



Increase Sales in Other Ad Media Are Good for All



Ad media have always been both competitors and collaborators. A media mix has long been considered an advertising best practice as it is more likely to increase the penetration of target audiences and how those audiences engage differently with messages on the various media.

Even as competitors, it's a collective benefit to all local media and sales reps that ad sales are robust. It indicates businesses are active advertisers and understand the value of investing their ad dollars.

The Out of Home Advertising Association of America (OAAA) recently reported OOH ad spending increased 40.5% YOY during Q1 2022, totaling \$1.8 billion. Digital OOH ad spending increased even more at 57% and almost half (47%) of the 100 out-of-home advertisers that spend the most doubled the dollars they allocated.

OAAA research continues to support consumers' preference for both physical OOH messages and digital engagement. The combination has been further enhanced by many consumers, especially younger adults, sharing OOH ads on social media.

Movie theater box-office revenues have increased every month from the previous month since February 2022. After a total of \$911.52 million during December 2021, 2022 started slowly as every year does. February's receipts were \$357.7 million, \$778.5 million by May and peaked at \$1.13 billion for July, more than double the July 2021 spending of \$508.0 million. A sensational roster of summer blockbusters – Top Gun: Maverick and new Thor, Doctor Strange and Jurassic Park films – brought audiences back to theaters.

There is a certain synergy between movie-theater advertising and broadcast media. The audience must drive to the theater and then to other activities or home, creating a near-perfect media mix with radio and other audio media. Research shows theater audiences are usually more focused on screen advertising than TV commercials. TV viewers, however, are often interacting with a second screen. While commercials promote movies, consumers are accessing social media for more detailed information to drive even more interest.

Competition for ad dollars will always be spirited among media but collaborative opportunities shouldn't be overlooked that will increase local businesses' satisfaction with a high-quality media mix.

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Are You Ready for Some...Holiday Season Planning?



Yes, many people are ready for some football, and it should be a lucrative opportunity for media ad sales, but a bigger priority is planning for holiday season advertising. All indications are consumers will start shopping even earlier than during previous years.

Like the Back-to-School shopping season, many want to buy to beat any additional increases in prices because of inflation (although inflation may decrease substantially by the holidays). Others are looking for bargains as many retailers with bloated inventories must cut prices to make room for the holiday inventory they've ordered.

Media Group Online's August 2022 Special Report: Holiday Shopping 2022: Joyous and Generous is eight pages of insights and analysis of what can be expected this year. Our Late Holiday Shopping 2022 Profiler scheduled for October will update how the season is progressing and especially the influence of economic changes and the status of the pandemic.

2021 holiday sales increased 8.5%, according to Mastercard for the November 1–December 24 period, and a 16.1% increase, according to eMarketer, which includes spending before November 1. Although e-commerce spending continued to increase significantly last year, those sales were somewhat soft during the five-day Thanksgiving Weekend, which hasn't been as dominant as previous years.

Shopping malls are likely to experience substantial consumer traffic during the 2022 holiday season. Placer.ai reported a 33.3% increase of shopping mall visits during December 2021. Visits have declined, however, during the first half of 2022.

A June 2022 Morning Consult survey also found shoppers were very comfortable visiting individual stores more than shopping malls. Another important trend is the store experience influences the majority of online orders.

Your Media Group Online membership includes exclusive access to Localogy's Co-Op Connect database with more than 8,00 active co-op programs. Few if any other local media sales reps have the advantage of showing prospects and clients the free ad dollars available to them – and there will be many new programs for the holidays.

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Newest and Future Special Reports



The Age of Digital Currency
(July 2022)



Holiday Shopping 2022:
Joyous and Generous
(August 2022)



In-Store and Online:
Retail's Perfect Partners
(September 2022)

Make Your Move!

Plan Now for the Holiday Season – Analysis in the August 2022 Special Report, *Holiday Shopping 2020: Joyous and Generous*, shows early planning will capture shoppers' early spending.

Used Vehicle Market Stabilizes – The new-vehicle market remains chaotic, but the August 2022 Automotive Update Report explains how the used-vehicle market has rebalanced.

Toy Market Trends – The Toy Market 2022 Profiler shows which toy categories were strong, during the first half of 2022, following huge increases during the 2021 holiday season.



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