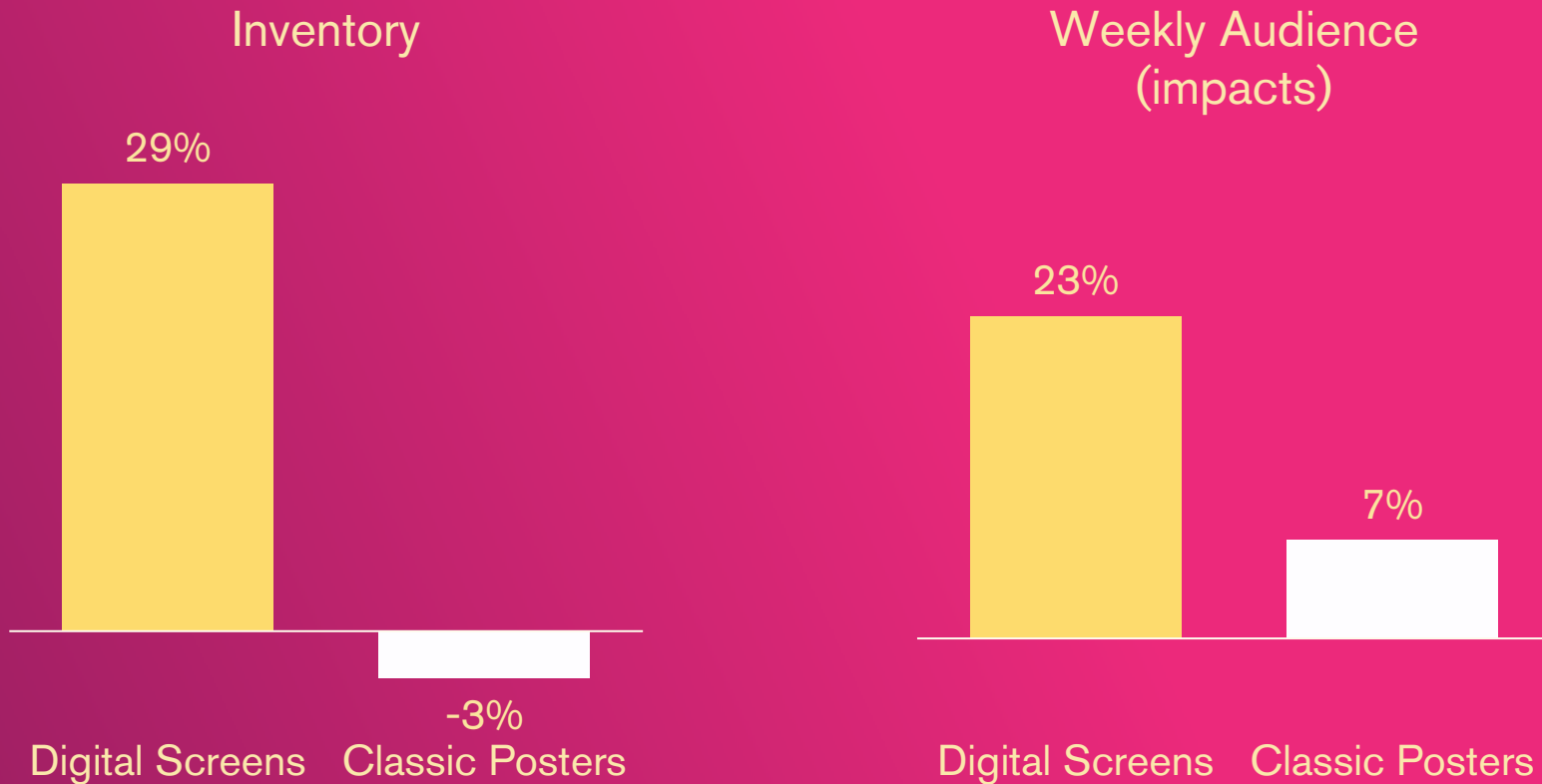


# OOH audiences have increased in the last 12 months

Growth in out of home advertising 2017-2018



Source: Route Research 2018  
 Base: All adults aged 15+ (28,419),  
 Campaign: All digital screens 2017 (5,305) / 2018 (6,820) // All Classic posters 2017 (381,537) / 2018 (369,578)  
 Scheduled to run in May for a 1 week period. All digital frames set to 100% share of voice