

TARGET PROSPECTS, AMPLIFY RECRUITMENT EFFORTS, & DRIVE RESULTS WITH OOH

UNPRECEDENTED LABOR SHORTAGES

- U.S. job openings hit a record 9.3M in 2021¹, and only 6% of business economists expect the labor shortages to subside by the end of this year.²
- Brands must go the extra mile to recruit workers, who are no longer lured only by traditional perks.

OOH CONNECTS RECRUITERS WITH PROSPECTS

- **TRANSIT:** OUTFRONT's presence in key transit hubs in major markets brings recruitment messaging to millions of commuters every day.
- **AMPLIFICATION:** OOH is the most effective medium to drive online activity, delivering up to 4X more online activity per dollar spent versus TV, print, and radio.³
- **TARGETING:** Proximity and audience targeting allow brands to reach potential candidates where they work and live.

