

VISTARMEDIA

Supporting Our Partners in the Wake of COVID-19

July 29, 2020



Navigating Through Unprecedented Change

We cannot deny that the OOH industry has been upended — “business as usual” simply won’t cut it.

Transitioning advertising budgets back into the OOH space requires a thoughtful approach, the use of data to back up decisions, and clear visibility into performance.

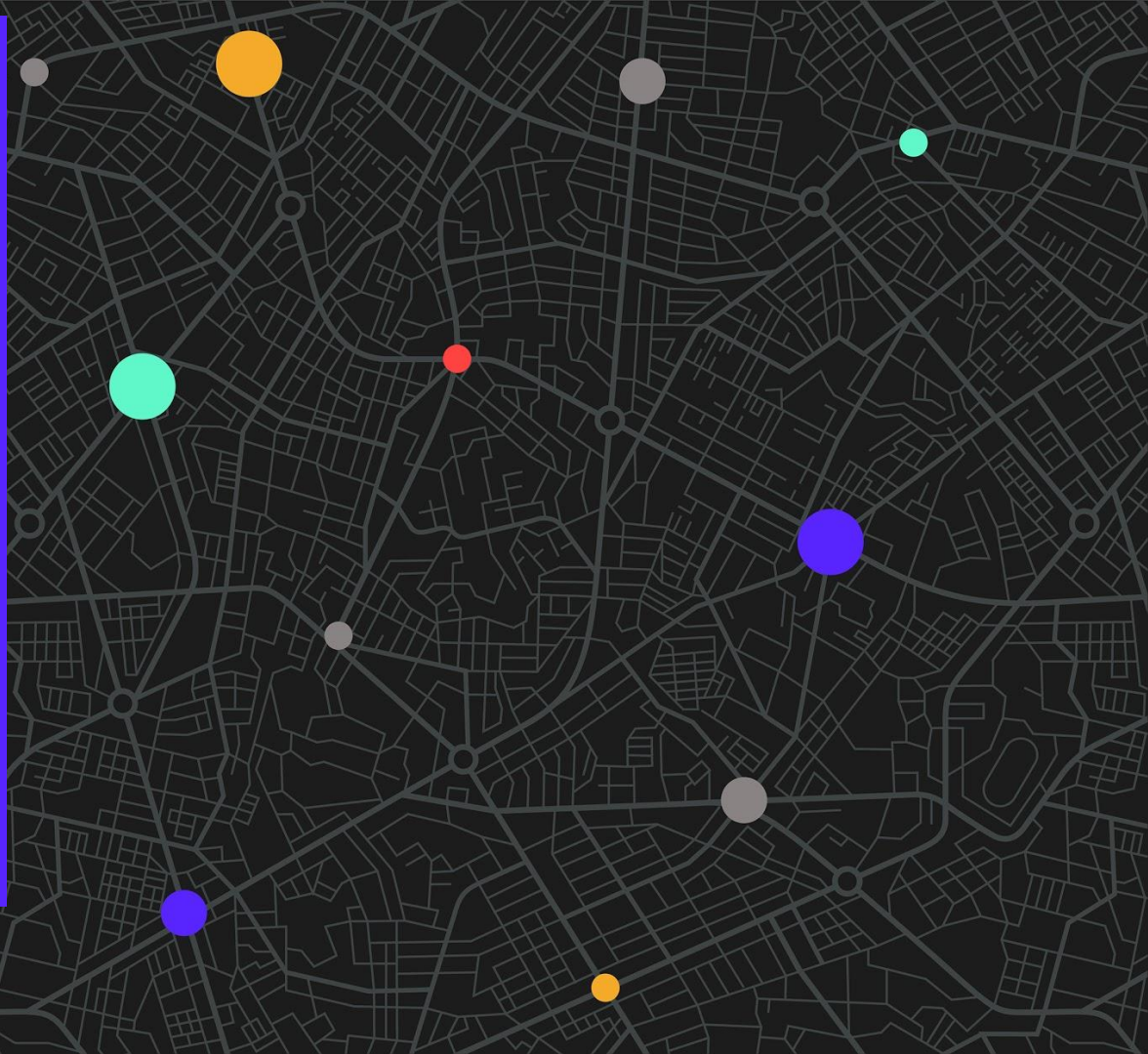
Over the past few months, Vistar has been analyzing consumer movement patterns and shifting behaviors to help our partners understand how to best utilize DOOH and ensure the right messages reach the right people at the right places and times.



LOCATION DATA ANALYSIS

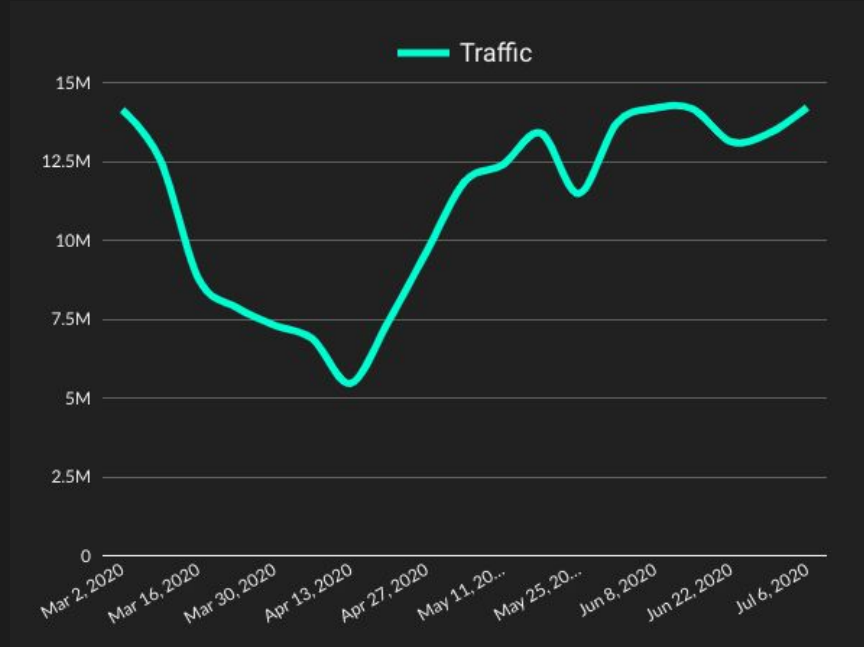
Location Data Analysis

Movement data is a valuable source of truth especially in the DOOH space. Vistar looked at unique mobile devices surrounding DOOH venues available in the Vistar platform to understand volume change by market and venue type.



Coming Back from COVID-19

All analyses point to programmatic DOOH making a strong comeback. Overall, traffic* levels in the US are returning to normal pre-COVID levels. There has been a mostly steady increase in traffic since mid-April, with a few peaks and valleys throughout the summer months. While restrictions are still in place in most states, it is clear consumers are still getting out of their homes.



*Traffic = number of unique devices observed surrounding DOOH venues

A Look at the Top 10 DMAs

While the Top 10 DMAs have been slower to see an increase in traffic levels, Atlanta and Philadelphia are showing signs of normal levels again with both DMAs up 2% since pre-COVID. Dallas, Chicago, Boston, and Houston are all nearing the normal traffic levels. San Francisco, Los Angeles, New York, and D.C. are among the most impacted DMAs in the U.S.

| DESIGNATED MARKET AREA | % CHANGE* |
|------------------------------------|-----------|
| Atlanta, GA | 2% |
| Philadelphia, PA | 2% |
| Dallas-Ft. Worth, TX | -5% |
| Chicago, IL | -5% |
| Boston, MA | -6% |
| Houston, TX | -9% |
| Washington, DC | -18% |
| New York, NY | -20% |
| Los Angeles, CA | -38% |
| San Francisco-Oakland-San Jose, CA | -46% |

Where to Reach Consumers in States With Rising COVID-19 Cases

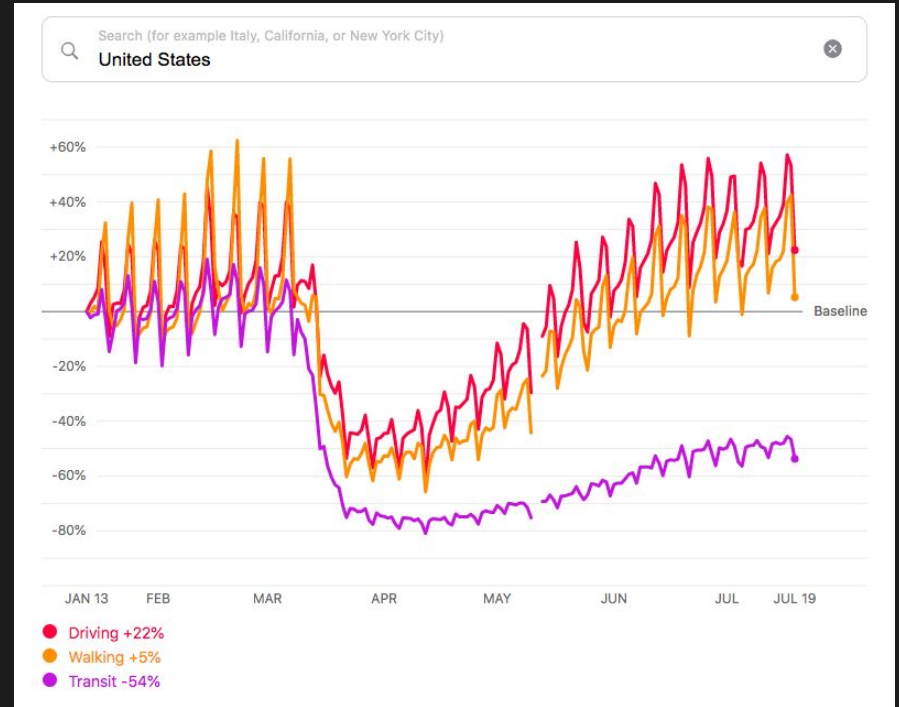
Although some states are seeing an increase in COVID-19 cases, there are still ways to responsibly reach consumers while they are out of their homes. Below are the venues seeing the most traffic in states with increasing cases:

| | |
|------------|--|
| California | Convenience Stores, Doctor's Offices, Retail Locations |
| Florida | Billboards, Convenience Stores, Doctor's Offices, Gas Stations, Retail Locations |
| Georgia | Billboards, Convenience Stores, Doctor's Offices, Gas Stations, Retail Locations |
| Texas | Billboards, Convenience Stores, Doctor's Offices, Retail Locations |

Walking & Driving Are Trending Up

Apple's Mobility Report also shows promising signs of movement throughout the United States. The report analyzes the changes in requests for directions in Apple Maps since January 13th. Looking at the nation overall, there has been a:

- **+22%** increase in driving direction requests
- **+5%** increase in walking requests
- **-54%** decrease in transit request



A Strong Return for OOH

While many consumers' commutes have changed, it doesn't mean they aren't leaving their homes. The increases in direction requests could indicate that consumers are traveling more to new locations and traveling places outside of their normal routines.

| Market | Driving | Walking | Transit |
|-------------------|---------|---------|---------|
| Overall U.S. | +22% | +5% | -54% |
| New York, NY | +18% | -28% | -58% |
| Philadelphia, PA | +18% | +11% | -54% |
| Boston, MA | +1% | -16% | -57% |
| Chicago, IL | +20% | +35% | -59% |
| Washington, D.C. | 0% | -21% | -70% |
| Los Angeles, CA | -10% | 0% | -61% |
| San Francisco, CA | -20% | -42% | -69% |
| Dallas, TX | -4% | +10% | -48% |
| Houston, TX | -9% | +5% | -53% |
| Atlanta, GA | +12% | +23% | -50% |

- Chicago has seen the greatest increase in both driving and walking direction requests.
- Atlanta and Philadelphia have also both seen increases in driving and walking directions.
- New York and Boston are seeing more people turn to driving during the pandemic, while consumers are turning to walking in Dallas and Houston.

More Inventory Than Ever

Vistar now has **more inventory available** in the United States than it did before COVID-19, with over 229,000 screens across the country. Additionally, Vistar is continuously analyzing the availability of screens by venue type, as the result is an indicator that network owners believe there is enough traffic around their screens to warrant advertising.

- **BARS:** Most states have 100% of their bar inventory available again. More than 50% of inventory is available in California, Colorado, Maine, Massachusetts, Missouri, New Mexico, New York, North Carolina, North Dakota, Rhode Island, Utah, Vermont.
- **CASUAL DINING:** 100% of inventory is available in the majority of states. New York, Vermont, and West Virginia have over 50% of their casual dining inventory available.
- **MALLS:** The majority of mall inventory is available in Arizona, California, Colorado, Florida, Georgia, Illinois, Maryland, Massachusetts, Michigan, Minnesota, North Carolina, Ohio, Tennessee, and Texas.
- **DOCTOR'S OFFICES:** Nearly all inventory is available across all 50 states. Traffic levels at doctor's offices is only down -7% from pre-COVID.



Traffic Levels by Venue Type

The variety of digital out-of-home venue types allows for versatile ways for brands to engage and stay connected with their customers. 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.

INCREASED TRAFFIC COMPARED TO EARLY MARCH

- Bars
- Billboards
- Gas Stations
- Family Entertainment
- Retail / Grocery
- Veterinarian Offices

LEAST AMOUNT OF DECREASE IN TRAFFIC SINCE MARCH:

- Casual Dining Restaurants
- Convenience Stores
- Doctor's Offices
- Entertainment
- Liquor Stores
- Residential Buildings

GREATEST AMOUNT OF DECREASE IN TRAFFIC SINCE MARCH:

- Hotels
- Office Buildings
- Transit
- Sports Entertainment

Optimism is in the Air

Vistar also partnered with MFour to understand how consumers feel about returning to normal activities after COVID-19 restrictions are lifted.

- The vast majority of consumers, **95%**, are excited to return to some of their normal activities after restrictions are lifted.
 - Only **9%** of consumers are hesitant to return to all of their normal activities, while **27%** are not concerned about returning to their normal activities at all.
 - The majority of consumers, **64%**, fall in between with hesitation to return to some or most of their activities.
- More than half of consumers, **55%**, feel it's appropriate for brands to be advertising on indoor and/or outdoor screens.
- The top activities consumers look forward to doing are: going to restaurants, visiting family/friends, going to the beach, and traveling domestically.



FAQs



Conditions are likely to keep changing, sometimes rapidly. If behaviors are constantly shifting, how should this impact my out-of-home strategy?

One of the biggest benefits of activating out-of-home programmatically is flexibility. With Vistar, you can easily adapt a strategy, whether that means shifting budget to locations that are less impacted, removing venue types that have restrictions placed on them, or choosing to pause/postpone a campaign. You are never locked in to a particular strategy or commitment.

We're working to provide clients as much proactive information as possible as things change, so we can work together to adapt your programs throughout this time of uncertainty. This provides you the flexibility to reactivate seamlessly as consumer behavior, demand and situational context evolve. Jumping on opportunities quickly can give an edge to brands in the market, so we recommend maintaining your ability to relaunch quickly.

How are venues, impressions and CPMs being impacted by changes in consumer behavior?

The impression data in the Vistar platform comes directly from our media owner partners, and relies on data from credible industry auditing groups. These groups analyze data over lengthy periods of time to determine impression metrics, so it is likely that any immediate changes in consumer behavior may not be reflected right away. Certain media owners are proactively adjusting their impressions based on individually available data (such as credit card transactions).

While there is no playbook on how to navigate this situation, we are confident that the auditing bodies, media owners and Vistar are taking every step possible to provide accurate, reliable data. In the meantime, our team is available to make recommendations about adapting campaign targeting if you have concerns about any current set up.



A Note From Vistar:



At Vistar, our mission is twofold: to serve as a reliable and consistent business partner and help the out-of-home industry grow and thrive.

We remain both especially confident in our medium and grateful for our clients in this trying time. As the COVID-19 situation evolves rapidly, our teams are working hard to provide the most rigorous and reliable information on all things OOH. We are committed to help you navigate the current landscape as it continues to unfold. If you have any questions or concerns, please feel free to reach out to us.

Most importantly, stay healthy and know Vistar is thinking of you all.



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