

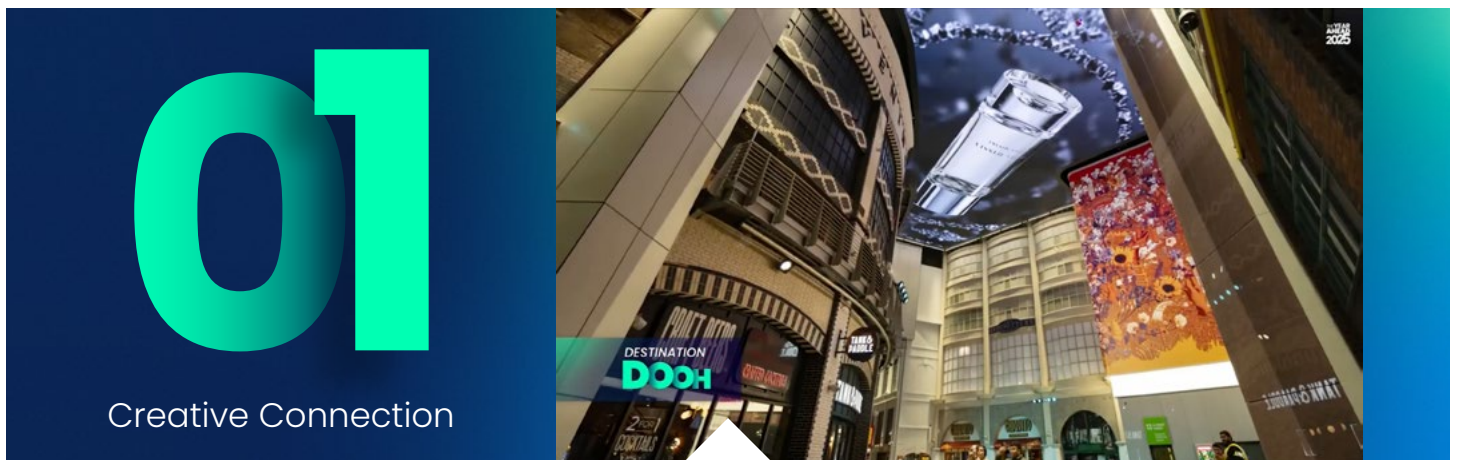
THE 2025 YEAR AHEAD

groupm

The Year Ahead in OOH: Trends for 2025

An increased desire for relevant and immersive real-world experiences, alongside ongoing investment into new environments and boundless creative possibilities are what will shape OOH in 2025. The channel continues to deliver more reach than any other commercial channel (96% all UK adults weekly. Source: IPA Touchpoints). But how can OOH deliver more creative and effective opportunities for brands, while also providing better experiences for consumers?

Here's our five key trends that are poised to shape OOH over the next 12 months. You can watch a recording of our launch event [here](#) or read on for the highlights.



OOH remains the ultimate creative canvas. And in 2025, technology is amplifying its storytelling potential. Audiences are craving enchanting experiences from brands, and this shift is driving the UK's 'Experience Economy', projected to grow to £146 billion by 2027.

OOH is perfectly positioned to bridge the gap between digital and real-world engagement. Advances in generative AI, 3D and interactive digital OOH means we can combine culture, context, technology and creativity to create unforgettable, immersive experiences.

Locations like Outernet, Piccadilly Lights and Skylights at Printworks Manchester are becoming popular digital destinations for visitors, seamlessly blending the physical and digital.

These immersive experiences captivate the senses and spark a sense of wonder, resulting in Digital Destinations that people actively make a point to visit. Meaning brands can embrace real-time engagement like never before.

The 2025 Opportunity:

01

Meet consumer demand for real-world experiences

02

Drive emotional engagement and brand affinity

03

Create memorable and shareable moments

04

Bridge the physical and digital worlds in mind



In 2025, having human-led connections and real-world experiences will continue to be prioritised despite cost-of-living challenges. Being out and about puts people in a good mood. When it comes to creating meaningful moments with audiences, the context of a campaign, such as its environment, is key.

OOH is consumed on the move – not just where someone lives or works. As a one-to-many medium, even highly targeted OOH campaigns reach a broader audience than just the people you target. So, brands should also be considering how much dwell time allows consumers to properly engage with an ad.

There's no denying that people are more conscious of spending. But the lure of in-store shopping remains significant, and mindset plays a huge role whether you are shopping on a high street, grocery store, or in the mall.

Those shopping in malls are out and about with purpose, but they're also inquisitive, and open to new ideas or options. For a younger audience, shopping is as much a social pursuit as it is about buying things. Brands should be actively targeting this group within shopping environments to take advantage of the power of shared social experiences. For online brands, being visible in the real world plays an important role in building trust and consideration – vital during times of economic uncertainty.

Brands can, and should, take advantage of the big Retail Media push in 2025, and the opportunities on the horizon thanks to the huge growth in DOOH screens in-store and at point of purchase in grocery environments, where 85% of people visit in person.

The 2025 Opportunity:

01

Remember that location matters

02

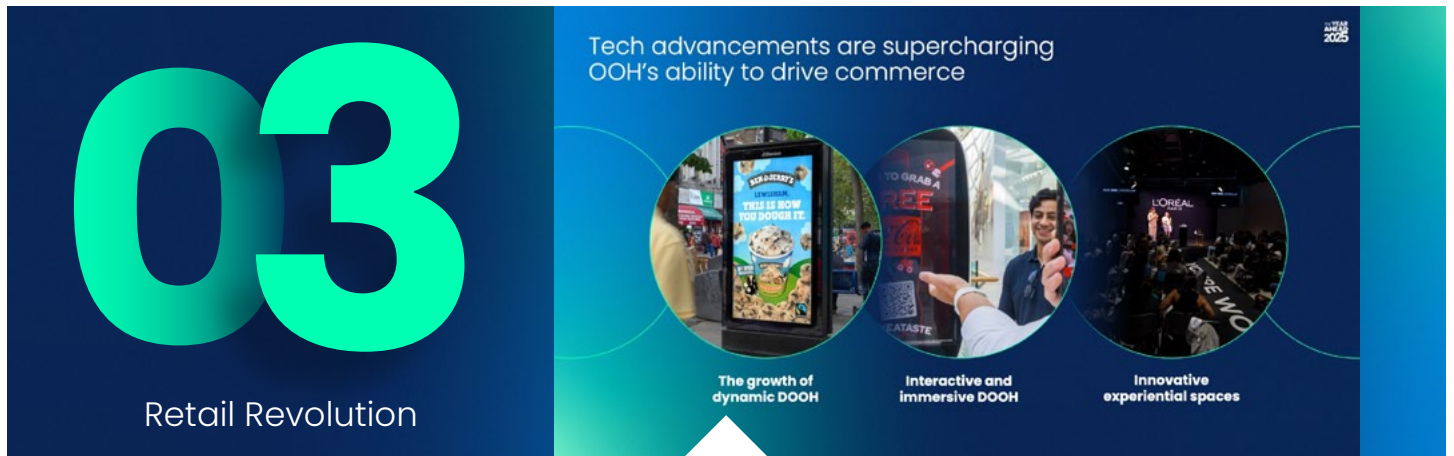
Tap into the power of consumers' mindsets

03

Play with dynamic elements for both core and programmatic (PrOOH) campaigns

04

Take advantage of new tech and delight audiences with their environment or mindset in mind



Retail media is rapidly expanding, and OOH is playing a crucial role in bridging the gap between physical stores and digital commerce. Thanks to enhanced e-commerce platforms, supply chain innovations and the blend of digital convenience with physical pick-up, the way we shop has significantly transformed.

By leveraging real-time data, brands can activate dynamic messaging that aligns with consumer intent, footfall patterns, and local sales trends. The ability to trigger hyper-relevant content such as stock availability, time-sensitive promotions, or location-based offers positions OOH as a powerful driver of retail performance.

OOH's trusted and brand-safe environment makes it an essential complement to retailers' omnichannel strategies. Whether through programmatic activations or dynamic creative updates, OOH is unlocking new opportunities for brands to connect with shoppers at pivotal decision-making moments (both in store and online).

The 2025 Opportunity:

01

Adapt messaging for proximity to stores (to drive to store during opening hours and online when closed)

02

Transform your OOH into a shoppable experience

03

Leverage interactive technology to enhance the consumer journey

04

Activate omnichannel experiences

04

Real-Time Reality



The real-time opportunities are endless, and there are countless data triggers available to enhance a campaign's context. In 2025, brands should be taking advantage of the power of combining a real-world experience with a real-time pay off. It's not just about being seen, it's about being felt, experienced, remembered, and often re-shared online to a new audience.

The 2025 Opportunity:

01

Embrace the full-funnel effect real-time capabilities can offer

02

Consider introducing contextual relevance as a key driver of campaign effectiveness

03

Experiment with new interactive tech to create instant and memorable experiences

04

Take advantage of the 1-1 connection personalisation at scale can offer

05

OOH is Omnichannel

OOH makes other media work harder



OOH is a powerful amplifier within the broader media mix, seamlessly connecting digital and physical touchpoints. As brands strive for a cohesive presence across channels, OOH's real-time capabilities enable greater synergy with Connected TV (CTV), social media, and mobile.

OOH makes other media work harder. Adding OOH to a brand's media plan can double the ROI of a campaign short-term thanks to the immediate impact OOH can provide. It also serves as the connector of media channels.

Facebook, Instagram and TikTok ads are designed to be short, engaging, and visually appealing. These characteristics make them perfectly suited for certain DOOH environments, where ads need to capture attention quickly and effectively without sound. Repurposing Facebook Reels or similar online content for mall D6 screens and other DOOH environments with a high dwell time, can add stature and reach to existing campaigns.

Dynamic OOH campaigns can now align with digital performance marketing, triggering content that mirrors online engagement trends. For example, PrOOH is growing in adoption, providing the flexibility and measurement needed to complement digital-first strategies. With AI-driven insights refining targeting and attribution, brands can now leverage OOH as a measurable, full-funnel marketing tool.

The 2025 Opportunity:

01

Embrace the full-funnel effect real-time capabilities can offer

02

Consider introducing contextual relevance as a key driver of campaign effectiveness

03

Experiment with new interactive tech to create instant and memorable experiences

04

Take advantage of the 1-1 connection personalisation at scale can offer



As these trends highlight, the scope for OOH is immense. With huge audience appetite for real-world experiences, OOH stands out as the connector of channels. It offers activations with other media, making use of context and real-time data. OOH's traditional strengths such as its enormous reach, public trust in the medium, and its inherent inclusive, responsible, and sustainable contributions to society are perfectly aligned with changing consumer behaviour.

2025 looks set to be an exciting year for OOH, and we look forward to working together to deliver smarter, more creative, and more effective OOH campaigns. If you'd like more information about any of the topics covered here, please get in contact with your GroupM OOH team.