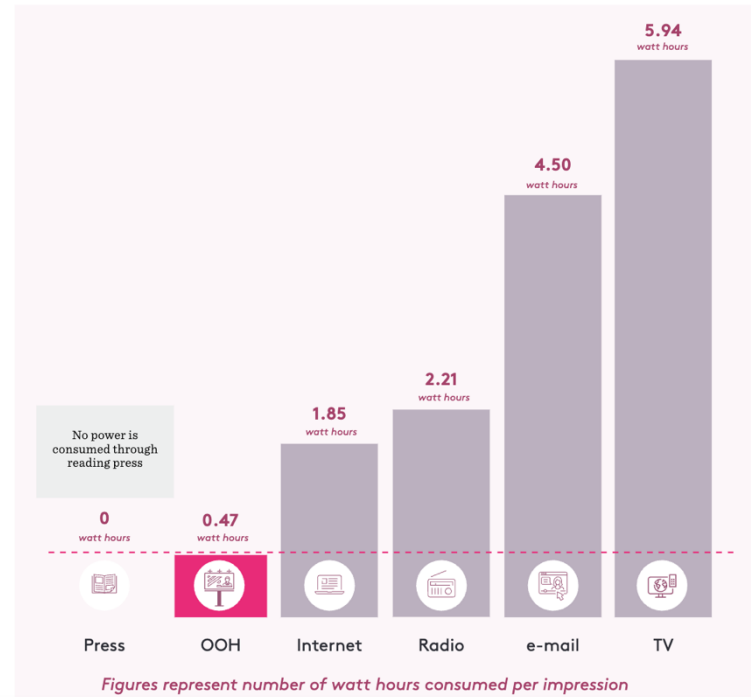
# Haik-ooH: Sustainability in OOH

## Key findings:

1. Per impression, OOH emits less carbon than all other media measured.
2. OOH is 3.3% of advertising power consumption and less than 3.5% of advertising carbon footprint.
3. Control over supply chain and end-to-end operations enables OOH media owners to directly improve sustainability more easily than other advertising channels.
4. OOH is a more sustainable advertising platform for brands than other media types.

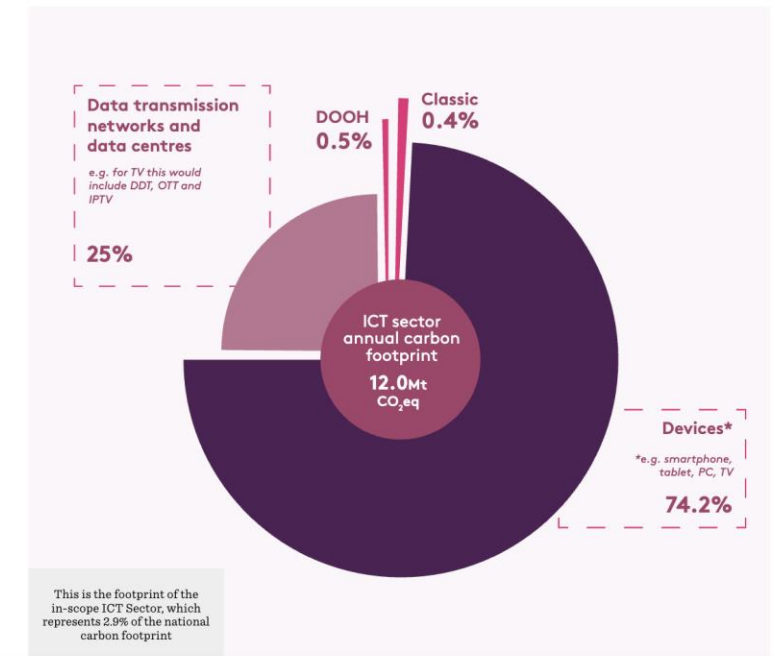
## Mass impact media with low power output

OOH is a one-to-many platform, with each advertisement being seen by many people. This makes it an incredibly power efficient medium for reaching large numbers of people.



## Big profile with a small footprint

We see a similar story for carbon emissions, with DOOH and Classic OOH contributing less than 1% of ICT sector carbon emissions annually.



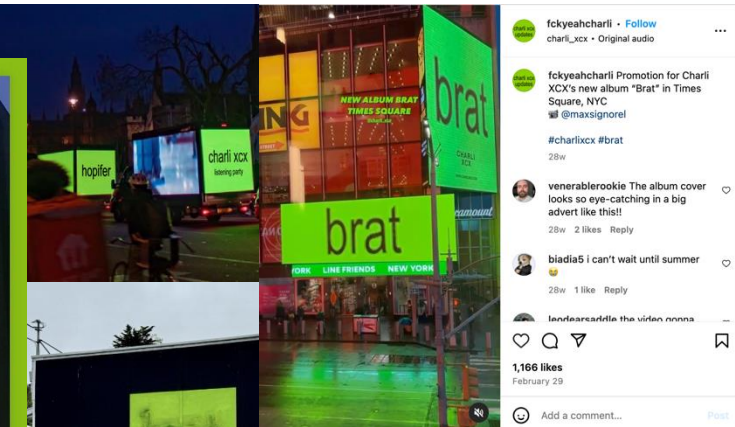
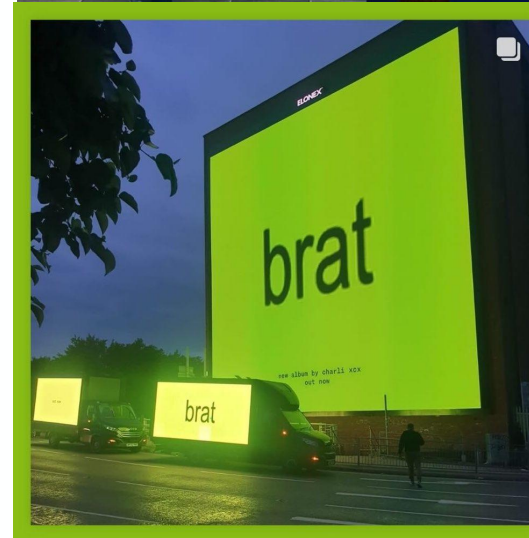
# Haik-OOH: OOH pushing social activity

- Charlie XCX led the charge with her [brat summer](#) culminating in Kamala Harris [joining the fray](#).
- This was accompanied by a unique ad campaign featuring OOH elements and spin offs which created further social activity.
- JCDecaux and Lumen have [previously demonstrated](#) that OOH's ability to prime online activity showing that priming helps increase online awareness and CTRs.
- The ability of OOH to help build compelling social media campaigns is something which was demonstrated in Ocean Outdoor's 2023 [Vital Ingredients](#) neuroscience study. It found
  - DOOH primes social media content
  - Increases social media engagement (+13%)
  - Even without seeing the billboards in real life (+21%)

More info on OOH priming ability available [here](#) and [here](#)



fcharlixcx · 3 mo. ago  
OkVersion4364  
going to nick one of these posters today lol. will update if successful



**ROUTE**