

CAPTIVATE

The CPG Marketer's Guide to Digital Out-of-Home



Introduction

The consumer journey has changed. People are shopping more often, across more channels, and with higher expectations for convenience and personalization. For CPG marketers, that means more complexity and more opportunity.

At the same time, privacy changes and platform saturation are making it harder to reach the right people in the right moments through traditional and digital channels alone. Brands need a fresh way to connect.

Digital Out-of-Home (DOOH) advertising, especially in high-value environments like office buildings, offers a powerful way to cut through the noise. This guide will explore how CPG brands can tap into DOOH to boost visibility, drive product sales in close proximity to purchase, and seamlessly align with modern media strategies that are flexible, efficient, and measurable.



1 The Evolving Path to Purchase



2 Why DOOH Deserves a Spot in Your Media Mix



3 Audience Insight: Why the Workday Consumer Matters



4 Proximity Matters: Driving Foot Traffic & Conversions



5 Building a High-Performance DOOH Strategy



6 Measurement That Goes Beyond Impressions



7 Bringing It All Together: Why Captivate

1 The Evolving Path to Purchase

Shoppers are no longer following a linear path. Instead, they make fast, fragmented decisions across an ever-expanding set of touchpoints, many of which happen outside the home.

Majority of purchase decisions are made in-store, **but digital media heavily influences what gets noticed and chosen.**

Time-starved professionals often shop on their way home or during breaks, meaning **brand recall before store visits is critical.**

64% shop online during the workday

To stay relevant, CPG brands must meet consumers across these moments, not just at the point of sale, but well before it. That's where DOOH comes in.

Omnichannel expectations mean consumers are browsing online, seeing ads in public spaces, ordering via mobile, picking up in-store, shipping items home—often all in the same day.

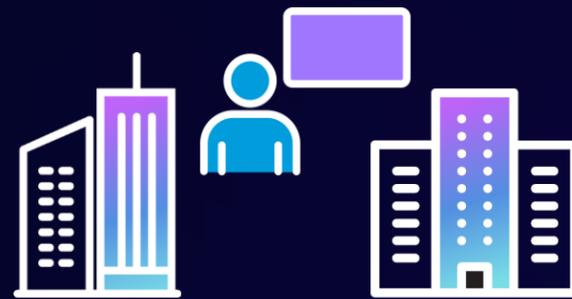


2 Why DOOH Deserves a Spot in Your Media Mix

DOOH is more than just digital billboards.
It's an **intelligent, flexible, and brand-safe** channel that helps you:



Reach people in the real world, not just within the clutter of personal screens they scroll, or the big screen they unwind with at home after the day is done.



Build awareness in high-attention environments like elevators and lobbies of offices and residential buildings where they work and live.



Drive action by influencing consumers close to purchase moments – whether that's on their commute, during a lunch break, or before a grocery run.

3 Audience Insight: Why the Workday Consumer Matters

Workday environments offer a unique opportunity to reach high-intent, high-value consumers at key moments with minimal clutter:

- **Influential professionals:** More likely to spend, explore new brands, and share recommendations
- **Busy schedules:** More responsive to convenient, top-of-mind reminders as they go about their day
- **Reliable routines:** DOOH in buildings reaches the same audience repeatedly, boosting recall and brand affinity.
- **Proximity targeting:** Activate inventory within a defined radius of priority retailers to influence conversion moments.

Recent survey data shows:



81%

are primary household decision-makers



68%

are brand loyal



38%

say in-office ads influence product research/purchase intent

Together, these dynamics position DOOH as a strategic accelerator—enabling CPG brands to connect with high-value shoppers at critical moments in the purchase journey.

4 Proximity Matters: Drive Foot Traffic & Conversions

Location-based advertising is redefining CPG activation strategies. DOOH becomes exponentially more powerful when paired with proximity to retail. Many professionals stop at groceries, pharmacies, and convenience stores within steps of their office.

When combined with cross device retargeting or retail media campaigns, proximity-based DOOH delivers measurable lifts in both in-store and online transactions, closing the gap between exposure and action.



55%

shop in-store during and after the workday



3 in 4

run errands during and after the workday

5 Building a High-Performance DOOH Strategy

Here's how to make DOOH work harder for your next CPG campaign:



1 Set Clear Objectives

Start with your goal.

Are you looking to drive in-store sales? Launch a new product? Build long-term brand awareness?

Your objective will guide your targeting, creative, and measurement strategy.



2 Choose the Right Environment

Think beyond roadside.

DOOH in office buildings and residential towers lets you reach professionals during daily moments of decision-making close to where they can transact.

Pro Tip: Proximity target your media plan with locations near key retail partners (i.e., CVS, Whole Foods, Target) to support conversion.



3 Match Creative to Context

Align messaging to real moments that influence purchase decisions:

- **Day of Week:** Midweek grocery restocks, Friday drinks and entertaining, Monday wellness resets.
- **Workday Behaviors:** Last minute dinner ingredients, mid-day errands, and convenience-driven household restock.

Simple messaging, clean visuals, and QR codes for action work best.



4 Optimize for Frequency and Recall

DOOH is a high-frequency channel.

With repeated exposure in the same buildings, you can build familiarity fast. Benefit from low clutter and high-SOV to maximize impact.

Aim to refresh creative often or have multiple ads in rotation.

6 Measurement That Goes Beyond Impressions

Today's DOOH campaigns can be measured seamlessly and with the same rigor as traditional and digital channels:

- **Foot traffic attribution:** Understand how DOOH impacts store visits
- **Brand lift studies:** Measure, recall, favorability, and intent.
- **QR code scans and engagement rates:** Track direct response in near real-time.
- **Cross device retargeting:** Reinforce messaging to capture downstream demand
- **Programmatic reporting:** See performance by location, time of day, and audience.

Workplace media integrates with trusted, industry-leading partners ensuring campaigns prove real-world impact and align with omnichannel measurement.



7 Bringing It All Together: Why Captivate

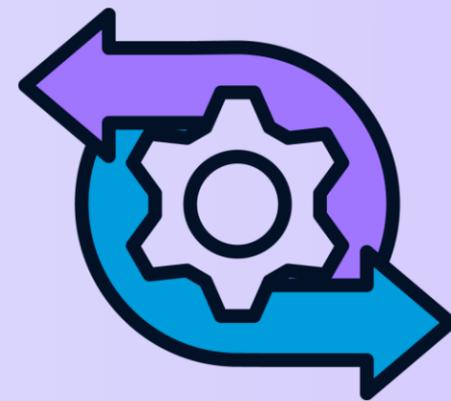
Captivate makes it easy for CPG marketers to activate high-impact DOOH campaigns in premium workday environments.

8.5M
households

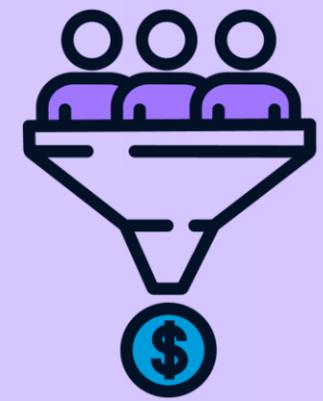
Exclusive access to affluent, on-the-go professionals across 180 top markets

24K+
screens
10K+
venues

Across premium office + residential properties



Flexible buying via direct or programmatic activation with creative support and custom audience targeting tools.



Full funnel measurement to validate impact across channels.

Want to learn how Captivate fits into your omnichannel strategy?

Explore how our digital video network in elevators and lobbies of premier office towers across North America helps brands connect with decision makers throughout the workday.

Whether you're launching a new product or looking to scale an omnichannel campaign, Captivate gives you the access, tools, and strategic support to make DOOH work smarter.

Talk to Our Strategy Team or visit Captivate.com/cpg

About Captivate

We are an industry-leading digital video advertising network with **24,000 screens featured in premier office towers & luxury residential properties** where busy shoppers work and live.

We foster powerful connections between brands and consumers in the most impactful places and times when and where decisions are being made.

In uniquely captive environments, our advanced targeting, premium video activations & measurement solutions help brands reach their goals.

Influence the Influential with Captivate.

Learn more at: Captivate.com/cpg
or email us at info@captivate.com

