

The Flexibility of Programmatic: Redefining the Power of Out-of-Home

One of the biggest benefits of activating out-of-home programmatically is the ability to stay flexible.



With Vistar, you are never locked in to a particular strategy or commitment. As real-world conditions continue to change, you can easily optimize your strategy in near real-time — whether that means shifting budget to different locations, adding venue types where restrictions are being lifted, or choosing to quickly reactivate your campaign.



ACTIVATE QUICKLY



SWAP IN RELEVANT
MESSAGING



PAUSE OR PIVOT
MEDIA DOLLARS



FORGET UPFRONT
COMMITMENTS

Stay Nimble With Programmatic DOOH



REMAIN RELEVANT, AND MAKE A REAL-WORLD IMPACT.

Many channels, such as broadcast news and social media, can be considered negative contexts at the moment. The times when consumers are outside the house may be moments of relief — taking a drive, going for a walk, even grocery shopping. Leverage digital screens to deliver messages of positivity and hope, building a promising association with your brand.



BE TARGETED YET RESPECTFUL IN YOUR APPROACH.

Static out-of-home ads are usually geared towards one general audience, yet DOOH allows brands to be nimble and run different versions of their messaging — based on location, time, demographics, behaviors, weather or other factors. Because Vistar has access to the widest array of inventory and broad geographic coverage, clients can choose to seamlessly shift targeting away from highly impacted regions to areas where there's a better opportunity and it's more appropriate to engage consumers.



COMPLETE YOUR SURROUND-SOUND MARKETING STRATEGY.

If you have been activating display, mobile, connected TV, streaming audio or other media to engage consumers at home, consider complementing your media mix with relevant DOOH venue types. Extend your strategies across Vistar's inventory (70+ media owners and 250,000+ digital out-of-home screens) for "surround sound" engagement with your audience, as they start to leave the house again and create a new normal routine.



SAVE TIME, MONEY AND HEADACHES.

Some OOH today requires long-term commitments and booking holds to be done months in advance, but programmatic DOOH delivers complete flexibility. With Vistar, brands can upload assets electronically and schedule, optimize or pause campaigns in just minutes — making changes seamlessly as consumer behavior, demand and situational contexts evolve.

At Vistar, our mission is twofold: to serve as a reliable and consistent business partner and help the OOH industry grow and thrive. We are committed to help our clients navigate the current landscape as it continues to unfold. Please feel free to reach out to us at any time with all questions or concerns.

For more information as it pertains to COVID-19, please visit Vistar's resource center at:
<http://info.vistarmed.com/en/responding-to-covid-19>