**Entry Name:** Click or tap here to enter text.

**Entry Company:** Click or tap here to enter text.

**Email Address:** Click or tap here to enter text.

**Category Name:** Click or tap here to enter text.

**Period in review:** Click or tap here to enter text.

**Question 1 - Creativity and Innovation:**

Can you describe a recent innovative outdoor media campaign your agency conceptualized and executed? How did it differentiate itself from traditional approaches and capture the target audience's attention? Describe your OOH planning tools. (Max. 250 Words)

Answer: Click or tap here to enter text.

**Question 2 - Understanding of Target Audience**

How does your agency research and analyze the demographics, psychographics, and behaviors of the target audience to tailor outdoor media campaigns effectively? (Max. 250 Words)

Answer: Click or tap here to enter text.

**Question 3 - Media Planning and Buying**

How does your agency approach media planning to optimize client budgets while maximizing the impact of OOH campaigns? Share a successful example where your agency identified optimal outdoor locations and integrated OOH with other Advertising channels for a campaign. How did you negotiate prices and contracts to ensure cost-effective placements while meeting client objectives? (Max. 250 Words)

Answer: Click or tap here to enter text.

**Question 4- Measurement and Analytics**

How does your agency measure the success of outdoor media campaigns? Could you explain the metrics used and how you analyze campaign performance to provide actionable insights for future optimizations? (Max. 250 Words)

Answer: Click or tap here to enter text.

**Question 5 - Relationships with Practitioners**

Describe your agency's approach to building and maintaining strong relationships with outdoor media practitioners and suppliers. How do these relationships benefit your clients in terms of negotiations, securing prime placements and competitive pricing? (Max. 250 Words)

Answer: Click or tap here to enter text.