

2027 Media Planning Guide: Your Checklist to Success



Plan for Attention, Not Just Reach

Heading into 2027, every line item must prove its value. Reach alone no longer earns budget – **attention, relevance and accountable outcomes** do.

That's why digital out-of-home (DOOH) has moved from a supporting tactic to a core consideration. It reaches high-value audiences in real-world environments they can't scroll past, skip or block – and delivers advanced targeting, measurement & buying flexibility planners expect from any digital channel.

Use this checklist to pressure-test your 2027 plan and identify where DOOH will elevate impact.

✓ Smarter Audience Targeting

Reach the people who decide, not just those who scroll.

Activate **ABM lists, first-party data, proximity targeting and custom audience segments** to efficiently reach decision-makers and affluent consumers in where they work and live.

ASK YOUR PARTNERS Can you activate my 1st-party or ABM audiences & verify who you actually reached?

✓ Higher-Quality Impressions

Not every impression is equal. Plan for the ones that get noticed.

Prioritize environments with natural, **long dwell time, low clutter and verified attention**, where your message plays in full to a captive, engaged audience.

ASK YOUR PARTNERS Am I buying passive impressions or true attention & how is attention measured?

✓ Contextual Relevance That Resonates

The right message, in the right mindset, is more influential.

Align your message with the environment, mindset, and purchasing intent of audiences to deliver **increased impact on purchase influence**.

ASK YOUR PARTNERS Does this environment add credibility or context to drive action?

✓ Proximity to Purchase Influence

Show up in the moments right before decisions are made.

Connect in environments where **purchasing decisions are shaped, discussed, and ultimately made**, helping influence action across B2B, online, and in-store buying journeys.

ASK YOUR PARTNERS How close does this exposure land to where my audience decides and buys?

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Measurement & Attribution That Matter

If it can't be proven, it doesn't belong in your 2027 plan.

Demand **third-party-verified measurement and attribution** that proves impact, connects investment to outcomes, and aligns with your broader omnichannel measurement strategy.

ASK YOUR PARTNERS How can you measure success and who verifies it?



Ease of Transaction

Buy DOOH the way you already buy everything else.

Partner with publishers who offer flexible buying - **direct, programmatic or private marketplace** - in the platforms you already use, with turnkey activation that gets campaigns live fast.

ASK YOUR PARTNERS Can I activate, optimize and report alongside the rest of my omnichannel plan?



Proven Partners with Proven Results

Choose partners who've already delivered what you're promising.

Work with **experienced media partners** who bring customized planning support, transparent reporting and case studies in your category.

ASK YOUR PARTNERS Can you show results for brands like mine?

Make DOOH a Day-One Decision

The strongest 2027 plans won't treat DOOH as an add-on. They'll build it in from the start, with the knowledge that DOOH delivers what every other line item is being asked to prove and more: premium audiences, real attention, relevant context and measurable outcomes.

Align audience, context and proximity, and every impression works harder.

CAPTIVATE

Captivate puts every item on this checklist to work across **26K+ video-first screens in premium office towers and luxury residential properties**. With advanced audience targeting, trusted contextual content and flexible buying options, Captivate reaches the right audience, in the right context, at the right moment.

Backed by proven attention metrics, real attribution and years of results for leading brands, Captivate is the DOOH partner built for your 2027 plan.

Get Started at [Captivate.com/Advertisers](https://www.captivate.com/advertisers)

