



The Power of Context: Driving Lift Through Video

Advertising Impact in a Fragmented,
Multi-screen World, and Why Context Matters
More Than Ever

April 2026



The Big Takeaway

Advertising Works Best When Context, Content, and Environment Align

In a fragmented, multi-screen world, how an ad appears meaningfully influences how it is received, remembered, and acted upon.

This study shows that audiences respond favorably when advertising is delivered within relevant content, in trusted environments, and across multiple touchpoints. When those elements align, ads feel less interruptive, more informative, and thus more effective, driving not just awareness, but engagement and action.

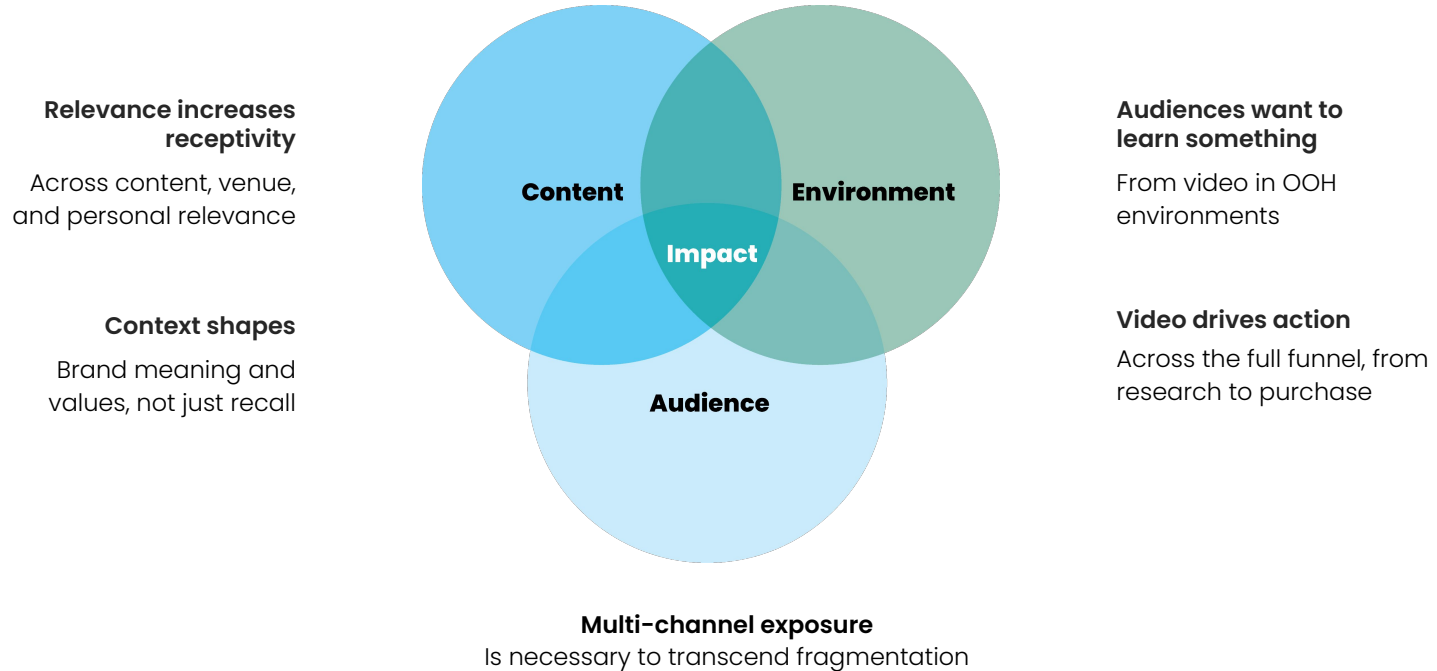
CTV Out-of-Home exemplifies this shift. By combining contextual content, situational relevance, and real-world environments, it reinforces brand messages in moments where attention is present and receptivity is high.

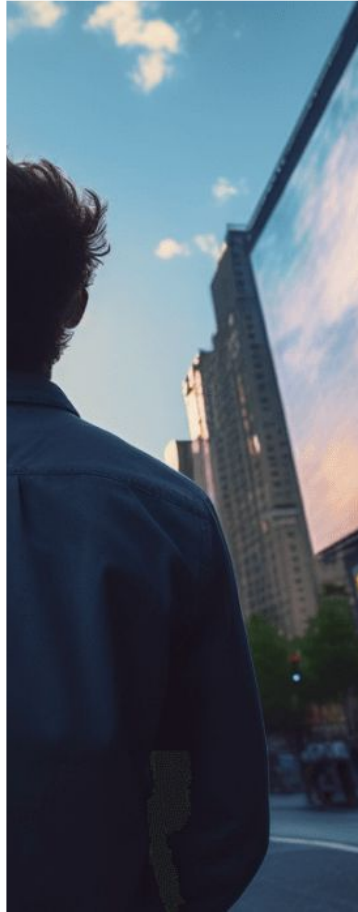
Throughout this report, we use “CTV OOH,” “OOH,” and “video in out-of-home environments” interchangeably to describe TV-style video content delivered on screens in public, real-world settings.



The Big Takeaway

Context is the catalyst for modern advertising effectiveness





Impact now requires multiple touchpoints

53% agree that advertising needs to reach them through multiple channels to make an impact.

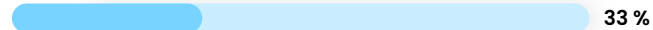
Today's audiences move seamlessly between devices and environments, mobile, CTV, desktop, streaming platforms, and public spaces. No single channel carries the full weight of impact anymore.

The data confirms what planners already experience: reach without reinforcement is fragile.

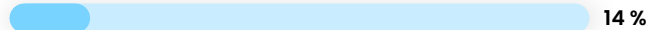
Agree



Neutral



Disagree





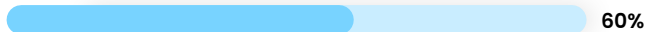
OOH Video Is Now Mainstream

60% feel positive about TV-style screens in public places

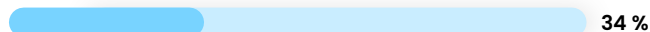
CTV OOH has quietly become part of everyday life, from restaurants and bars to waiting rooms, airports, and retail environments. Viewers don't see these screens as intrusive; they see them as expected and familiar.

CTV OOH as a natural extension of video strategy, not a novelty add-on.

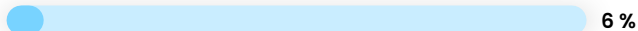
Positive



Neutral



Negative





Integrated Ads Win Audience Preference

65% prefer ads mixed with relevant content rather than ads alone

Viewers consistently favor ad experiences that feel integrated rather than interruptive. **Ads shown alongside relevant stories, information, or visuals are perceived as more natural, and more watchable.**

This preference holds true across both in-home and out-of-home environments.

Why CTV OOH Delivers Relevance by Design

Relevance Drives Receptivity. CTV OOH Delivers It Natively.

What makes CTV Out-of-Home particularly powerful is its ability to deliver **multiple forms of relevance at the same time**. Unlike many channels that rely on a single signal, CTV OOH naturally combines:

- Contextual ad relevance based on surrounding content.
- Situational relevance through the physical environment
- Audience relevance through moment-based exposure

Together, these elements create a viewing experience where ads feel more aligned, intentional, and effective.

CTV OOH doesn't rely on relevance. It delivers it, through content, context, and location at once.



80% Of consumers say relevance increases their receptivity to advertising.

Contextual Relevance Strengthens Brand Perception

When an automotive **ad was shown alongside relevant content**, viewers were significantly more likely to report a positive brand perception.

This suggests **contextual alignment is a high-potential strategy**.



4 in 10

Just over 4 in 10 consumers say surrounding content positively impacted their view of the brand.

Brand Perception Starts with Context

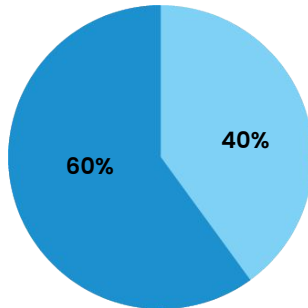
Brand perception starts with content context

74% of customers say a **brand's values matter** to them. With almost one-third saying they matter a lot.

60% of consumers report that the content appearing alongside an ad is a reflection of a brand's values. This suggests that advertisers are not just choosing where their ads run, they are choosing the signals, associations, and meaning that accompany their message.

Content Reflects Brand Values

- Yes
- No/Not Sure



74% Of consumers say a brand's values matter to them

CTV OOH Works Best When Ads Inform or Add Value

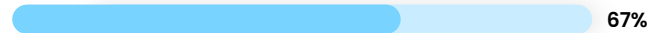
83% of audiences believe there is an opportunity to learn new information from video on OOH screens

8 in 10 viewers are receptive when the content is well-matched to the environment.

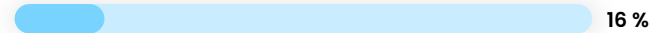
For media buyers and planners, this creates a clear opportunity: **contextual, informative creative can shift neutral audiences toward engagement**, especially in high-dwell OOH environments.



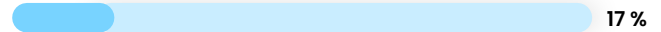
Receptive to learning from video



Open/Undecided



Not receptive



Video Drives Action

At home and on CTV Out-of-Home Screens

Video advertising doesn't just build awareness, it prompts real behavior. In this study, **70% of consumers report taking some form of action after seeing a video ad**, reinforcing video's role across the full funnel.

Importantly, these actions are not limited to one outcome. They span discovery, consideration, conversation, and conversion, underscoring why video, especially when delivered in relevant, contextual environments like **CTV OOH, remains a core driver of performance.**



70% Of consumers report taking action after seeing a video ad

*Across in-home, digital, and out-of-home video environments



**Extends reach
beyond the home**



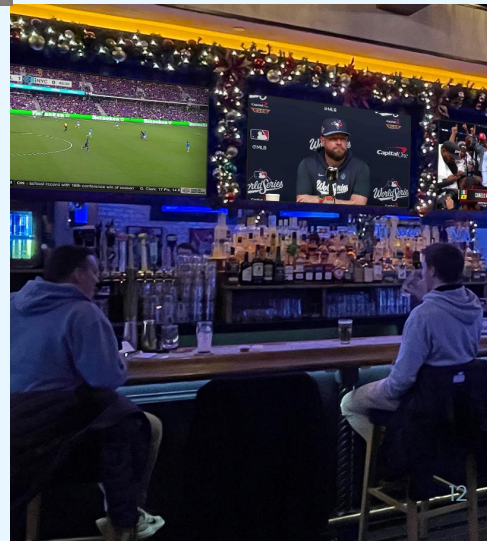
**Reinforces messaging
across screens**

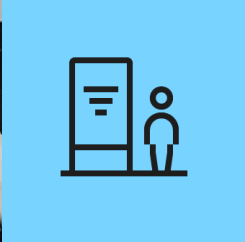
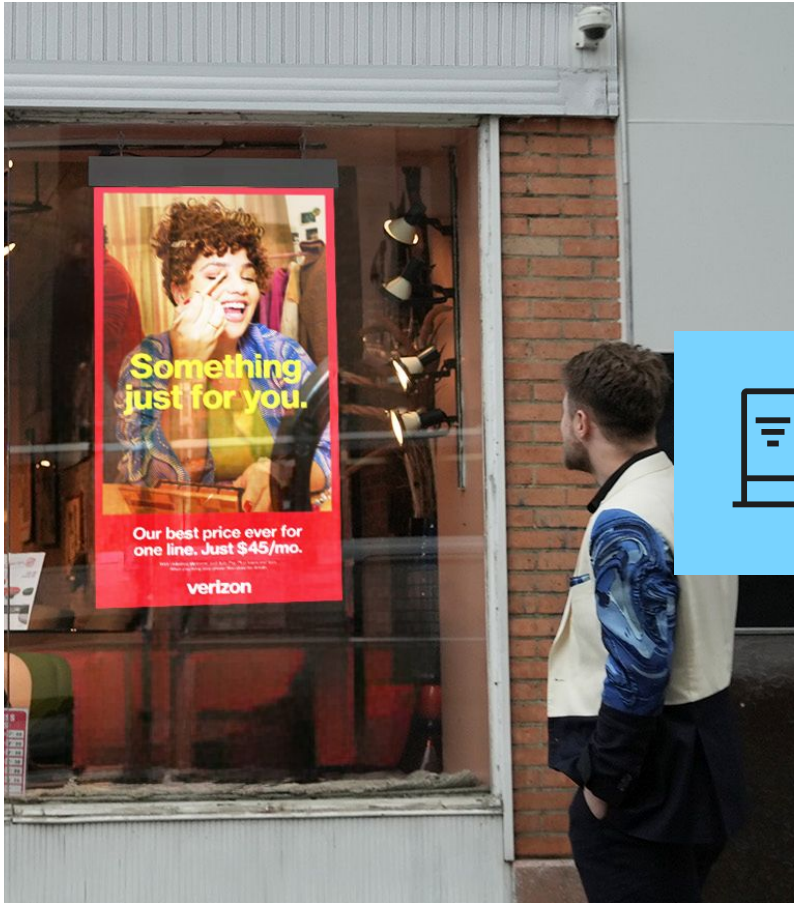


**Benefits from
contextual alignment**



**Complements
CTV, digital, and social**





The Big Takeaway

Context Is the Catalyst

In a fragmented media world, where and how an ad appears shapes how it's received.

When ads are placed within **relevant content and trusted environments**, brands benefit from stronger perception, higher receptivity, and reinforced impact, without added risk.



How the Study Was Structured

The study was designed to examine how content adjacency and viewing environment influence advertising outcomes such as brand perception, message recognition, and overall reception.

By varying the surrounding content while holding the advertising creative constant, the study isolates how context and environment shape audience response. Additional questions explored broader behaviors and attitudes toward CTV-style video in public spaces, helping to situate these findings within the realities of modern, multi-screen media consumption.

Sample size: 2,000 U.S. adults
Balanced across age, gender, and region



Thank You

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