

WHY DIGITAL OUT OF HOME

NextGrad 

www.nextgrad.com

WHY DIGITAL OUT OF HOME?



Contextually Relevant

DOOH reaches the right audience with the right message at the right time, wherever they live, study, shop, and play. No other form of advertising is as targeted, as relevant, or as adjacent to the “moment of truth” than DOOH advertising.



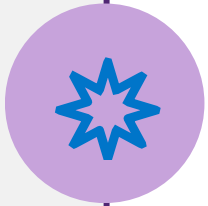
Media Amplifier

DOOH delivers mass reach. Not only does DOOH amplify your message by strengthening the reach and frequency of your entire advertising plan, but it is also the most effective driver of mobile, social, and digital engagement.



Creatively Impactful

DOOH offers a blank canvas that makes a memorable impact. NextGrad speaks “student” with bold, colorful video screens. No other form of higher ed advertising offers as much creative opportunity for powerful storytelling.



Ubiquitous

DOOH is always on, surrounding and immersing students during the day when they are in school. Your message is 100% viewable and can't be blocked, skipped, or clicked by bots.

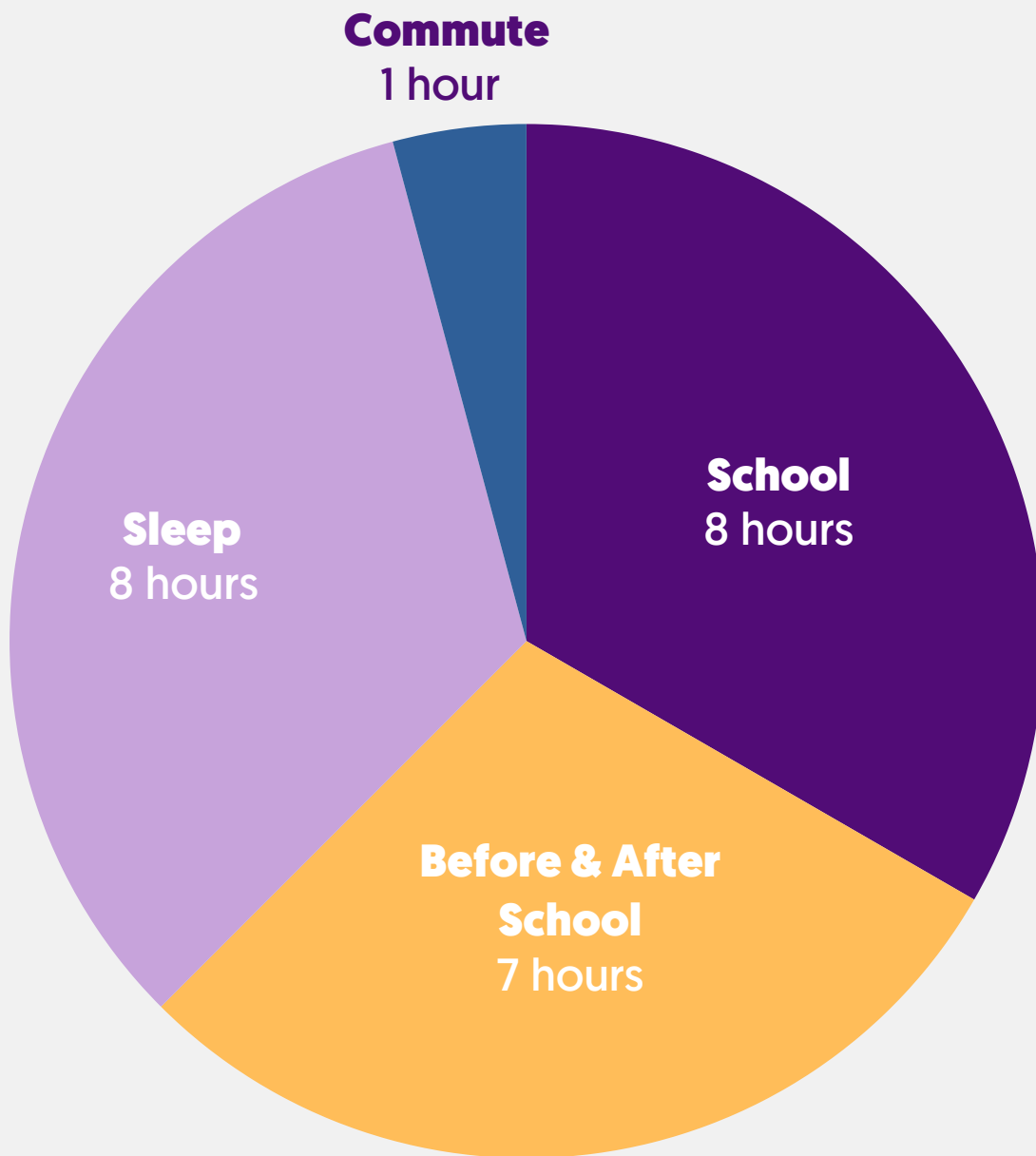


Innovative

DOOH is digitally native and media fluent, utilizing the latest technology and innovation to elevate the art and science of higher ed advertising.

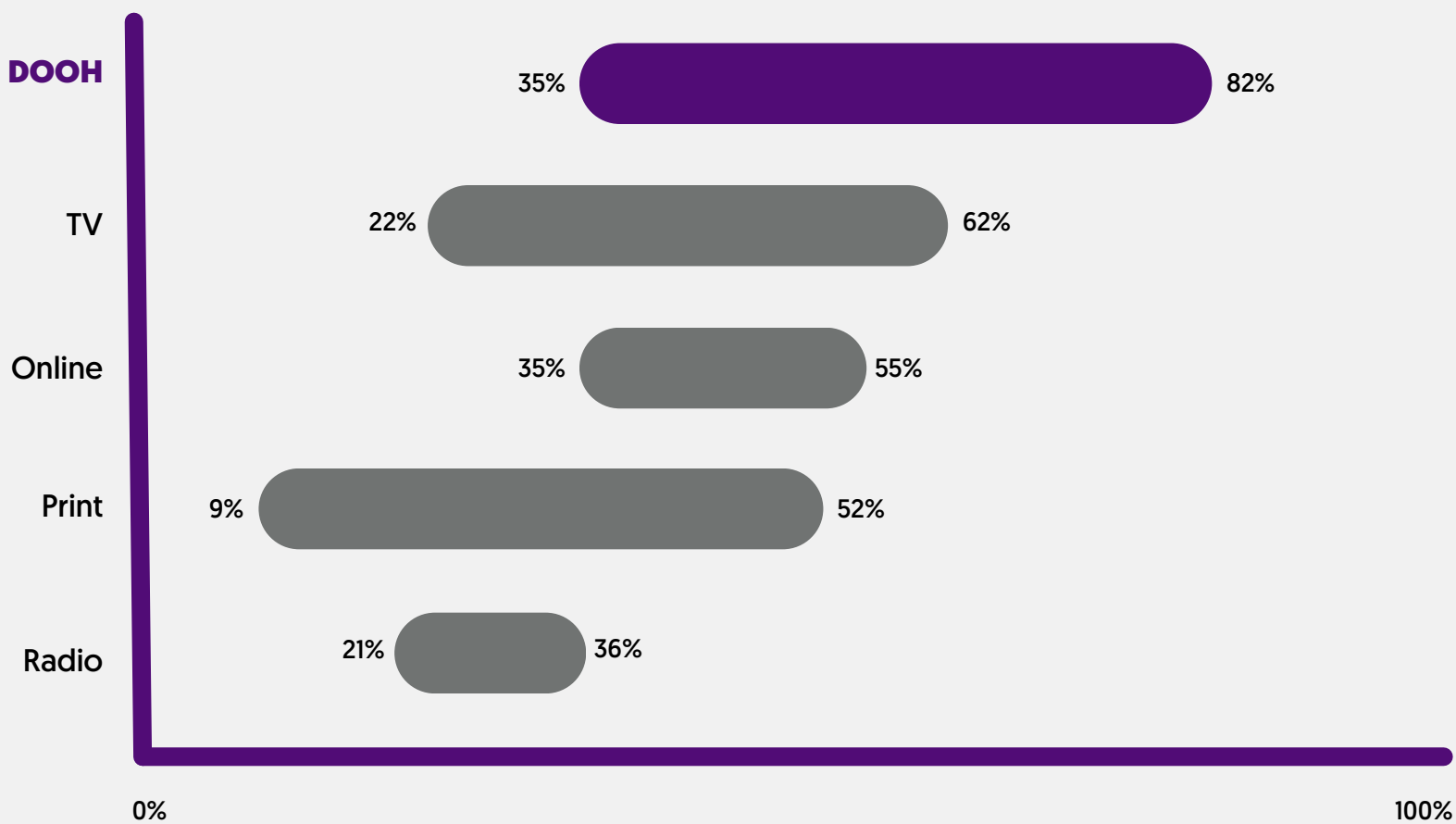
NEXTGRAD IS ALWAYS ON

Surrounds and immerses students for 50% of their waking hours.



DOOH ADVERTISING EFFECTIVENESS

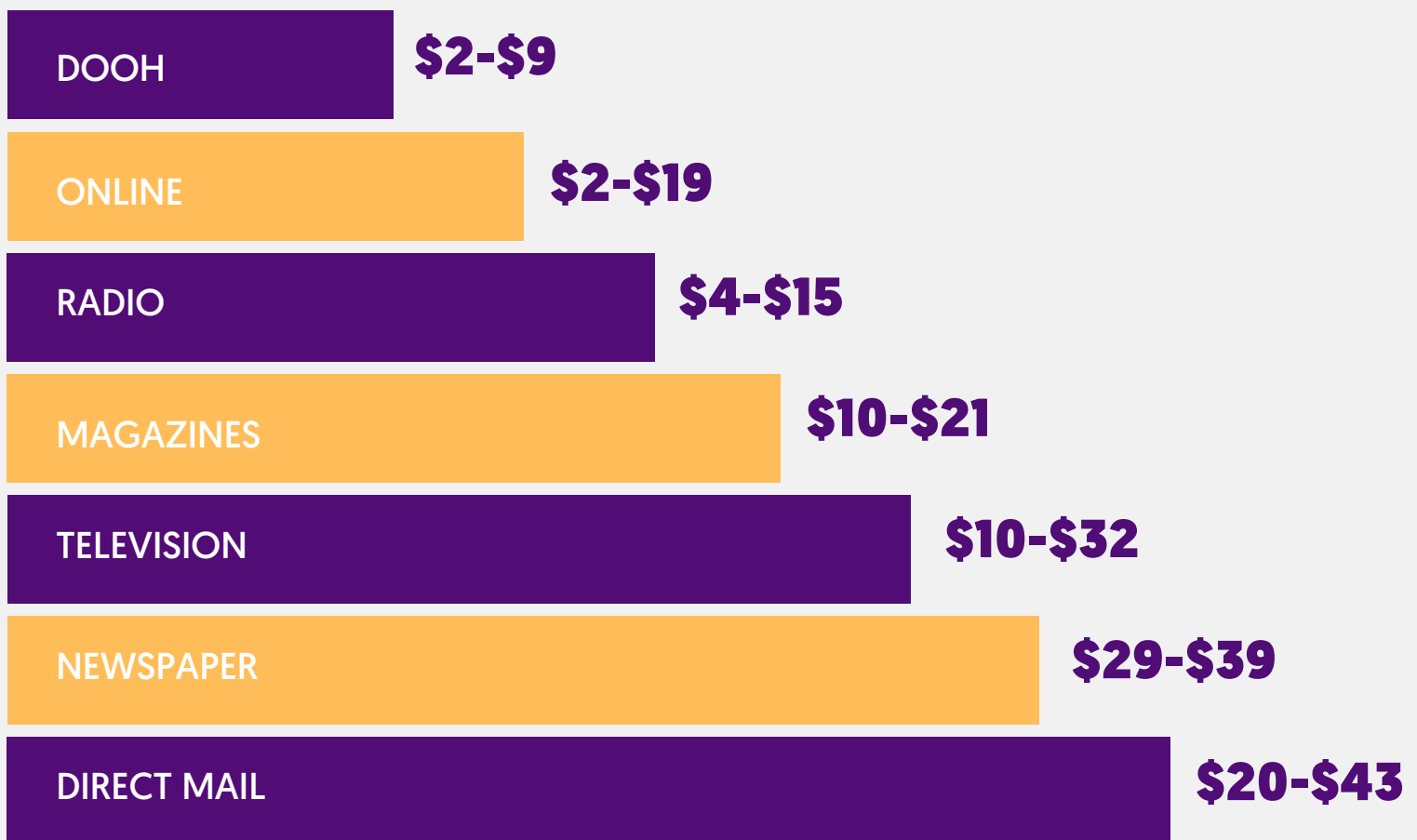
Best unaided and aided recall.



Source: PJ Solomon & Wall Street Research, 2021.

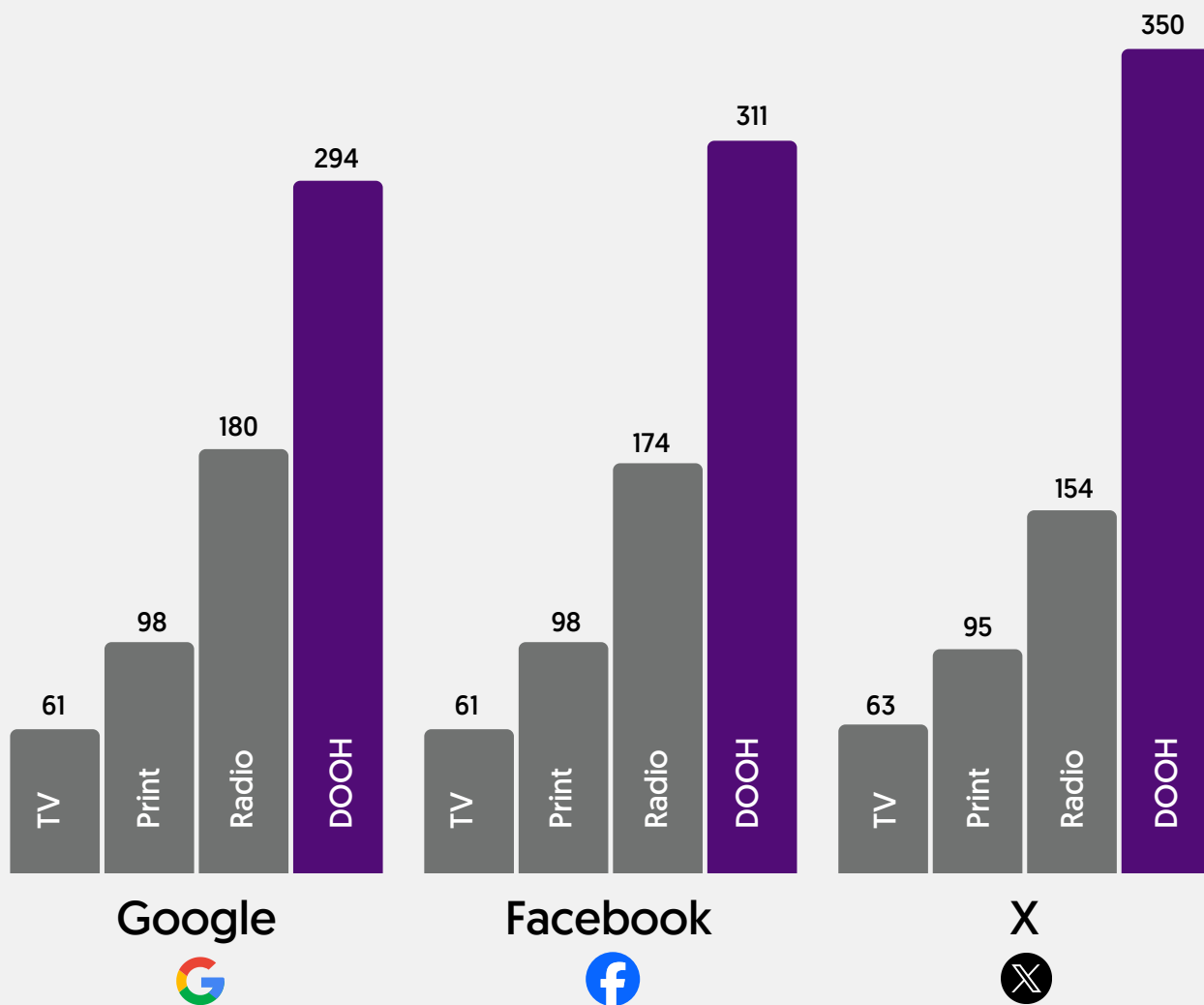
COST COMPARISONS PER 1,000 VIEWERS

Digital out of home costs significantly less than other media.



BEST DRIVER OF ONLINE ENGAGEMENT

Online activity index per advertising dollar.



Source: Nielsen, 2014.

NextGrad 

www.nextgrad.com