

# Advertising Recall Rates

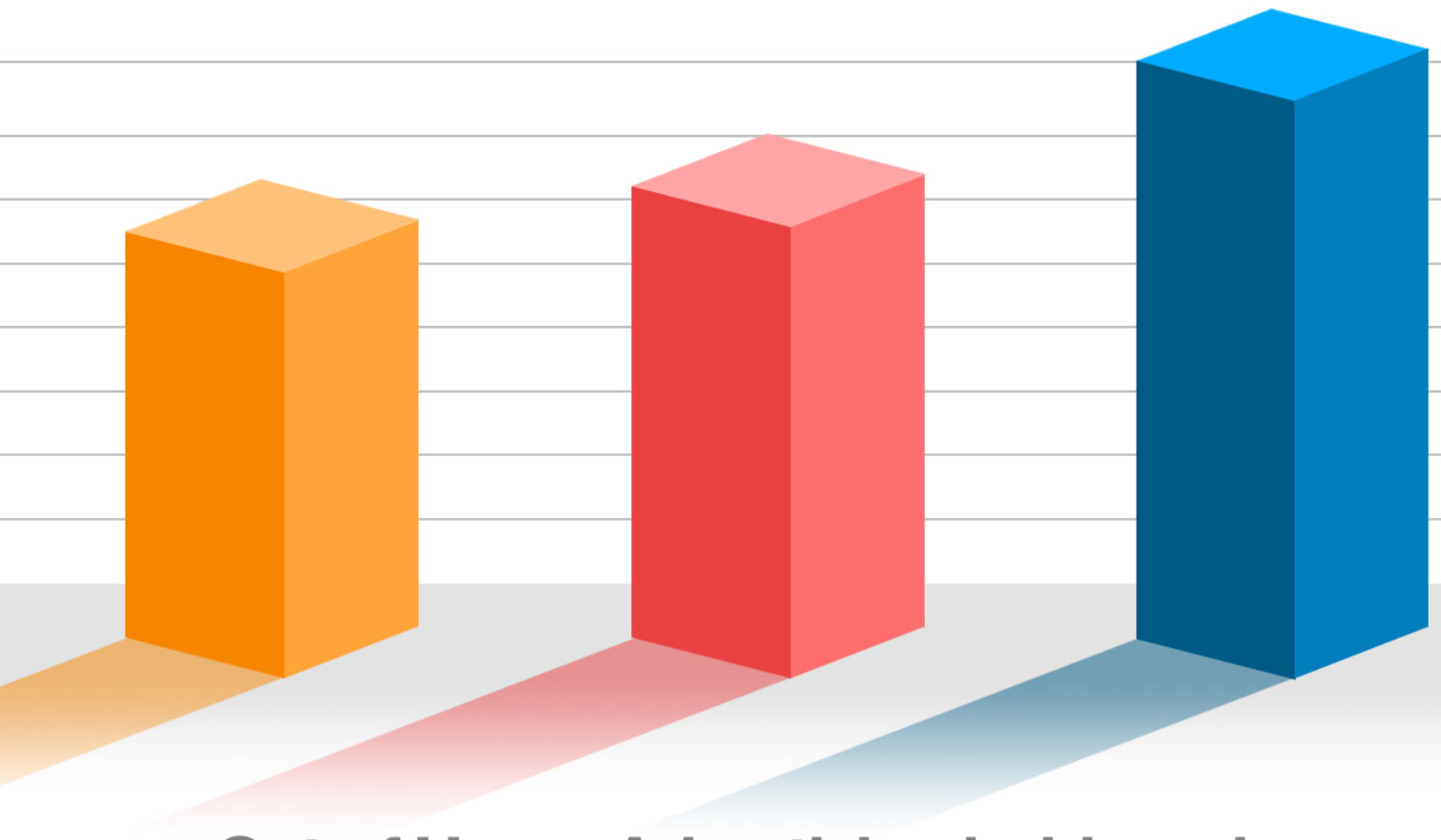
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What form of advertising do people remember the most?

**ONLINE**  
57%

**OTHER**  
62%

**OOH**  
82%



Out of Home Advertising holds a clear advantage over other media channels.