

STATE OF THE
NATION
Programmatic DOOH 2024



VIOOH

Brazil market highlights

In partnership with

mtm

Brazil Market Highlights



EXECUTIVE SUMMARY

- ◆ **prDOOH advertising is gaining significant traction in Brazil, with marketers projecting an average 27% increase in investment over the next 18 months.** This growing interest is reflected in the fact that roughly half (51%) of all DOOH campaigns in Brazil are now purchased programmatically
- ◆ **Brazilian marketers are increasingly embracing a multi-channel approach,** often combining prDOOH with direct-sold DOOH, display, and social media advertising for both brand-building and performance-driven campaigns
- ◆ In Brazil, DSPs hold the second-largest share (56%) in prDOOH planning and buying after specialist OOH agencies, the highest among all surveyed markets, **suggesting a growing trend towards holistic audience-based purchasing**
- ◆ **Nearly half (43%) of Brazilian marketers are diverting funds from other digital channels, while 29% are shifting budgets from traditional channels.**
- ◆ In line with global trends, **Brazilian marketers prioritise sales lift (44%) as the primary metric for measuring prDOOH success.** However, they place a notably higher emphasis on brand awareness and purchase consideration surveys (41%) compared to their global counterparts
- ◆ **Providing comprehensive training and educational resources** highlighting prDOOH's value, establishing industry standards, and offering guidance on seamless multi-channel integration would further accelerate prDOOH's adoption in the Brazilian market

INTRODUCTION

VIOOH partnered with international research and strategy agency, MTM, to survey 1,200 advertisers and agencies across five key global markets - the US, UK, Australia, Germany, France, and an additional guest market, Brazil - to gain insights into the current state of prDOOH advertising. Participants in this research have already purchased prDOOH in the past 12 months or are digital buyers open to purchasing it. This report focuses on findings specific to the Brazilian market.

Since Brazil is a guest market featured in this year's SOTN report, year-over-year comparisons are not available.



WHAT IS THE CURRENT STATE OF prD00H IN BRAZIL?



The adoption of programmatic digital out-of-home (prDOOH) in Brazil mirrors that of other surveyed markets over the past 18 months. Despite its relative newness, prDOOH has already been incorporated into a quarter (25%) of campaigns in Brazil, nearing the global average of 27% and indicating strong early adoption in the market¹.

This positive trend is expected to continue, with the average number of media plans that will include prDOOH projected to rise to 32% over the next 18 months².

Despite its relatively recent introduction in Brazil, prDOOH is rapidly gaining traction, with half (51%) of DOOH campaigns in Brazil now exclusively programmatic, and 47% utilising a hybrid mixture of programmatic and direct DOOH. This signifies a notable shift towards embracing the flexibility, agility, and scalability benefits that programmatic buying offers³.

To seize the benefits of prDOOH advertising, nearly half (43%) of Brazilian marketers are reallocating budgets from other digital channels, while 29% are shifting funds from traditional channels⁴. Additionally, 17% are establishing entirely new budgets dedicated to prDOOH⁵, highlighting its growing importance in the Brazilian advertising landscape.

Before 2019, prDOOH was really small. It was just starting, and it has increased a lot in recent years. It's a trend, it's following a widespread digital reform of advertising in general and programmatic buying, and that's extended to out-of-home.

ANA RAQUEL HERNANDES
HEAD OF FLUID, INITIATIVE, BRAZIL

Most of the [drive for adoption] comes from us, from the agencies because we have all the details about the data, technology, and the opportunities to buy media with more efficiency.

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS,
ESSENCE MEDIACOM, BRAZIL



51%

OF DOOH CAMPAIGNS IN BRAZIL
**ALREADY LEVERAGE
PROGRAMMATIC
BUYING ONLY**

¹ C10: Think of the campaigns you've worked on in the past 18 months, for what proportion have you placed, planned, or bought programmatic digital out-of-home advertising?

² C11: Now think of the campaigns you'll be working on in the next 18 months, for what proportion do you think you will place, plan, or buy programmatic digital out-of-home advertising?

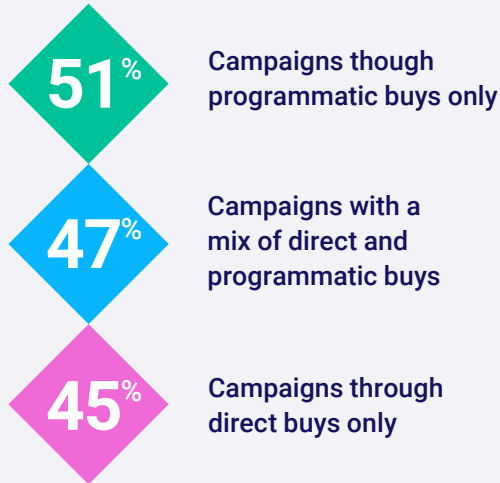
³ B11: In the past 12 months, how have your digital out-of-home campaigns typically been bought?

⁴ Traditional channels refer to the established methods of promoting products and services that pre-date digital marketing. These include television, radio, print media (newspapers, magazines), outdoor advertising (billboards, posters), and direct mail etc.

⁵ C5: If the budget is going to be increased for programmatic digital out-of-home, where is this budget being moved from?

IN THE PAST 12 MONTHS, HOW HAVE YOUR DIGITAL OUT-OF-HOME CAMPAIGNS TYPICALLY BEEN BOUGHT?

USUALLY / ALWAYS



IF BUDGET IS GOING TO BE INCREASED FOR PROGRAMMATIC DIGITAL OUT-OF-HOME, WHERE IS THIS BUDGET BEING MOVED FROM?

Digital channels
(including DOOH)

87%

Traditional channels
(including traditional OOH)

65%

New budget is being added for prDOOH

17%

Source: B11 Base size: all respondents who buy DOOH or prDOOH BR (159). Please note verticals do not equal 100% due to buying methods rated separately on a 5pt scale from 'Never' to 'Always' allowing for overlap of 'Usually/Always' responses.
C5 all respondents increasing prDOOH BR (199). Please note verticals do not equal 100% due to question allowing multi code selection.

prDOOH makes the buying of media easier, because I have more opportunities to buy from more vendors, and I have access to different metrics.

ANA RAQUEL HERNANDES
HEAD OF FLUID, INITIATIVE, BRAZIL

Marketers in Brazil recognise prDOOH's distinct advantages over other out-of-home buying methods, citing the same three key benefits identified globally⁶:



Strong flexibility

prDOOH offers significant flexibility, with minimal lead times. Advertisers can launch campaigns at short notice, adjusting or pausing them at any time. They can also dynamically optimise placements based on real-time campaign performance (66% prDOOH vs. 61% DOOH vs. 51% OOH)



Sustainable and eco-efficient reach

prDOOH is only activated when a relevant audience is present or predefined trigger criteria are met, maximising efficiency compared to DOOH and traditional OOH (65% vs. 57% DOOH vs. 53% OOH).

This emphasis on efficiency is a key factor driving future prDOOH investments for Brazilian marketers, with return on investment (ROI) and value for money cited as the most important considerations (67% each)⁷.



Dynamic creative capabilities

In contrast to static billboards, prDOOH enables advertisers to create dynamic, eye-catching content tailored to specific audiences, maximising engagement and impact (65% prDOOH vs. 52% DOOH vs. 45% OOH).



WHAT ARE THE KEY prD00H TRENDS IN BRAZIL?



1 BRAZILIAN MARKETERS VALUE prDOOH'S VERSATILITY, FINDING IT EFFECTIVE FOR BOTH BRAND AND PERFORMANCE MARKETING

The growth of programmatic DOOH in Brazil has been fuelled, in part, by its proven ability to drive both brand and performance outcomes.

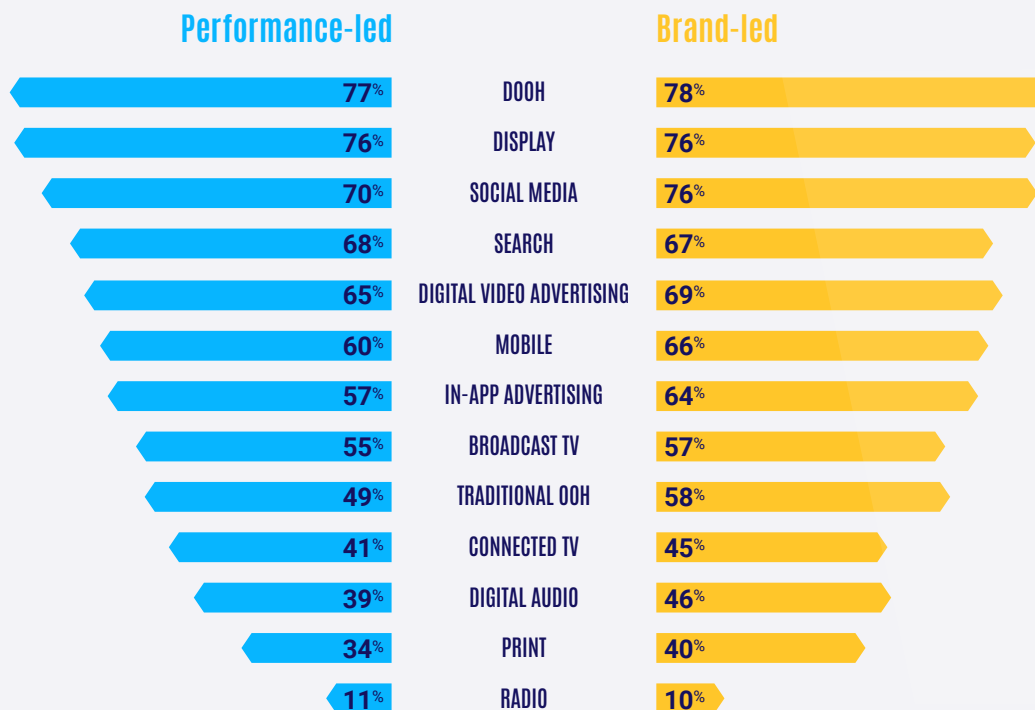
Marketers in Brazil are recognising prDOOH's ability, more than any other channel, to drive performance outcomes (94%) and achieve measurable results⁸.

prDOOH is also widely embraced for brand building, with 81% of marketers recognising it for this purpose. This positions prDOOH as the third most popular channel for brand building alongside display (83%), and just behind social media (84%)⁹.

In fact, Brazilian marketers are using prDOOH's versatility to meet diverse marketing goals, often combining prDOOH with DOOH, display, and social media advertising as part of a multi-channel approach.

This trend highlights the synergistic potential of these channels in reaching a wide audience and maximising campaign impact¹⁰.

THINKING ABOUT PERFORMANCE-LED / BRAND-LED CAMPAIGNS, WHICH CHANNELS WOULD YOU CONSIDER RUNNING PROGRAMMATIC DIGITAL OUT-OF-HOME ALONGSIDE?



Source: D1 / D2 Base size: BR (199)

8 B4: What channels do you see as important for performance-led campaigns?

9 B5: What channels do you see as important for brand-led campaigns?

10 D1: Thinking about performance-led campaigns, which channels would you consider running programmatic digital out-of-home alongside?

2 HOW IS prDOOH PLANNED?

When it comes to campaign planning and buying priorities, Brazilian marketers consistently rank the following factors as top considerations¹¹:

36% Campaign goals

The alignment of prDOOH's capabilities with the desired marketing objectives

36% Scalability

The availability of prDOOH inventory and reach

35% Brand fit

The compatibility of prDOOH with the brand's image and values

Notably, almost a third of Brazilian marketers (32%) also prioritise sustainability in their decision-making process. This reflects a growing emphasis on eco-friendly marketing practices, an area where prDOOH excels.

3 DSPs PLAY A LARGER ROLE IN BRAZIL IN PURCHASING prDOOH THAN OTHER MARKETS

In Brazil, OOH specialist media agencies are the primary force behind prDOOH planning and buying (85%). However, DSP managed services hold the second-largest planning and buying share (56%), the highest among all surveyed¹² markets, suggesting a growing trend towards audience-based prDOOH buying across media owners.

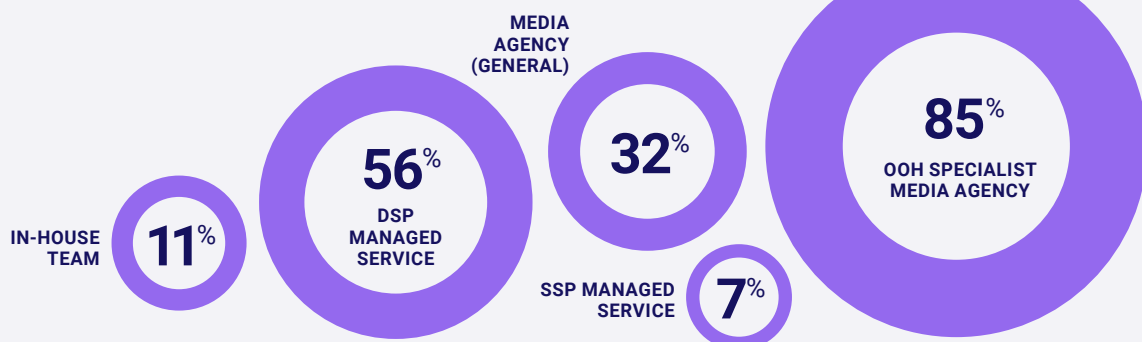
Brazil's relatively nascent prDOOH market may also contribute to the high DSP adoption rate. With fewer established agencies specialising in prDOOH buying, DSPs face less competition, allowing for greater acceptance and utilisation of this purchasing method.

56%

IN BRAZIL, 56% OF SURVEYED MARKETERS PURCHASE prDOOH THROUGH A DSP,

THE HIGHEST PERCENTAGE OF ALL SURVEYED MARKETS

WHO HAS TYPICALLY BEEN RESPONSIBLE FOR PLANNING AND BUYING PROGRAMMATIC DIGITAL OUT-OF-HOME IN THE LAST 12 MONTHS?



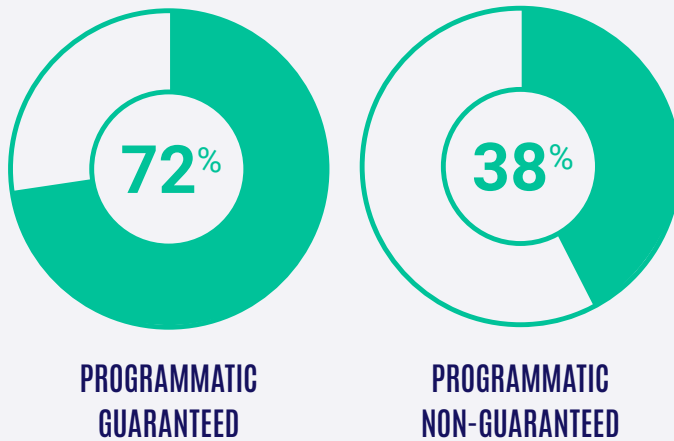
Source C1: Base size: all advertisers who place OOH BR (73)

¹¹ B8: How important are the following factors in your media planning and buying decisions? Please select top five considerations and rank them in priority order (e.g. the most important factor first).
¹² C1: Who has typically been responsible for planning and buying programmatic digital out-of-home in the last 12 months?

4 DEAL TYPES

In Brazil, as the programmatic DOOH market gains momentum, programmatic guaranteed deals have emerged as the preferred method for purchasing programmatic advertising, favoured by 72% of buyers¹³. This trend aligns with observations in other nascent programmatic markets, where the guaranteed nature of these deals offers greater control and predictability for advertisers entering a new and evolving landscape.

PREFERRED DEAL TYPE



Source B10: Base size: all advertisers who place OOH BR (116)

Initially, we used [prDOOH] primarily for branding campaigns, but now, with the various size options and inventory available on the DSP, we are able to use it for more strategies and campaigns of different sizes. Especially the smaller formats in elevators, for example, which we have been using extensively for consideration campaigns.

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS, ESSENCE MEDIACOM,
BRAZIL

¹³ B10: Of the following methods, which are your most preferred way(s) to buy programmatic advertising?

5 BRAZILIAN MARKETERS USE POST-CAMPAIGN SURVEYS TO PROVE THE EFFECTIVENESS OF prDOOH

While sales uplift aligns with global trends as the primary metric for measuring prDOOH campaign success in Brazil (44%), there's a noteworthy divergence in the secondary metrics utilised.

Unlike their global counterparts, Brazilian marketers place a higher priority on measuring brand awareness and purchase consideration through post-campaign surveys (41%)¹⁴. This unique emphasis likely stems from the prevalence of OOH media agencies managing prDOOH campaigns in Brazil, as these agencies traditionally rely on such surveys to evaluate the effectiveness of direct-sold DOOH campaigns.

In fact, prDOOH's impact beyond sales metrics plays a crucial role not only in measurement but also in planning, buying, and executing prDOOH campaigns. Nearly a third of marketers (31%) in Brazil consider cross-channel measurement and data-driven insights for direct response as crucial factors influencing their future investments in the format¹⁵.

OOH is a [high] impact format. The key metrics [to measure] are those impact metrics such as the impressions, number of people, and the number of interactions.

ANA RAQUEL HERNANDES
HEAD OF FLUID, INITIATIVE, BRAZIL

We are still working with DOOH using offline KPIs, such as impressions, cost per impact, and most of our purchases are still being made through private deals on the DSP. We need to evolve our buying approach to increasingly integrate with the overall digital campaign, thus achieving an integrated view of our campaigns.

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS,
ESSENCE MEDIACOM, BRAZIL

¹⁴ D5: How do you see measurement/attribution in programmatic digital out-of-home being measured?

¹⁵ C8: Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?



WHAT IS THE FUTURE OUTLOOK FOR prDDOH IN BRAZIL?



The growth of programmatic DOOH in Brazil is expected to continue, with marketers planning to increase their spend in the channel by an average of 27% over the next 18 months¹⁶. However, several barriers to adoption remain.

The limited availability of prDOOH deals (48%) emerges as the most significant challenge for Brazilian marketers, likely due to the market's relative infancy. Media owners are still building out their programmatic offerings and infrastructure, while the fragmented nature of the OOH market in Brazil, with numerous smaller players, may also be a contributory factor.

We still don't have the entire inventory available for programmatic media. Brazil is a large country, so if my strategy needs to target the biggest cities, I'm completely confident that we already have good options available for DOOH purchases. However, if I need to reach smaller towns, inland, on the coast, or in some areas further away from the main capitals, prDOOH does not yet cover that, and I still need traditional [OOH].

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS,
ESSENCE MEDIACOM, BRAZIL

Further challenges arise from the novelty of prDOOH in Brazil. Nearly half (43%) of marketers struggle to grasp prDOOH's role within a multi-channel campaign, and 42% grapple with measurement and attribution¹⁷. Addressing these hurdles will be crucial for continued growth. Specifically, providing more robust data to support direct response measurement would enhance prDOOH's perceived value and encourage further investment from Brazilian marketers¹⁸.



27%

ADVERTISERS PLAN TO INCREASE SPEND IN PROGRAMMATIC DIGITAL OUT-OF-HOME

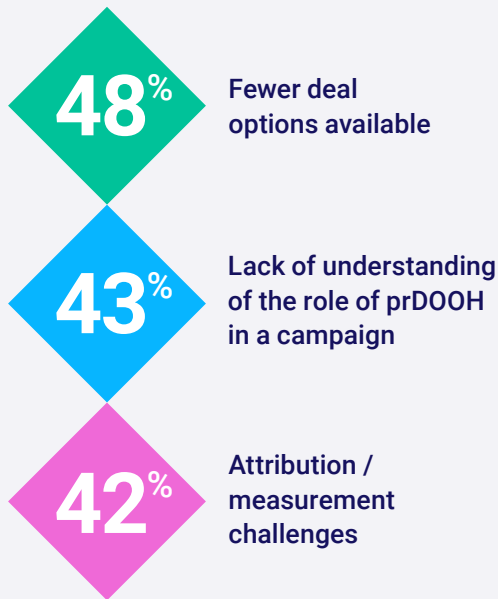
BY AN AVERAGE OF 27%
OVER THE NEXT 18 MONTHS

¹⁶ B7: How do you think your advertising investment in the following media will change in the next 18 months?

¹⁷ C15: Which of the following, if any, are preventing you from adopting more programmatic digital out-of-home campaigns in your media plan?

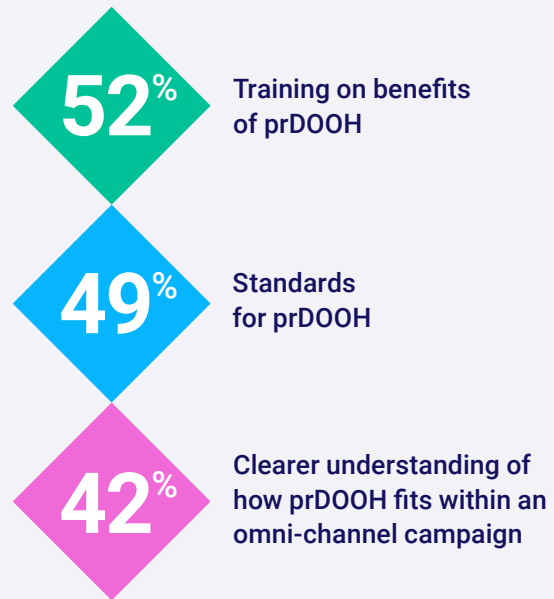
¹⁸ C8: Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?

WHICH OF THE FOLLOWING, IF ANY, ARE PREVENTING YOU FROM ADOPTING MORE PROGRAMMATIC DIGITAL OUT-OF-HOME CAMPAIGNS IN YOUR MEDIA PLAN?



Source: C15, D4. Base size: BR (199)

WHICH, OUT OF THE FOLLOWING, WOULD HELP YOU LEARN MORE ABOUT PROGRAMMATIC DIGITAL OUT-OF-HOME ADVERTISING?



As a result of these challenges, around half of Brazilian marketers (52%)¹⁹ are actively seeking training on prDOOH's benefits, recognising its potential but needing guidance to unlock its full value.

Beyond education, establishing industry-wide standards for prDOOH, including technical specifications, creative guidelines, and measurement best practices, is a top priority for around half (49%) of Brazilian marketers. This would foster greater transparency, interoperability, and ultimately, accelerate market growth.

Furthermore, 42% of marketers in Brazil express a need for guidance on effectively integrating prDOOH into multi-channel campaigns to maximise its impact. This support would enable them to identify optimal channel combinations and develop cohesive strategies that leverage the strengths of both prDOOH and other advertising channels.

We don't have all the technologies like in the US or Europe, so we need all the tech companies to invest in us as well, because we are a big market and we already have an established channel here.

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS,
ESSENCE MEDIACOM, BRAZIL

Actionable audiences are still a challenge in a country like Brazil, we still have many parts of the country that are not covered by DOOH. Training people to use the tools in general, and providing education on how to build and activate audiences would help.

ANA RAQUEL HERNANDES
HEAD OF FLUID, INITIATIVE, BRAZIL

¹⁹ D4: Which, out of the following, would help you learn more about programmatic digital out-of-home advertising?

To further elevate the understanding of prDOOH's benefits and encourage increased investment, Brazilian marketers seek insights into its impact on other digital channels (37%), access to proximity (36%) and real-time audience data (35%), and the ability to purchase specific environments like airports and malls (36%)²⁰. These capabilities would empower marketers to refine their targeting, optimise campaign performance, and ultimately drive greater returns on their prDOOH investments.

While Dynamic Creative Optimisation (DCO) is not yet a force in Brazil, it is poised to become a key driver of future growth in the market.

In fact, Brazilian marketers consider dynamic creative capabilities the top benefit of programmatic advertising²¹, with 24% deeming DCO crucial for future prDOOH investment²². This highlights the growing recognition of DCO's potential to enhance campaign performance and engagement.

However, the adoption of DCO in Brazil may encounter challenges such as connectivity issues and limited inventory, potentially hindering the smooth delivery of dynamically optimised ads.

Despite these obstacles, the trend towards DCO, as highlighted in the global white paper, suggests that Brazilian marketers will likely embrace its benefits in the coming years. This could lead to significant advancements in prDOOH campaign effectiveness and further propel the growth of programmatic advertising in Brazil.

The client has many rules regarding the creative aspects and brand safety. I need to approve all formats, all creations... and when we're talking about [DCO], the beauty of it is its reach. We can do it quickly, we can create many formats, and we can have a lot of content for different audiences, but I think we still need to improve and spread the technology and the use of data in creation.

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS,
ESSENCE MEDIACOM, BRAZIL

We have a tool that we are trialling for DCO, but we're still not there - it's not exactly what we want in terms of the creative results.

ANA RAQUEL HERNANDES
HEAD OF FLUID, INITIATIVE, BRAZIL

I think before we start to talk about DCO in [prDOOH], we need to talk about the metrics, we need to talk about the inventory, we need to talk about the possibilities in buying this media [overall].

ISABELLA RODRIGUES,
EXECUTIVE DIRECTOR, CLIENT SOLUTIONS,
ESSENCE MEDIACOM, BRAZIL

20 C8: Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?

21 B1: We will now show you a list of attributes and media types. Please choose any of the media you feel deliver against these attributes.

22 C8: Which of the following would you like to see in order to give programmatic digital out-of-home campaigns more value and make you invest more?

CONCLUSION

Despite being in its early stages, prDOOH in Brazil is exhibiting strong growth and holds immense potential. The unique advantages of prDOOH, combined with the growing interest among media professionals to incorporate it into their plans, point to a promising future. By addressing current challenges and continuing to educate the market on its benefits, prDOOH is poised to become a major player in Brazil's dynamic advertising landscape.

For more insights and to explore how Brazil compares within the global prDOOH landscape, access the VIOOH State of the Nation 2024 Global White paper [**HERE**](#).

BRAZIL SAMPLE PROFILE

SIZE OF ADVERTISING BUDGET



COUNTRY

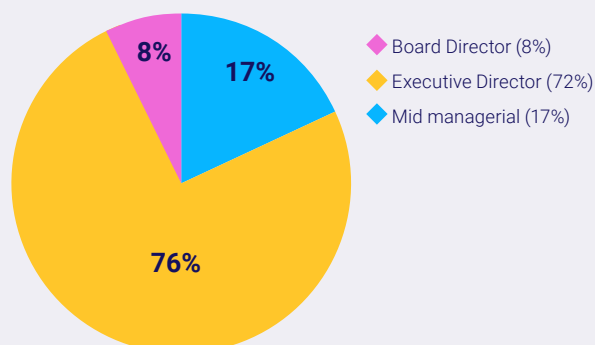


N=199

SECTOR

Sector Net	Percentage
Retail, luxury, clothing, FMCG/CPG	27%
Food, Drink, Hospitality	23%
Academic, gov, non-profit, healthcare	12%
Tech, telco	11%
Finance, advertising, consulting	9%
Automotive, transport	7%
Property, utilities	7%
Entertainment, gambling	6%

MANAGERIAL RESPONSIBILITY



ORGANISATION TYPE

