



OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA, INC.

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Outdoor Recall Study

In June 2003, Lamar Outdoor Advertising in Baton Rouge, Louisiana, commissioned a research study to determine the recall effectiveness of outdoor advertising. The study was conducted by Anne Cunningham, Ph.D. and Renita Coleman, Ph.D., from the Louisiana State University Manship School of Mass Communications. The survey sample consisted of 517 telephone surveys of randomly selected adult residents who drive along a one-mile stretch of Interstate 10 between Acadian and the Interstate 10-12 split at least once a week.

Attitudes toward the advertisements were established by responses given toward the level of agreement with 10 attitude statements. **Attention paid to advertising** was determined by how much they talked about the advertisements with others. **Attention paid to the billboards** was decided by a 7-point Likert scale ranging from "little to none" to "a great deal." Distractions consisted of using a cell phone, listening to the radio, or having other passengers in the car while driving.

Thirty-two percent of respondents reported unaided recall of at least one billboard. Sixty-six percent had aided recall of the Casino Rouge Tri-vision board. In addition, two other boards (Our Lady of the Lake and Hooters) also received over 60% aided recall. Boards featuring products with high awareness had higher recall, and the longer the message was up the better the recall.

Those who listened to the radio (91%) or used cell phones (57%) actually reported *higher unaided* recall. Additionally, those who had passengers in the car (71%) or listened to the radio also reported greater attention paid to billboard ads. People who talked frequently with others about the billboards paid more attention to ads in general and had better attitudes toward advertising. Those who paid attention to and had positive attitudes toward ads tended to have higher recall in general.

Younger people tended to have better attitudes towards ads, but there was no relationship between age and attention. Women were more likely to pay attention, as were people with children. Unaided recall was higher among the better educated and more affluent; however, aided recall was higher among those with lower levels of education.

Key Selling Points

Outdoor reaches particularly desirable audiences, and can be paired with radio for even greater impact. The length of a campaign makes a difference. Tri-vision boards may be the best way to balance continuity with novelty. Creative factors such as color, message strategy, level of clutter, etc. seem to have little effect on advertising recall. Outdoor recall is better than recall of other media.

Medium	Unaided Recall
Sports Arena	86
SuperBowl XXVIII	50
Outdoor	32



Creative Spotlight



Advertiser: Second Cup Coffee

Brand: Second Cup Coffee

Agency: Holmes & Lee

In the News

- 1/20/2004
[OAAA Announces 2004 OBIE Judges](#)
- 1/5/2004
[OAAA Legal Seminar: SPEAKERS ANNOUNCED!](#)
- 10/21/2003
[Register Now! OAAA Winter Legislative Conference and Legal Seminar](#)

Public Service News

- 10/28/2003
["Pass It On"](#) - The third phase of the industry-sponsored public service campaign promoting worthy values such as persistence and dedication was launched in October.
- 10/28/2003
["In God We Trust. United We Stand."](#)
- Now, with the tragic events of September 11, 2001, the outdoor industry is once again there to help

Magazines	21
Network Television	15
Cable Television	15

Sources: Turley and Shannon (2000); Newell and Henderson (1998); Mandese (2003) and McAdams (2000).

For more information on the study, please visit
<http://www.oaaa.org/outdoor/research/audience.asp#research>.

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