



Out of Home Advertising Association of America

#OOH2019: Celebration, Inspiration + Transformation March 4, 2019



My Turn

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The OOH industry's national conference in May is equal parts celebration, inspiration, and transformation.

It's tough to pick a favorite. With relentless change — in media, in the marketplace, and technology — transformation may be first among equals.

Transformation

What's next with "programmatic?"

Programmatic means easy, automatic buying of our products. But how does it work best and what are the implications?

The conference in Las Vegas will translate programmatic, through experts on the main stage and workshops ([See the 12 workshop topics and main stage schedule](#)).

Innovators from major agency trading desks Cadreon (IPG), Amnet Group (Havas Aegis), and Accuen (Omnicom), along with MediaMath, will explain how programmatic platforms are transforming the overall ad business in general and OOH media in particular.

Diversity and inclusivity are more than buzzwords. Top corporate marketing officers, joined by Shelley Zalis (CEO of [The Female Quotient](#)) will take us beyond platitudes to break down the business imperatives of today's marketplace and workplace.

The Female Quotient Lounge (a side stage) will offer panel discussions, networking, career coaching, professional headshot photography, and more.

TIME Magazine calls Rishad Tobaccowala a leading marketing innovator. Chief Growth Officer at Publicis Groupe, Rishad will share findings of new quantitative and qualitative research on how OOH can better compete with digital media in the coming years.

In retailing, a major trend is direct to consumer (DTC) in lieu of over-the-counter sales at stores. Direct to consumer companies rely on OOH media to drive online orders. Marketers from Ro (healthcare), Ease (cannabis delivery), Luminary (podcast platform), and Jinx (pet food) will explain how OOH media works for them.



Inspiration

Retailing-media disrupter Amazon is a mega-buyer of billboards and other OOH media.

From the main stage at our conference, Amazon Studios' Head of Marketing Mike Benson will tell us why and how OOH has become a critical part of the brand's omni channel approach to marketing.

OOH is the "majestic medium," says Nick Brien, CEO Americas of Dentsu Aegis Network (representing Coca-Cola, Intel, General Motors, Microsoft, P&G, and more). He's the keynoter.

We'll hear from the buy-side of our business when leaders from top OOH specialist firms take the stage at the conclusion of Wednesday's Brunch and Learn. Executives at Billups, Kinetic, Outdoor Media Group, Posterscope, Rapport, and Talon will provide insights about planning and buying strategies for many of the nation's premiere brands.

These speakers and other thought leaders will provide inspiring take-home value for attendees. In fact, a tagline for the conference says, "Don't let it stay in Vegas."

DON'T LET IT STAY IN *Vegas*

Celebration

Spotify won top [OBIE Awards](#) honors last year, showcasing how other media use OOH media.

This year's rich pool of OBIE entrants — as well as the judging panel — salute a theme of our conference: diversity. 2019 OBIE finalists spotlight the growing variety of outstanding OOH creative executions using a variety of formats.

While applauding OBIE-winning creative, we'll also recognize industry leaders who are making a difference, including a "Rising Star" under age 40.

The evening ends with a celebration in the Jewel Nightclub – an unforgettable Las Vegas nightlife experience.

The national gathering in May will be my last conference, as I prepare to welcome a new OAAA leader later this year. I hope to see you in Las Vegas so I can tell you how much it means to me to work on your behalf.

I'd love to know your thoughts on the upcoming conference. Please contact me at nfletcher@oaaa.org or call OAAA at (202) 833-5566.