

Find examples of out of home advertising and evaluate whether or not they are effective. As we talked about today, look at a broad range of campaigns, not just littering. Explain what you feel is good and bad about each.

1. OOH or DOOH example

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Analysis

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2. OOH or DOOH example

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Analysis

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3. OOH or DOOH example

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Analysis

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4. OOH or DOOH example

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Analysis

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5. OOH or DOOH example

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Analysis

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