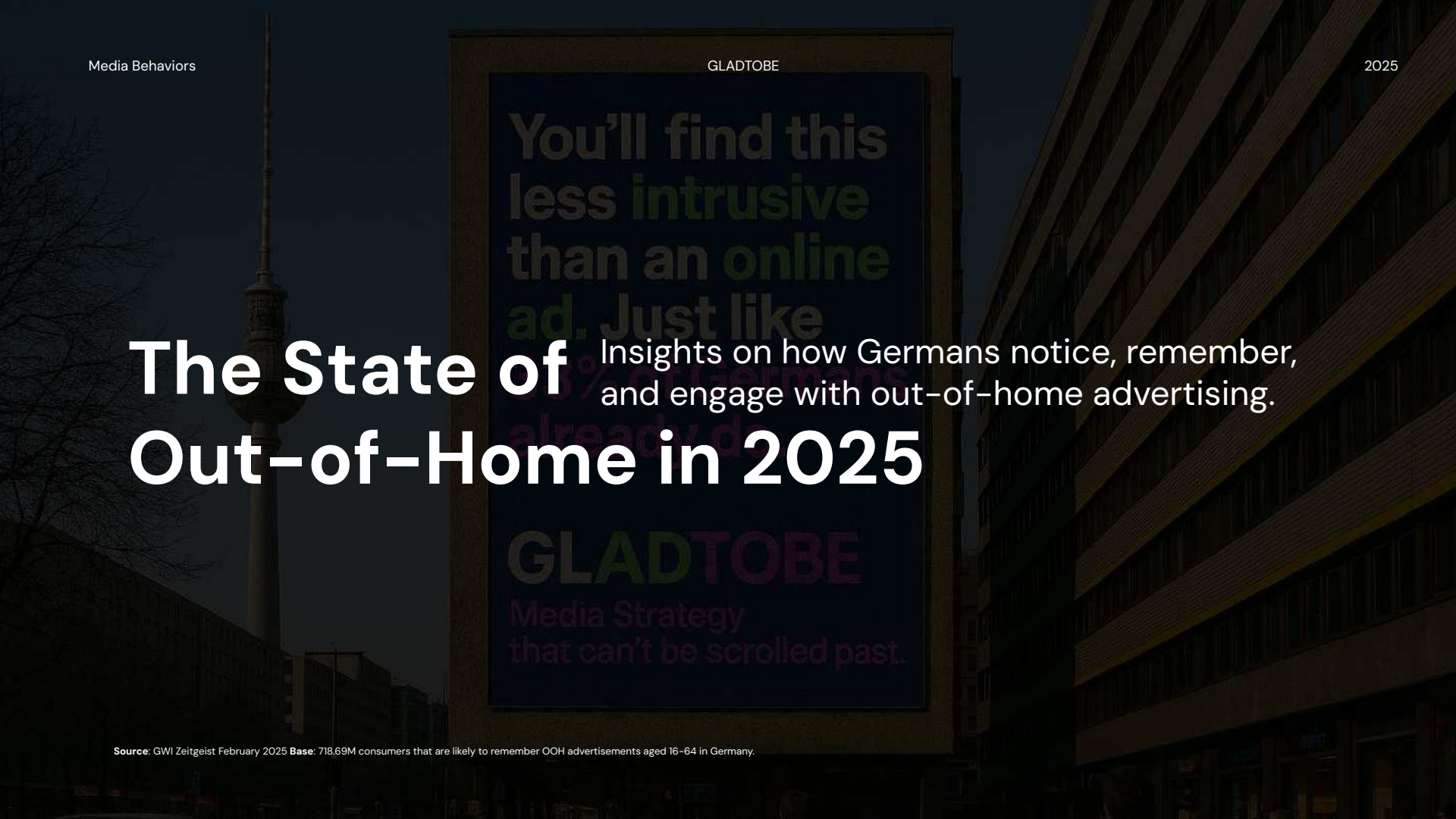

You'll find this less intrusive than an online ad. Just like 33% of Germans already do.
GLADTOBE
Media Strategy
that can't be scrolled past.



The State of Out-of-Home in 2025

Insights on how Germans notice, remember, and engage with out-of-home advertising.

Source: GWI Zeitgeist February 2025 **Base**: 718.69M consumers that are likely to remember OOH advertisements aged 16-64 in Germany.

30–38% across all age groups say OOH is less intrusive than online ads.

OOH advertising stands out in times of ad-blocking. While this benefit holds across demographics, younger Germans are also more likely to find OOH memorable and creative. Among 16–24s, 18.4% say OOH 'sticks in their mind more'—twice that of those aged 55–64.

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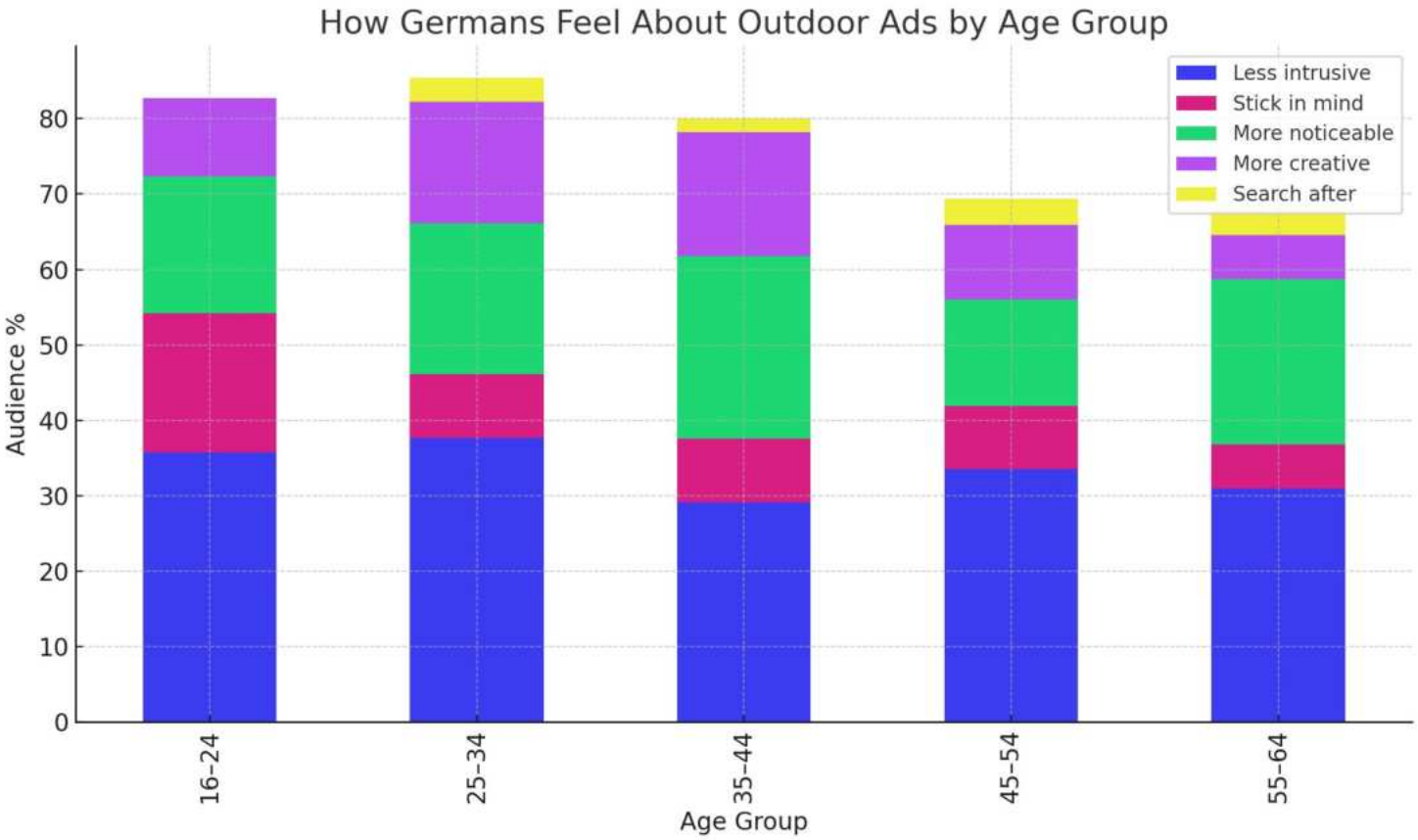
How Germans Feel About Outdoor Ads by Age Group
Less intrusive
Stick in mind
More noticeable
More creative
Search after
Audience %
0
10
20
30
40
50
60
70
80
16–24
25–34
35–44
45–54
55–64
Age Group

Consumers are more likely to see OOH ads on the road than they are on foot

16–24s have the highest exposure to OOH placements, especially roadside (59.4%) and bus stops (37.8%). Exposure declines with age, highlighting the value of urban and mobile formats for reaching younger Germans.

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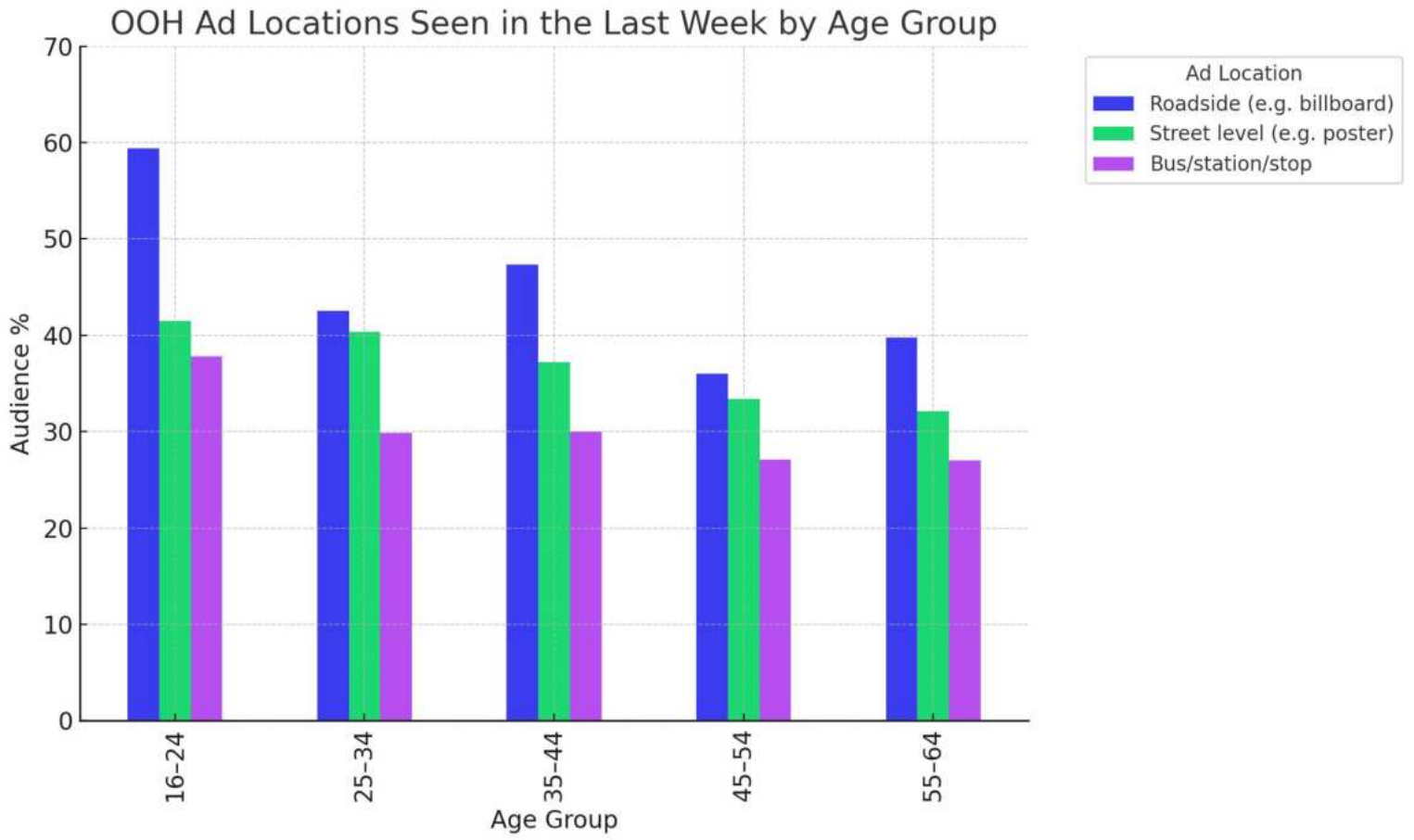
OOH Ad Locations Seen in the Last Week by Age Group
Audience %
70
60
50
40
30
20
10
0
16–24
25–34
35–44
45–54
55–64
Age Group
Ad Location
Roadside (e.g. billboard)
Street level (e.g. poster)
Bus/station/stop

Nearly 1 in 2 Germans are likely to recall a product from OOH

OOH delivers a memory lift across all age groups. 35–44s are strongest, with 43% saying they're fairly likely to recall a product. Even younger audiences (16–24) show a net positive effect: 44.9% fairly likely vs. 35.6% fairly unlikely.

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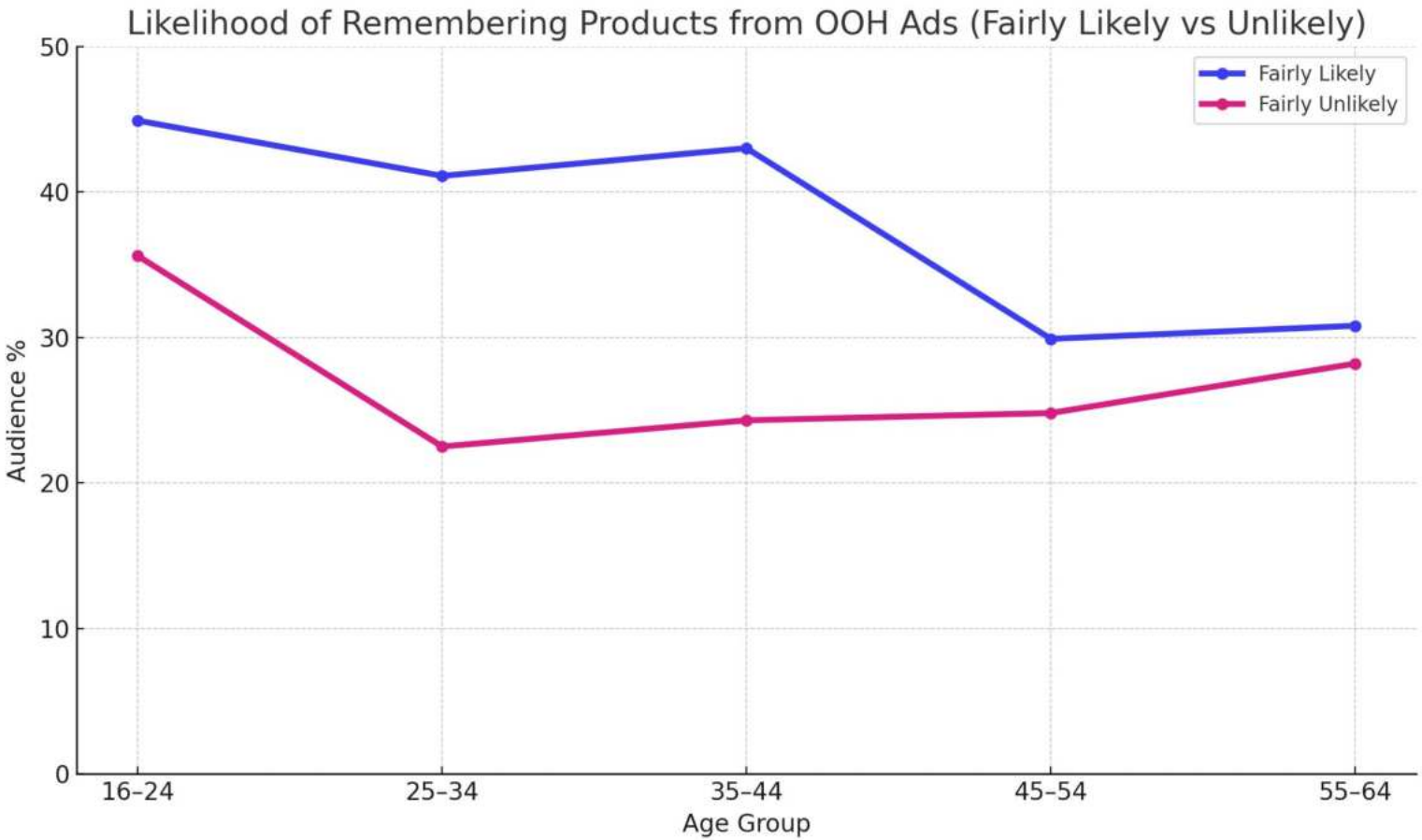
Likelihood of Remembering Products from OOH Ads (Fairly Likely vs Unlikely)
Fairly Likely
Fairly Unlikely
Audience %
50
40
30
20
10
0
16–24
25–34
35–44
45–54
55–64
Age Group

Food, travel, and experiences top the OOH recall leaderboard

- 16–24s remember experiences (24.4%) and clothes (21.7%)
- older Germans (55–64) recall food (26.1%) and travel (17%)
- Alcohol ads peak among 25–34s (15.3%) and decline with age.

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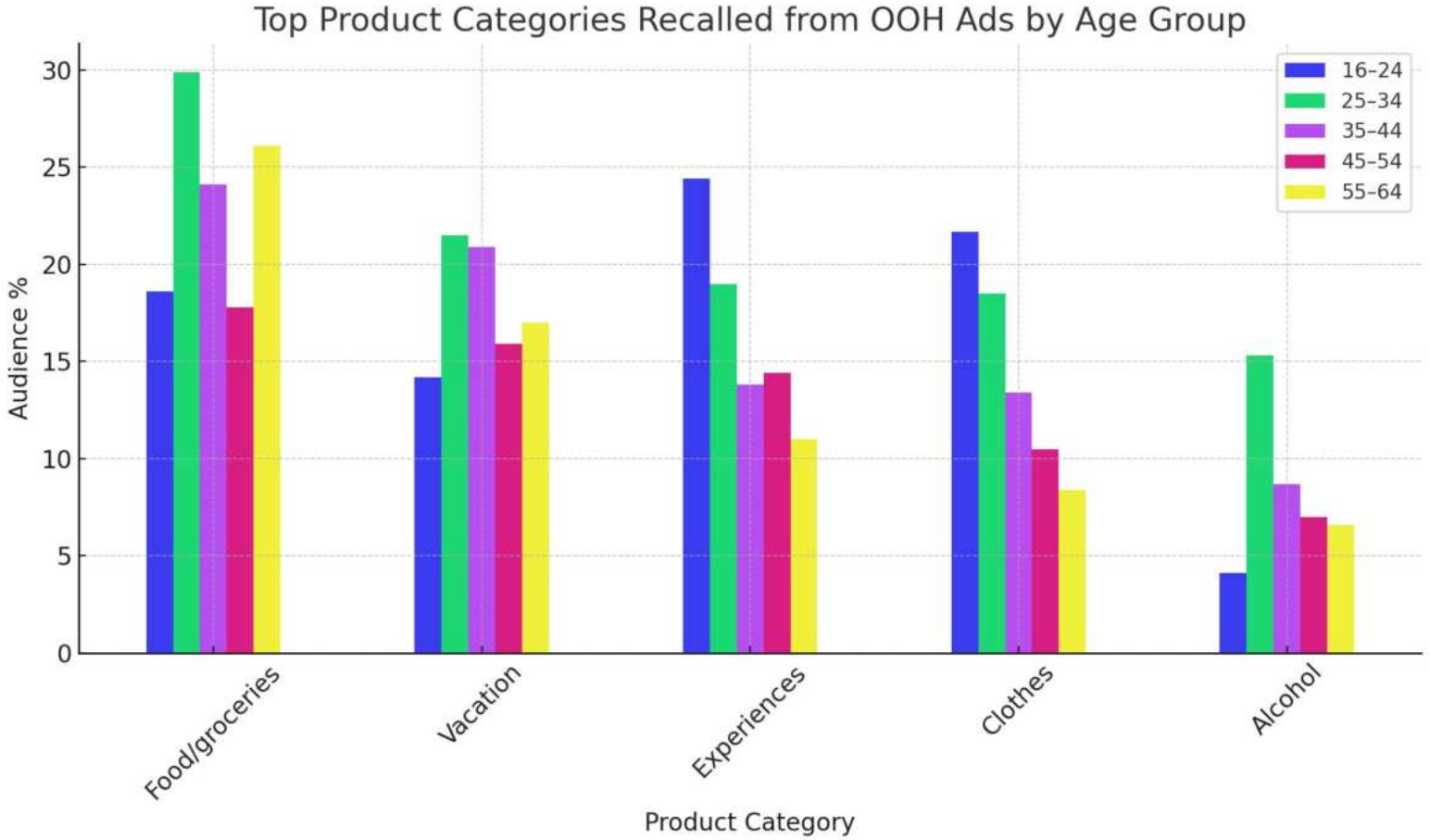
Top Product Categories Recalled from OOH Ads by Age Group
Audience %
0
5
10
15
20
25
30
16–24
25–34
35–44
45–54
55–64
Food/groceries
Vacation
Experiences
Clothes
Alcohol
Product Category

Humor works across all ages — over 42% of Germans engage with OOH ads that entertain

Humor is the top hook for every age group, with engagement rates above 43%. But after that, the split appears: 16–24s are drawn to interactive features like QR codes (25.5%) and environmental elements (28.9%), while older users value timely relevance and clarity.

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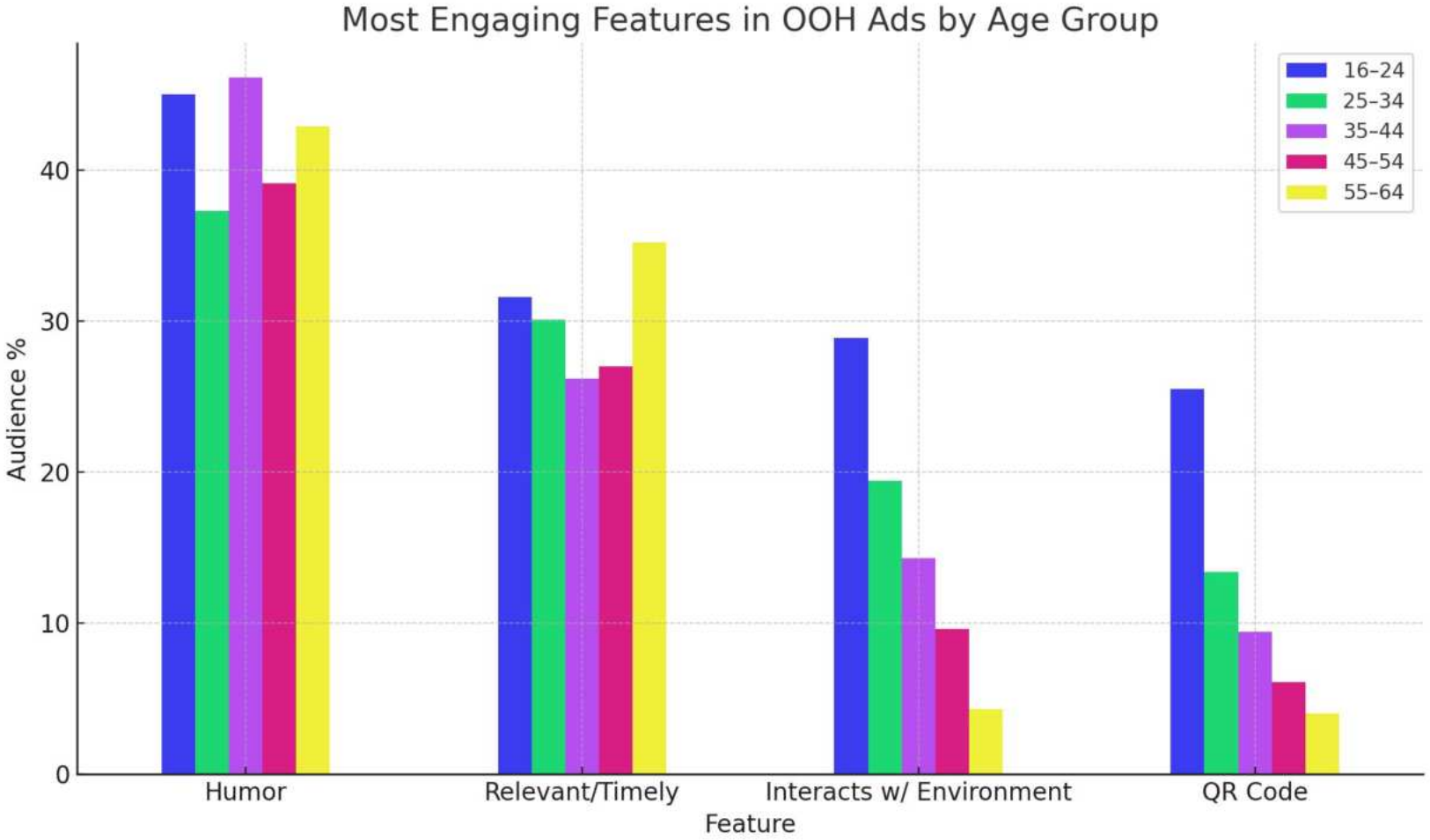
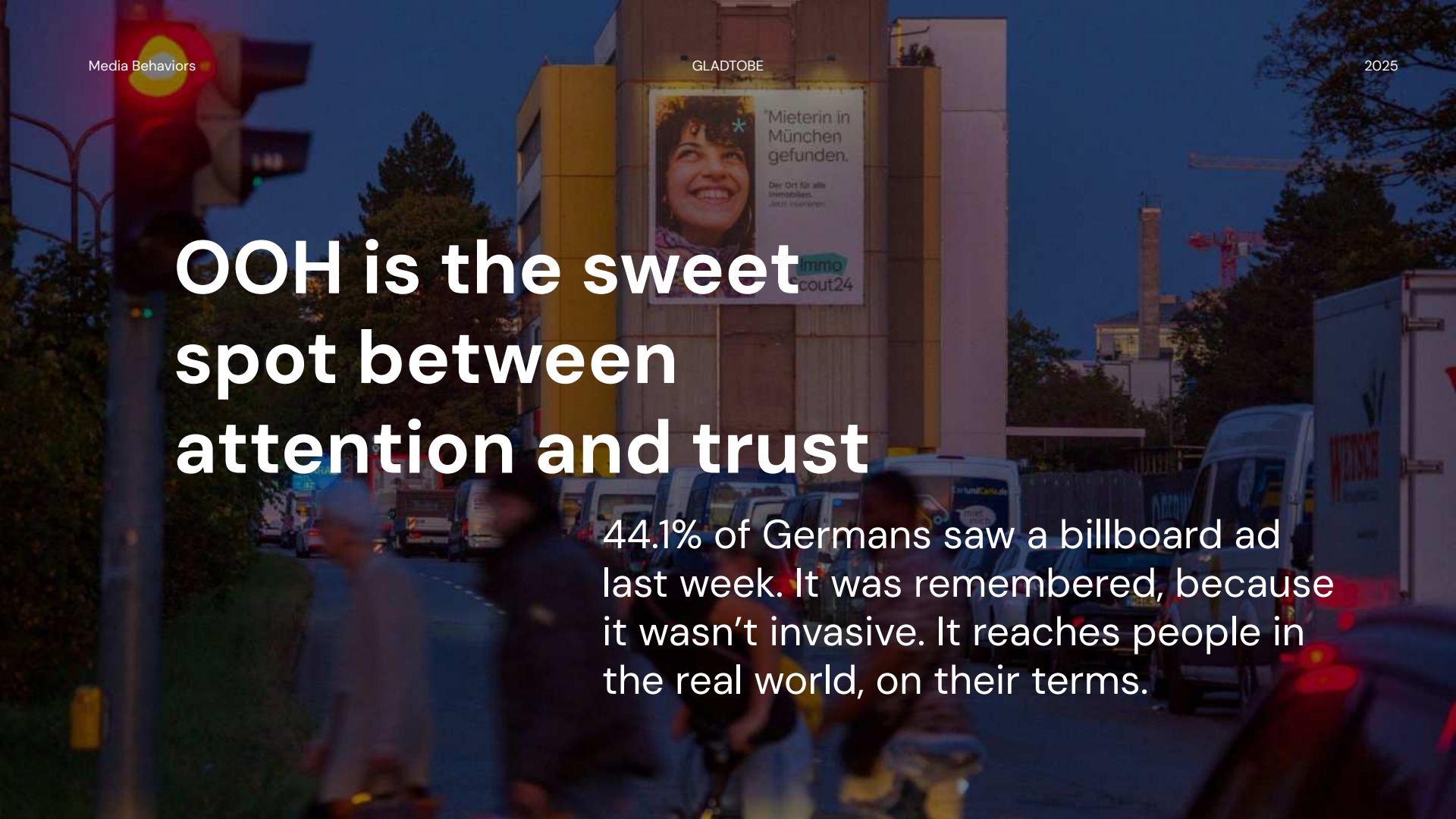
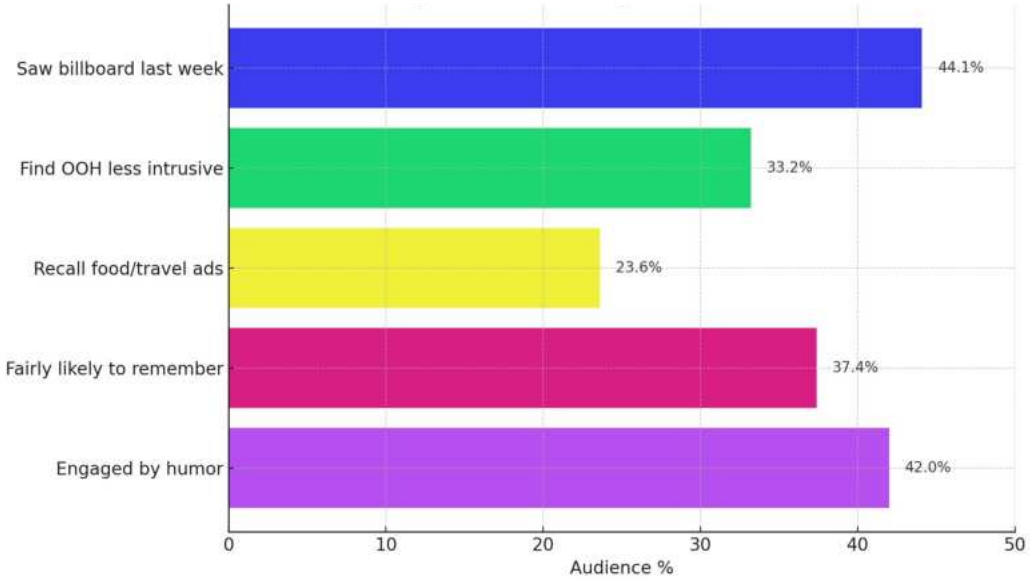

Most Engaging Features in OOH Ads by Age Group
16–24
25–34
35–44
45–54
55–64
Audience %
0
10
20
30
40
Humor
Relevant/Timely
Interacts w/ Environment
QR Code
Feature



OOH is the sweet spot between attention and trust

44.1% of Germans saw a billboard ad last week. It was remembered, because it wasn’t invasive. It reaches people in the real world, on their terms.

In a nutshell, OOH:



delivers reach — with 44% visibility via roadside alone

is welcomed — 1 in 3 say it's less intrusive than online

is remembered — 37% are likely to recall what they saw

is versatile — performs across categories from food to fashion

is evolving — younger audiences want humor + interaction

If this deck sparked a thought — or confirmed something you've been seeing too — we'd love to chat.

We're helping brands use out-of-home in ways that feel more targeted, more creative, and more respectful of people's attention.

Planning something big with OOH?

GLADTOBE navigates the complex media landscape with a **personal touch** that many large agencies cannot provide.

Deeply understanding consumer behavior to **match brand presence with audience affinity**, we pivot and adapt with **agility**, using **data to inform, refine, and optimize** every move we make, ensuring campaigns are not just creative, but smart.

Clear processes and honest advice, we act not only as a service provider, but as a **long-term partner.**

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THAT'S WHY OVER 120 BRANDS CHOSE US.

We’re GLADTOBE in touch.