



**Encompass
Media Group**



MEDIA KIT

Mark Miller
mark@oohmediausa.com
561-707-0138

Marilyn Miller
marilyn@oohmediausa.com
561-628-5807
Marilyn Miller





**Encompass
Media Group**

oohmediausa
DIGITAL OUTREACH

WHY CHOOSE EMG?

- We have connected brands to consumers since 2001 with nationwide capabilities and local expertise.
- We enhance the customer experience with over 25 innovative Ad networks.
- Creative advertising solutions reach busy, on-the-go consumers in moments that matter for a positive, impactful result.
- Networks and exclusive partnerships can be targeted to reach consumers by demographics, ethnicities, HHI, zip codes, and more.





**Encompass
Media Group**



FOUR AREAS OF FOCUS

ONE-SHEET POSTERS



OUT-OF-HOME



MERCHANDISING



EXPERIENTIAL



STREET LEVEL & OUTFACING

**25+ NON-TRADITIONAL OOH
PLATFORMS TO REACH
CONSUMERS DIRECTLY**

**POS PLACEMENTS &
CPG IN-STORE SUPPORT**

**REACHING AUDIENCES WITH
EXPERIENCES & ENGAGEMENT**



OUT-OF-HOME IS THRIVING

- OOH advertising produces the highest levels of consumer recall versus other media channels, according to Solomon Partners 2023 Benchmark Report estimates for the U.S.
- OOH is 382% more effective than TV, 200% more effective than print, and 63% more effective than radio in driving consumers online, according to the OAAA.
- OOH ad spending in the U.S. surpassed 6.9 billion U.S. dollars in 2021.
- OOH produced the largest quarterly increase in the medium's history, up 40.5% in Q1 2022.

<https://oaaa.org/news/out-of-home-advertising-produces-highest-levels-of-consumer-recall-versus-other-media-channels-according-to-solomon-partners-2023-benchmark-report-estimates-for-the-u-s/>

<https://oaaa.org/AboutOOH/Factsamp;Figures/AnnualQuarterlyRevenue.aspx>





Encompass
Media Group

oohmediausa
PROFESSIONAL MEDIA

MEDIA MENU





ONE-SHEET POSTERS

- 200K+ Locations
- Street Level
- Exterior Facing
- Low CPM
- High-Density Targeting
- Size: 30" x 46"
- Lead Time: 4-Weeks
- Close to Point-of-Purchase
- Locations across almost every DMA in the U.S.
- Target locations by neighborhood to reach audiences where other forms of OOH advertising don't exist.
- Influence consumer behavior in the most meaningful stage of the buying cycle.
- These large postings, installed at highly visible spots at each location, can't be missed by visitors entering, leaving or passing the venue.





**Encompass
Media Group**



PLACE-BASED MEDIA

TOP 10 DMA SAMPLE MAPS:

New York

Chicago

Miami

Los Angeles

Dallas

Houston

Denver

San Francisco

Seattle

Boston

**LARGEST ONE-SHEET POSTER
NETWORK IN THE NATION**





RETAIL WINDOW BULLETINS

- Available Nationwide
- Reach consumers as they enter locations and those passing by each day.
- This large-scale tactic is highly visible with vibrant printing and prominent positioning.
- By identifying the proper retail outlets, this network places your message front and center where it matters.
- This cost-effective targeted marketing tactic helps build brand awareness and spread important messages.
- Locations include convenience stores, grocery stores, pharmacies, laundromats, dry cleaners, etc.
- Visible 24/7
- Sizes Vary





CONVENIENCE STORES

- 200K+ Locations
- Street Level One-Sheet Posters
- Retail Window Bulletins
- Floor Graphics
- Counter Mats
- Counter Cards
- Take-Ones
- Front Door Signage
- Window Clings
- Coin Trays
- Cooler Clings
- Wrapped Bollards
- Sampling
- Product Placement
- Branded Sandwich Wraps
- Venue Dominations





MOBILE TRUCKS

- Nationwide Coverage
- GPS Tracking
- Wrapped Trucksides
- Wrapped Fuel Tankers
- Full Size Wrapped Delivery Trucks
- Food/Coffee/Treat Trucks

DOUBLE DECKER BUSES & TROLLEYS

- Available in Boston, Orlando & Miami
- Full Three-Sided Bus Wraps
- +U.S. Bus Fleet (FLIXBUS)

DIGITAL MOBILE BILLBOARDS

- Nationwide Coverage
- GPS Tracking





DOOR HANGERS

- Nationwide Coverage
- GPS Tracking Available
- Attachments/Sampling
- Couponing
- Scratch-N-Sniff
- Die Cut
- Lenticular 3D Effects

BRANDED PIZZA BOXES

- 35K+ Pizzerias & Restaurants
- 12" & 16" Branded Pizza Boxes
- Window Clings
- Take-Out Food Containers
- Floor Graphics
- Branded Bags
- Sampling & Take-Ones

FOOD BAG INSERTS

- 200K+ Locations
- Large 4-Color Printed Inserts Placed in Delivery and Takeout Food Bags Before Distribution at Restaurants
- Sampling





CVS BAG INSERTS

- 7K+ CVS Pharmacy Locations
- Bag Inserts at CVS Pharmacy & Retail Check-Outs

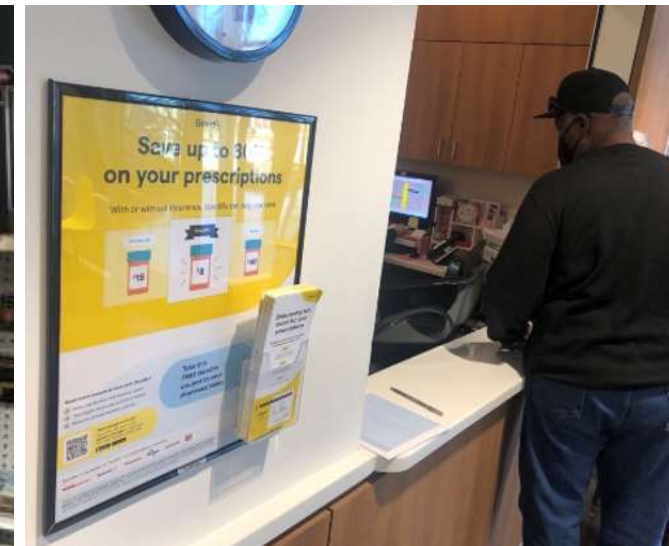


PHARMACY NETWORK

- 25K+ Independent & Chain Pharmacies
- Branded Prescription Bags
- Counter Cards
- Take-Ones
- Floor Graphics
- Shelf Talkers
- Walmart Kiosks
- Retail Window Bulletins

PHYSICIAN OFFICES

- Nationwide Coverage
- Wallboards
- Branded Exam Paper
- Counter Cards
- Branded Tissue Boxes
- Magazine Wraps
- Sampling
- Take-Ones





COFFEE NETWORK

- 55K+ Locations
- Coffee Sleeves
- Coffee Cups (in select markets)
- Free Coffee Day Promotions
- Sampling
- Floor Graphics
- Cooler Clings
- Counter Mats & Coin Trays
- Deli Bags & Sandwich Wraps

BAR NETWORK

- 60K+ Locations
- Branded Coasters
- Branded Napkins
- Branded Barware
- Restroom Wallboards
- Promotions/Sponsorships
- Domination

GAS STATION NETWORK

- 25K+ Locations
- Gas Pump Toppers
- One-Sheet Posters
- Wrapped Bollards
- Hose Talkers
- Nozzlers





LAUNDROMATS

- 20K+ Locations
- Wallboards
- Banners
- Floor Graphics
- Window & Door Signage
- Machine Clings
- Dominations
- Retail Window Bulletins

SALONS/BARBERSHOPS

- 100K+ Locations
- Wallboards
- Counter Cards
- Magazine Wraps
- Branded Premiums
- Window & Door Signage
- Dominations
- Backlit Displays
- Retail Window Bulletins

HARDWARE STORES

- 20K+ Locations
- Including True Value, ACE Hardware, & Do it Best
- Counter Mats
- Counter Cards
- Stand-Alone Banners
- Floor Graphics
- Dominations





CASUAL RESTAURANTS

- 300K+ Locations
- Branded Express Napkins
- Branded Takeout Containers
- Restroom Signage
- Fortune Cookies
- Branded Chopsticks

AIRPORTS & ACTIVATIONS

- Sampling/Takeones at Retail Counters
- Digital Screens
- Branded In-Store Media





DIGITAL SCREENS

- Nationwide Coverage
- Prominent Retail Exterior & Interior Digital Networks
- Walmart Kiosks
- News Racks
- Water Stations
- Fitness Clubs



MILITARY BASES

- 120 US Military Bases
- Stand-Alone & Wall Posters
- Banners
- Bowling Alley Digital Monitors
- Digital Screens



ADDITIONAL NETWORKS

- Dry Cleaners
- Liquor Stores
- Pet Groomers
- Senior Centers





**Encompass
Media Group**



MERCHANDISING SERVICES

- Let EMG maximize your placement, appeal, and, ultimately, your sales.
- EMG offers diverse services in the area of merchandising through its enormous field force and existing relationships with retail locations.
- EMG's proprietary field monitoring systems provide clients with detailed reporting to gauge success and adapt to new challenges.
- EMG develops thousands of custom plans for the most demanding projects for high-profile clients.

POS PLACEMENT & CPG IN-STORE SUPPORT





**Encompass
Media Group**



EXPERIENTIAL MARKETING

- EMG creates experiences for brands through mobile tours, PR stunts, installations, and engaging Brand Ambassadors.
- We can integrate social media, mobile applications, and video to make programs reach an extended audience long after the event has ended.
- The best ideas and results come from the collaboration between EMG and the client to make the dream campaign come true. We provide creative, effective, and innovative answers to brands' complex challenges.
- We help brands create a one-of-a-kind custom campaign that can run in any market of choice. The ability to pull in audiences and have their undivided attention is what we do daily.



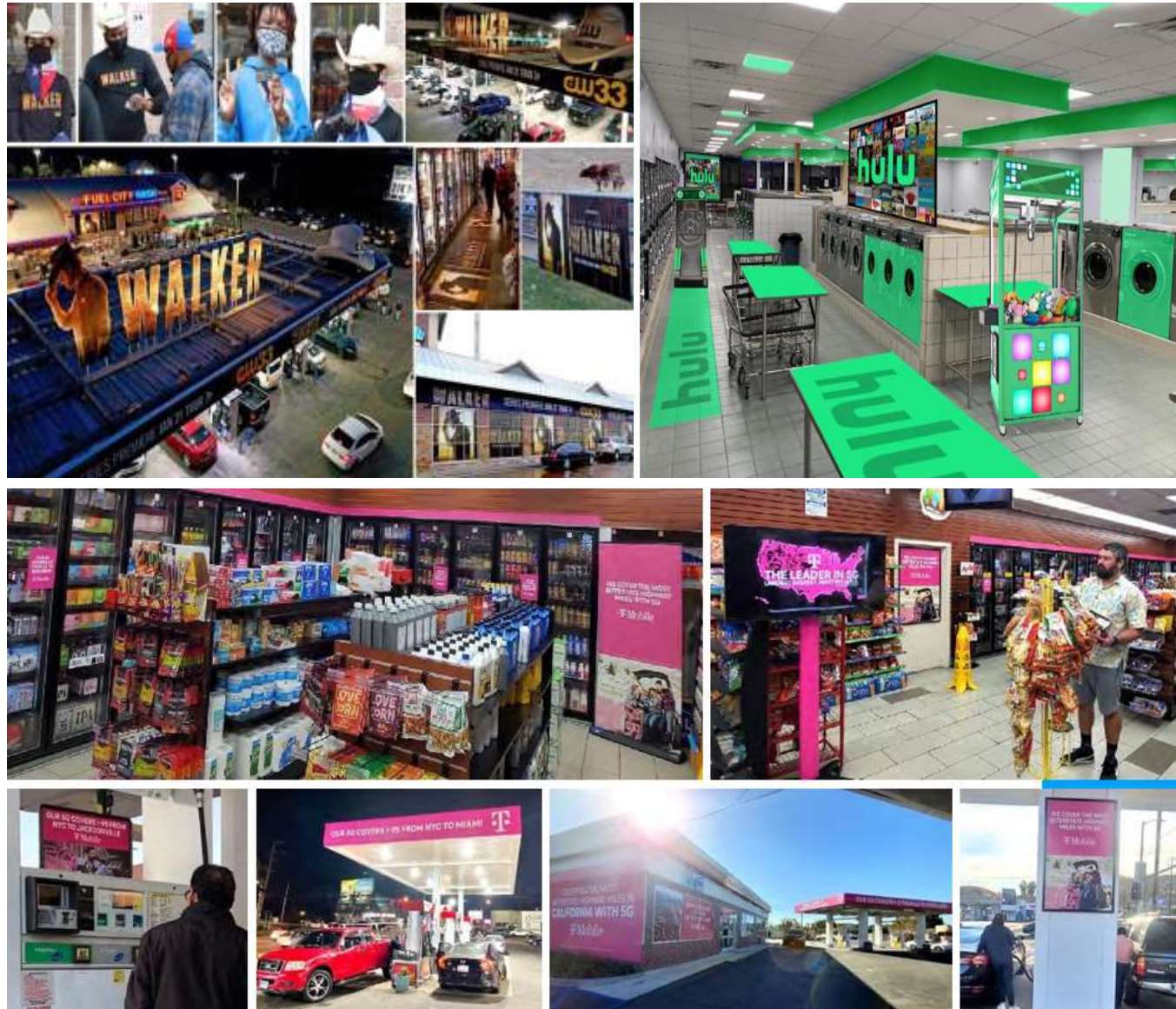


Encompass
Media Group

oohmediausa
PROFESSIONAL MEDIA TAKEOVERS

VENUE TAKEOVERS

- EMG creates branding and engagement takeovers of venues, creating unforgettable moments and gathering widespread attention.
- Venue takeovers attract attention far beyond the square feet of the installation.
- Aside from the branded elements, the venues are a launchpad for social media posts, PR and press events, and engagement on multiple levels.





**Encompass
Media Group**



NEW PRODUCTS



**Encompass
Media Group**



SENIOR COMMUNITY CENTERS

- Standup Displays
- Counter Cards (with or without Take-ones)
- Front Door/Window Bulletins
- Over 10K Locations
- The senior demographic has a lot of buying power, making them very attractive business customers.
- Older generations prefer something tangible they can hold in their hands.
- Media is placed in high-traffic areas of senior citizen centers for maximum impressions.
- Beyond targeting age 60+, brands also target a secondary demographic of younger adults who visit the centers.
- Dwell times are long, allowing significant time to read your message.





LA FITNESS DIGITAL SCREENS

- Full-Screen Digital Ads
- 2-Minute Loop
- Spot Lengths Flexible (:10, :15, :30)
- Screens are located either next to the entrance/exit or next to changing rooms providing 100% accessibility to the viewer.
- Screen Size: 32"
- LA Fitness Brands Include: LA Fitness, Signature, Club Studio, Esporta, City Sports
- Average Dwell Time: 45 Minutes
- Average Income Level: \$80K - \$120K
- Quick Turnaround & Low CPM





INTERIOR DIGITAL RETAIL NETWORK

- We connect brands with key decision-making consumers in trusted, high-traffic environments with bright, captivating 24" digital displays.
- Interior digital placements are positioned in busy areas such as registers, entrances, and ATMs.
- Target a demographic of repeat customers.
- Rapid Deployment Available
- Available in 40 DMA's
- Average Visitor Age: 20-48
- 3-Minute Loop / 10-Second Spots (Flexible)
- Sample Locations Include:
 - Supermarkets/Grocery Stores
 - Convenience Stores
 - Salons/Health & Beauty Stores
 - Pharmacies & More





Encompass
Media Group

oohmediausa
DIGITAL OUT-OF-HOME



INTERIOR DIGITAL RETAIL NETWORK



WALMART KIOSK DIGITAL TOP SIGNS

- The best way to reach consumers at scale while in a high-traffic environment.
- Ads can be video or static.



Kiosks are in over 4,500 Walmart stores nationwide.

Duration:

- Loop Length: 3 Minutes
- Spot Length: 15 Seconds
- Number of Spots: 12



Lead Time

- 1 Week

Digital day parting and multiple creatives allowed.

Digital or Static is accepted with no audio.

Restrictions:

- Tobacco
- Political
- Competitive Retailers or Suppliers

Specs available upon request.

The average screen size is 20".



**Encompass
Media Group**

oohmediausa
OUT OF HOME MEDIA

DOUBLE DECKER BUSES



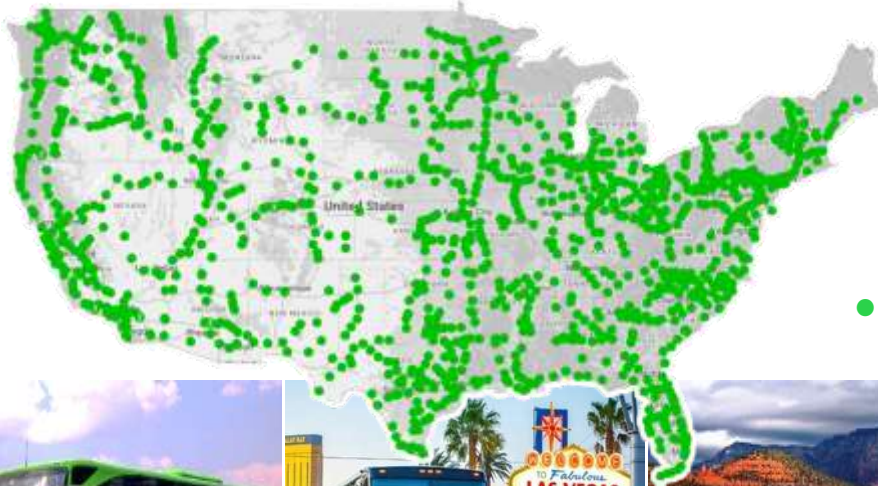
BOSTON, MA – MIAMI, FL – ORLANDO, FL



BRANDED REGIONAL U.S. BUS FLEET

EMG announces its newest branded travel platform – **FLIXBUS** branded buses. This nationwide network reaches consumers in downtown metropolitan areas as well as highway audiences in between. A tech-driven travel option, buses feature device charging, wireless networks, and app-driven trip planning. Each vehicle travels a circuit, meaning your message is seen regionally within a set number of cities.

**Whether downtown or on the road,
FLIXBUS buses – and your message – can't be missed!**



- 200+ Buses
 - 1300+ U.S. cities
 - Regional corridors
 - Full rear + 1/3 side wraps
 - Full bus wrap potential
 - Rider engagement available
-
- Programs of 1-12 months
 - Choose your routes and cities
 - GPS-tracked vehicles
-
- Ridership includes millennials, College students, young professionals, and more.

• Celebrating 10 years on the road!





Encompass
Media Group



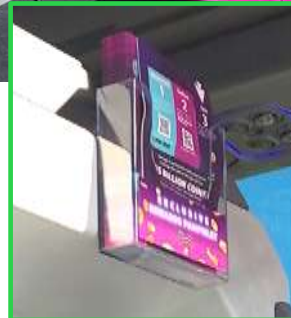
FLIXBUS

BRANDED REGIONAL U.S. BUS FLEET



Standard Branding Wrap Includes:

- 1/3 of the passenger side
- 1/3 of the driver side
- Full rear side



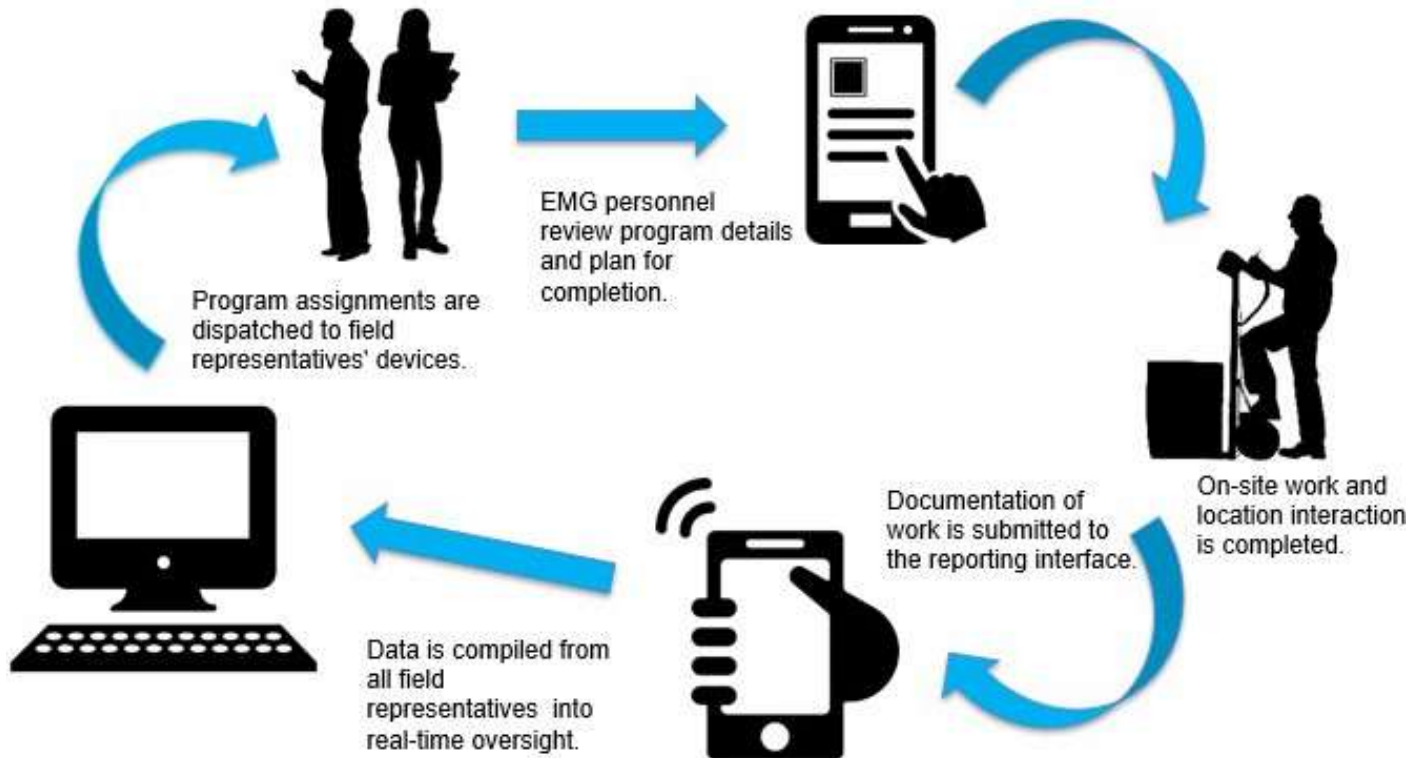
In-vehicle Engagement Potential Includes:

- Seat-back signage
- Take-ones
- Sampling



REPORTING & MONITORING

EMG monitors programs during their initial phases and throughout auditing. Our system, developed to provide timely intelligence from the field, utilizes individual devices organized and monitored by operations managers.





**Encompass
Media Group**

oohmediausa
OUT-OF-HOME MEDIA

EMG EFFECTIVELY REACHES UNDERSERVED COMMUNITIES

- EMG networks give unparalleled opportunities to reach certain demographics that frequent locations.
- We can reach audiences by demographics, ethnicities, HHI, zip codes, gender, age, and more for impactful impressions.
- What makes EMG unique is that we have a tremendous scale with over 500K different locations, and we can also be extremely targeted geographically and demographically.
- EMG knows that creative copy that matches your target audience is key, and we help identify high-density areas.





**Encompass
Media Group**



EMG IN THE NEWS

SEE OUR LATEST PR FEATURES IN POPULAR ONLINE PUBLICATIONS:

<https://techbullion.com/8-ways-government-agencies-are-engaging-with-their-communities-using-ooh-advertising/>

<https://marketbusinessnews.com/engagement-and-targeting-are-the-keys-to-marketing-success-for-government-agencies/329281/>

<https://socialmediaexplorer.com/social-media-marketing/remote-work-has-changed-branding-in-this-important-way/>

<https://exeleonmagazine.com/how-out-of-home-advertising-is-putting-brands-right-in-the-hands-of-consumers/>

<https://worldfinancialreview.com/traditional-no-more/>

The screenshot shows a TechBullion article page. At the top, there is a navigation bar with 'HOME', 'TECH NEWS', 'FINTECH', 'BLOCKCHAIN', 'BIG DATA', 'INTERVIEWS', and 'PRESS RELEASES'. The article title is '8 Ways Government Agencies Are Engaging With Their Communities Using OOH Advertising' by Henry Smith, published on May 3, 2022. The main image shows a person holding a large OOH advertisement for Walmart's grand opening, featuring 'Grand Opening Specials!' and '2 for \$5' and '3 for \$5' offers. Below the image are social media sharing buttons for Facebook, Twitter, Pinterest, Email, and Print. The article text discusses the challenges of digital advertising and the effectiveness of OOH advertising for government agencies. A sidebar on the right lists trending stories such as 'Netflix Ads Are Coming to Netflix - Here's Who'll Be Impacted', 'What is the best use of buying an eBay account', and 'Unraveling the Fascination behind your Love: Fresh Find Store's Innovation of Electronic Products'.



Encompass Media Group



SMALL SAMPLING OF CLIENTS



RETAIL STORE NETWORK



ONE-SHEET POSTERS

300K+ Retail Locations
 Street Level Outfacing
 Positioning - High Density
 Targeting - C-Stores,
 Grocery Stores, Pharmacies,
 Laundromats, etc.



RETAIL WINDOW BULLETINS

500K+ Locations - Local,
 In-Neighborhood Establishments
 - Target by Zip Code, Demo, HHI, etc.
 - Highly Visible Outfacing Positioning
 - C-Stores, Grocery Stores,
 Pharmacies, Laundromats, Salons,
 etc.

HEALTHCARE NETWORK



CVS BAG INSERTS

7K+ CVS Locations
 Bag Inserts at CVS Pharmacy
 and Retail Checkouts



PHARMACY NETWORK

25K+ Pharmacies
 - Branded Prescription Bags
 - Counter Cards - Take-Ones -
 Floor Graphics - Shelf Talkers



PHYSICIAN OFFICES

60K+ Locations - Wallboards -
 Branded Exam Paper- Branded
 Tissue Boxes - Magazine Wraps
 - Sampling - Counter Cards -
 Take-Ones

COFFEE NETWORK



COFFEE SLEEVES NETWORK

55K+ Locations (Cafes, Coffee Shops,
 etc.) - Coffee Sleeves - Coffee Cups -
 Free Coffee Day Promotions - Sampling
 - Counter Mats - Counter Cards - Table
 Tents - Floor Graphics - Deli Bags

MOBILE NETWORK



MOBILE TRUCKS

Nationwide Coverage - GPS Tracking - Digital and Static Mobile
 Billboards - Full Size Wrapped Trucks - Wrapped Fuel Tankers -
 Full Size Wrapped Delivery Trucks - Food Trucks - Nationwide
 Fleet of Buses



DOUBLE DECKER BUSES & TROLLEYS

Available in Orlando, Miami, and
 Boston. Full Three-sided Bus
 Wraps, Driven on Busy Theme
 Park and Tourism Routes -
 Trolleys available in Washington
 D.C., San Antonio, and San
 Diego

IN-HOME NETWORK



DOOR HANGERS

Nationwide Coverage - GPS
 Tracking - Attachments -
 Couponing - Scratch-N-Sniff -
 Sampling - Die Cut- Lenticular
 3D Effects



FOOD TO-GO BAG INSERTS

200K+ Locations - Large 4-Color
 Printed Inserts Placed In Bags
 Prior to Distribution - Sampling
 Opportunities



BRANDED PIZZA BOXES

35K+ Pizzerias & Restaurants
 -12" and 16" Branded Pizza
 Boxes - Window Clings -
 Floor Graphics - Branded
 Bags - Sampling - Table Tents -
 Counter Cards - Take-Ones



PLACE-BASED MEDIA



NIGHTLIFE BAR NETWORK

60K+ Bars • Branded Coasters • Branded Napkins • Branded Barware • Restroom Wallboards • Restroom Mirror Clings • Table Tents • Window and Door Signage • Promotions/Sponsorships • Dominations



GAS STATION NETWORK

25K+ Locations • Gas Pump Toppers • One-Sheet Posters • Wrapped Bollards • Hose Talkers • Nozzles



LAUNDROMAT NETWORK

20K+ Locations • Wallboards • Banners • Floor Graphics • Window and Door Signage • Machine Clings • Take-Ones • Dominations



SALON/BARBER NETWORK

100K+ Locations • Hair/Nail Salons and Barbershops • Wallboards • Backlights • Counter Cards • Magazine Wraps • Emory Boards • Take-Ones • Window and Door Signage • Dominations



PLACE-BASED MEDIA



HARDWARE STORE NETWORK

20K+ Locations • National and Independent Chains • Counter Mats • Take-Ones • Stand-Alone Banners • Floor Graphics • Dominations



CASUAL RESTAURANTS

300K+ Locations • Branded Containers • Restroom Signage • Branded Express Napkin Holders • Fortune Cookies • Branded Chopsticks • Take-out Containers

DIGITAL NETWORK



DIGITAL SCREEN NETWORK

10K+ Locations • Retail Exterior and Interior Digital Screens • Outfacing In-Window • Prominent In-Store Placements • Static and Video Capabilities • Ethnic Targeting Available – C-Stores, Supermarkets, Laundromats, Liquor Stores, Pharmacies and More

MILITARY MEDIA



MILITARY BASE NETWORK

120 US Military Bases • Stand Alone and Wall Posters • Banners • Bowling Alley Digital Monitors • Digital Screens • Website Ads • Dominations

MERCHANDISING



POINT-OF-SALE PLACEMENTS

CPG In-Store Support • POS Materials & Installations • Resets and Mandated Work • Continuity Services • Auditing • On-Shelf Availability Alerts • Various Branded Placements



EXPERIENTIAL MARKETING



EVENTS & ACTIVATIONS

Mobile Tours • Installations • Guerilla Marketing • Sampling • Brand Ambassadors • Food/Coffee/Treat Trucks • Venue Domination • PR Stunts • Trade/Corporate Events

ADDITIONAL NETWORKS

AIRPORTS • DRY CLEANERS • LIQUOR STORES • DOG GROOMERS • YOUTH SPORTS FACILITIES • WALMART DIGITAL KIOSKS

