

IMPROVE THE ROI OF YOUR TV BUY

Increasing the share of ad spend on OOH boosts the return on investment of TV by 19%.



Source: BrandScience 2009, a marketing and business effectiveness consultancy
Nielsen Top 100 UK retailers median spend is 5%

Surprised? For these and other insights on maximizing advertising ROI, contact OMAC or [click here](#) for highlights from the research study:

Rosanne Caron
President
416.968.3435 x108
rcaron@omaccanada.ca

Jacqueline Demchuk
Marketing and Communications Director
416.968.3435 x107
jdemchuk@omaccanada.ca

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