

HOWATSON

+ DIGITAL OOH 2025+

SIGNALS FROM
THE FUTURE



+ COMPANYY





IF THIS IS WHAT TODAY'S BEST DOOH LOOKS LIKE... WHAT WILL BLOW US AWAY IN 2025 AND BEYOND?

Outdoor Grand Prix Winner, Cannes Lions 2025

A city street at night, featuring a large, illuminated Coca-Cola billboard on a building. The billboard displays the classic script logo with 'Enjoy' above and 'Coke' below. The street is lit by streetlights, and traffic lights are visible. The scene is a mix of modern and older architecture.

THIS ISN'T OOH 101...

HERE'S WHERE EMERGING TECH, CULTURAL CHANGE, AND
CREATIVITY WILL COLLIDE TO RESHAPE THE MEDIUM IN THE NEXT
3-5 YEARS

**FUTURE SHIFTS FOR
DOOH**



**AI CONTEXT
AWARENESS**



**CITY-SCALE
SYNCED
NETWORKS**



**VALUE
EXCHANGE
IN PUBLIC
SPACE**



**EMOTIONAL
LY
INTELLIGENT
MEDIA**

The background image shows the England women's football team celebrating their victory at the UEFA Women's Euro 2025. They are on a podium, wearing white jerseys with blue accents and blue shorts, with gold medals around their necks. A large purple banner above them reads "WINNERS" and "UEFA WOMEN'S EURO 2025". To the right, a large flag of England is visible. The scene is filled with confetti and a cheering crowd in the background.

THE SHIFT FROM LOCATION-AWARE TO CONTEXT-AWARE AI

- + Today: Most digital OOH targeting is about place, time, and basic contextual triggers.
- + Tomorrow: OOH powered by AI that reads not just where and when, but what's happening culturally right now, pulling creative from a live content graph
- + E.g.
 - + A sports brand's creative changes within seconds in reaction to a viral moment on TikTok.
 - + AI can also predict micro-moments e.g., anticipating crowd mood after a protest

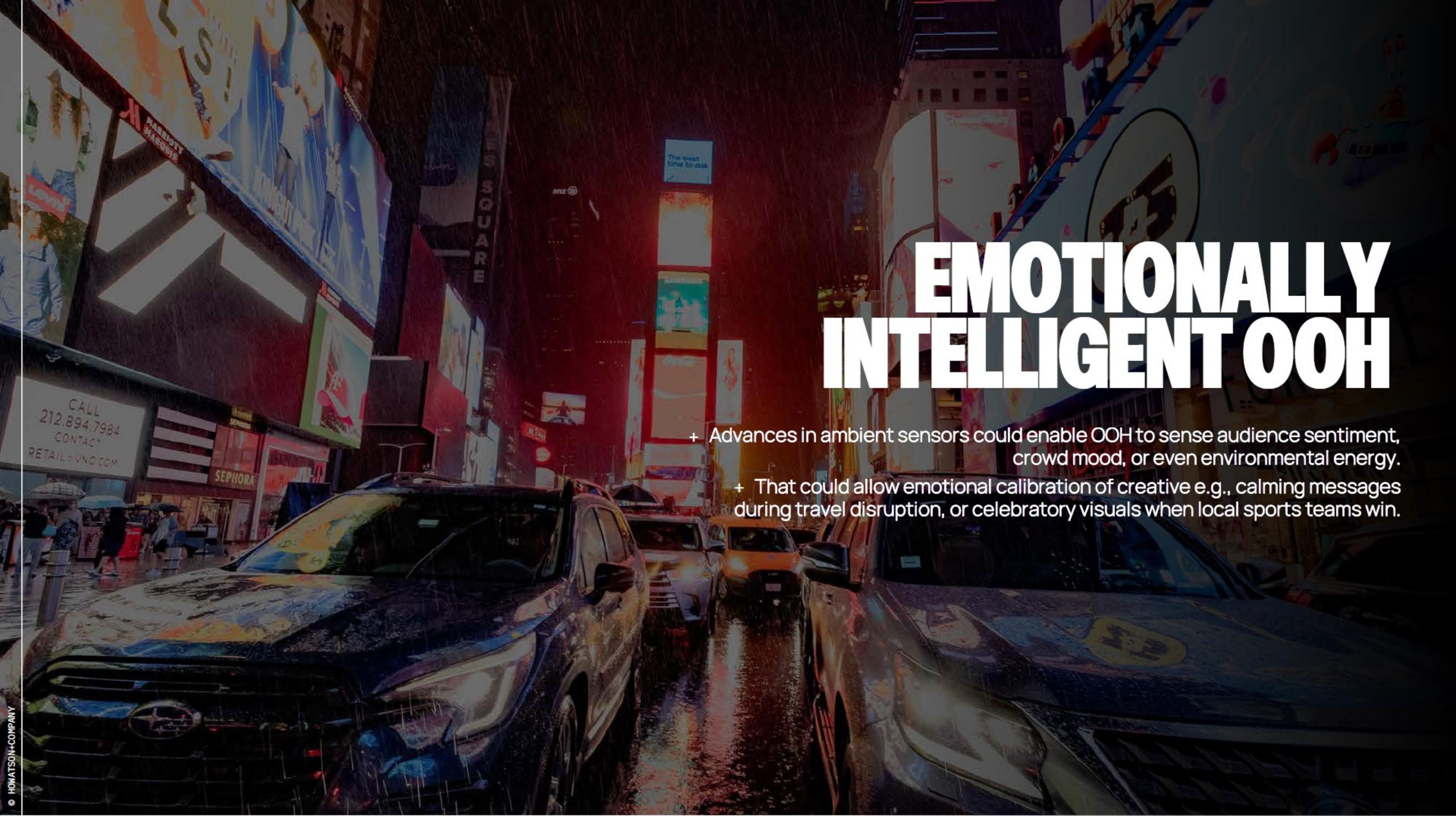


FROM ADVERTISING TO PUBLIC UTILITY

- + In some markets, screens will deliver useful, personalised services (wayfinding, local event info, translation help). Brands can subsidise or power these.
- + E.g: In Japan, vending machines with digital displays run ads when idle, but provide free Wi-Fi or emergency alerts when needed.

DIGITAL OOH AS A CITY-SCALE NETWORK

- + With the rise of smart cities, digital OOH may essentially become an always-on skin for real-world space.
- + Imagine a district where building facades, transport hubs and even street furniture are programmable media surfaces, creating immersive brand moments woven into the physical environment.
- + Digital OOH could be synchronised at scale, creating mass city-wide takeovers, not in static "slots" but in constantly shifting narrative moments.



EMOTIONALLY INTELLIGENT OOH

- + Advances in ambient sensors could enable OOH to sense audience sentiment, crowd mood, or even environmental energy.
- + That could allow emotional calibration of creative e.g., calming messages during travel disruption, or celebratory visuals when local sports teams win.

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SEPHORA

... SQUARE

The best time to ask

anz @

A hand with a tattooed forearm holds a golden Oscar statuette. The background is a warm, bokeh pattern of light circles. The text "WHAT IF WE APPLIED THIS THINKING..." is overlaid in white, bold, sans-serif font across the center of the image.

WHAT IF WE APPLIED THIS THINKING...

KITKAT – PHONE BREAK

Grand Prix OOH – Cannes Lions 2025

Why it's great:

- + Smartly adapts a single campaign idea across multiple everyday contexts – crowded areas, commutes, and street-level dwell time
- + Shows the power of situational relevance without overcomplicating the creative

Future push:

What if the creative responded not just to environment type, but to moment-to-moment cultural signals?



Isn't it time to have a...

PARIS 2024 - OPENING CEREMONY

Grand Prix OOH – Cannes Lions 2025

Why it's great:

- + Transformed the entire city into a stage, synchronising DOOH to amplify a shared cultural event
- + Showed the scale + spectacle potential of public space media

Future push:

What if global events became participatory citywide experiences? DOOH could sync with AR glasses or mobile layers, letting fans interact live – voting, cheering, or even painting the city in their team's colours.





STELLA ARTOIS - CLAUSTROBARS

Gold - Cannes Lions 2025

Why it's great:

- + Cinematic, human moments crafted as mini storytelling "scenes" in public space
- + Works emotionally in high-clutter environments by feeling more like culture than advertising

Future push:

What if this adapted tonally to public sentiment, weather, and crowd mood in real time?



HEINZ – IT HAS TO BE

Gold – Cannes Lions 2025

Why it's great:

- + Strips back to pure visual branding – Heinz red + minimal copy = instant comprehension
- + A masterclass in consistency through simplicity

Future push:

What if Heinz created bursts synced to mealtimes, sports events, or local food rituals, so the brand feels like it's part of the culture of eating, not just an advertiser?



LYNX - SCRATCH & SNIFF

Gold - Cannes Lions 2025

Why it's great:

- + Breaks the boundaries of traditional OOH by adding a new sense
Turns a passive medium into an interactive, playful experience in public space
- + Bold, talked-about stunt that drives memorability and social sharing

Future push:

What if multisensory OOH became programmable and adaptive? Imagine billboards that shift not just visuals but scents, soundscapes, or even temperature in real time?



COCA COLA - SHADES OF RED

Gold - Cannes Lions 2025

Why it's great:

- + Smartly adaptable to multiple environments and executions, yet instantly recognisable as Coke
- + Balances consistency with flexibility – globally relevant, but locally resonant

Future push:

What if the distinctive assets evolved daily, pulling from local art, fashion, or music culture? “Coca-Cola Red” could look different in every city, tuned to its cultural ecosystem while staying immediately identifiable.



OPPORTUNITY EDGES FOR DOOH 2025+

FROM DYNAMIC TO GENERATIVE

Real-time creative designed by AI, not just selected from a pre-made set.

OOH AS A CULTURAL MIRROR

Campaigns that reflect exactly what's happening in culture, politics, or audience mood at a hyperlocal level.

INTERGRATED SENSING & INTERACTION

Inventory reacting to crowd size, sentiment, weather, or AR overlays.

CITY-SCALE EXPERIENCES

Coordinated takeovers where every ad surface is part of one evolving narrative.



**WHAT HAPPENS WHEN THE MOST USEFUL,
JOYFUL,
OR EMOTIONAL THING YOU SEE IN THE CITY,
IS AN AD?**