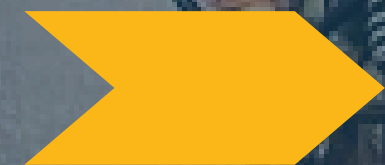


OOH PULSE



THE GREAT CREATIVE SPLIT.

51% of Egypt's AdSpace has old artwork



KEY MARCH FIGURES

5290



BILLBOARDS
MONITORED

783

BRANDS
UTILIZING OOH



82.7%



UTILIZATION
RATE

65

NEW
BILLBOARDS



MARKET VITALITY INDEX (MVI)

110.6



LAST MONTH: 121.5

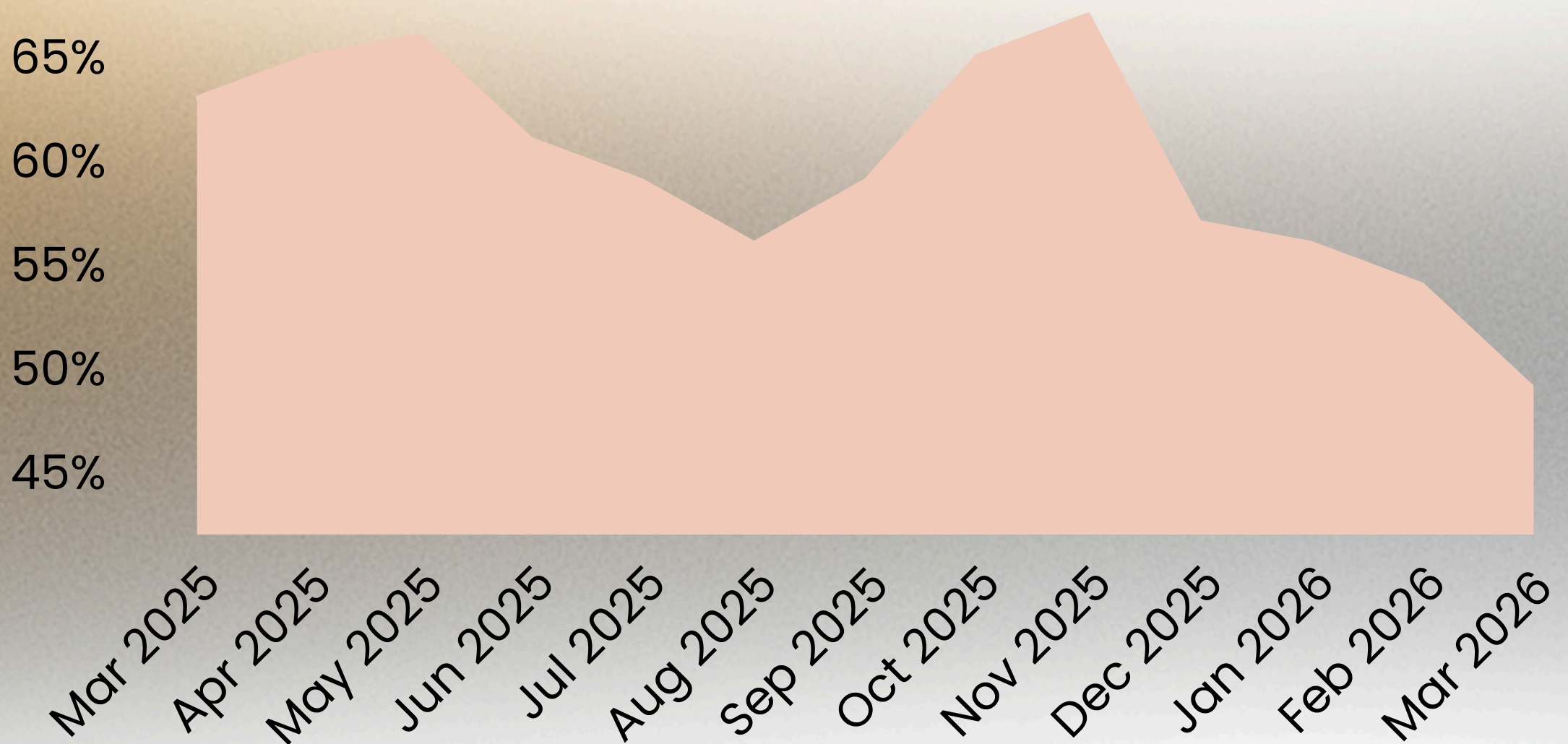
THE STEEPEST DROP IN OUR TRACKED PERIOD

- **Why?** Post-Eid slowdown met structural cooling.
- **The Lag:** Current visibility is driven by pre-conflict budgets.
- **The Cliff:** Expect a sharper correction in Q2.



THE CREATIVE STAGNATION

NEW MESSAGE RATE HITS 49%

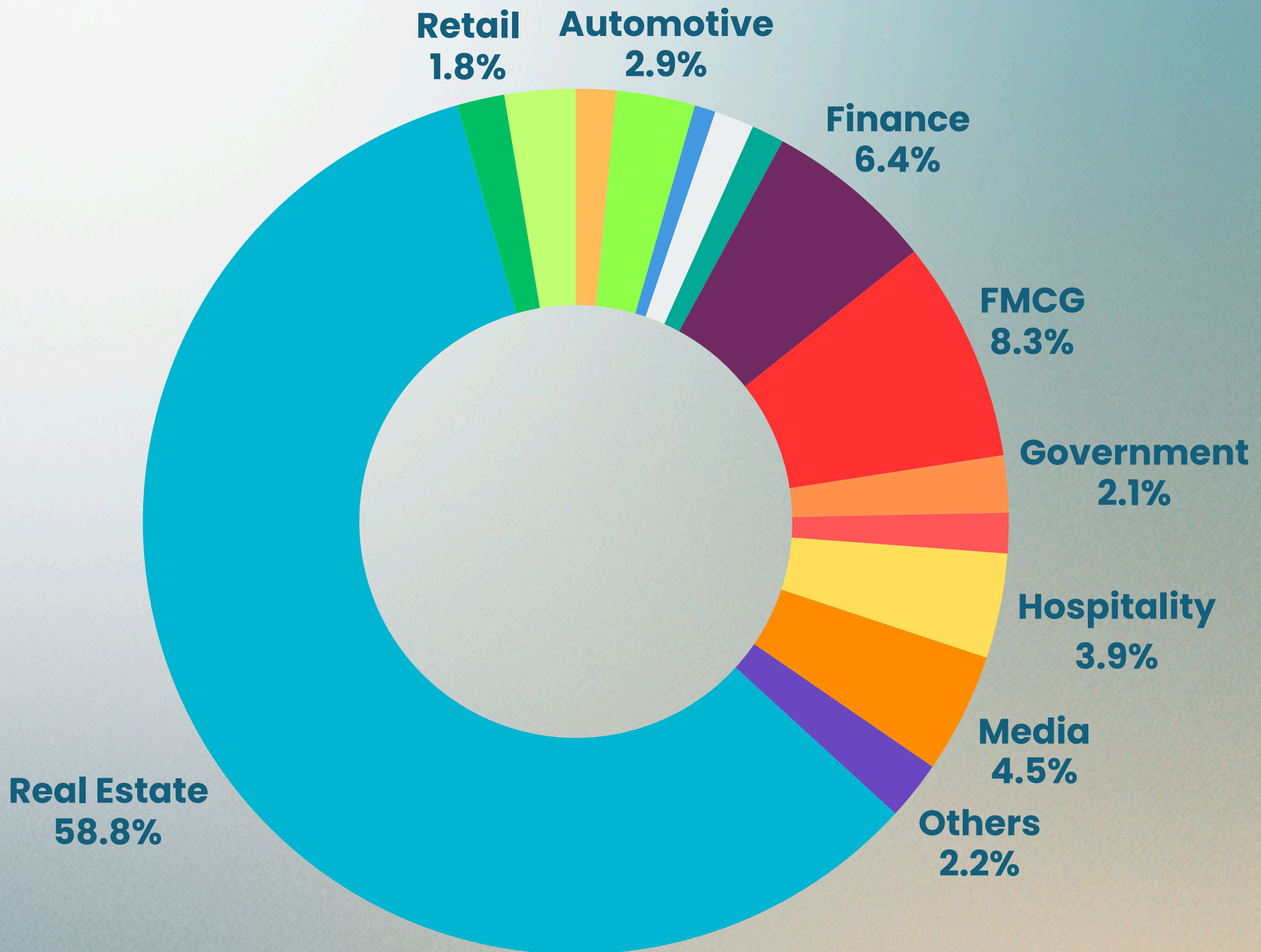


For the 4th month in a row, fresh creative is down.

- **Recycling over Refreshing:** Most brands are resting on old artwork and pre-Ramadan designs.
- **14-Month Low:** NMR has plummeted from a 67% peak (Nov '25) to just 49%.
- **The Opportunity:** Fresh creative today will cut through the visual fatigue of "recycled" ads.



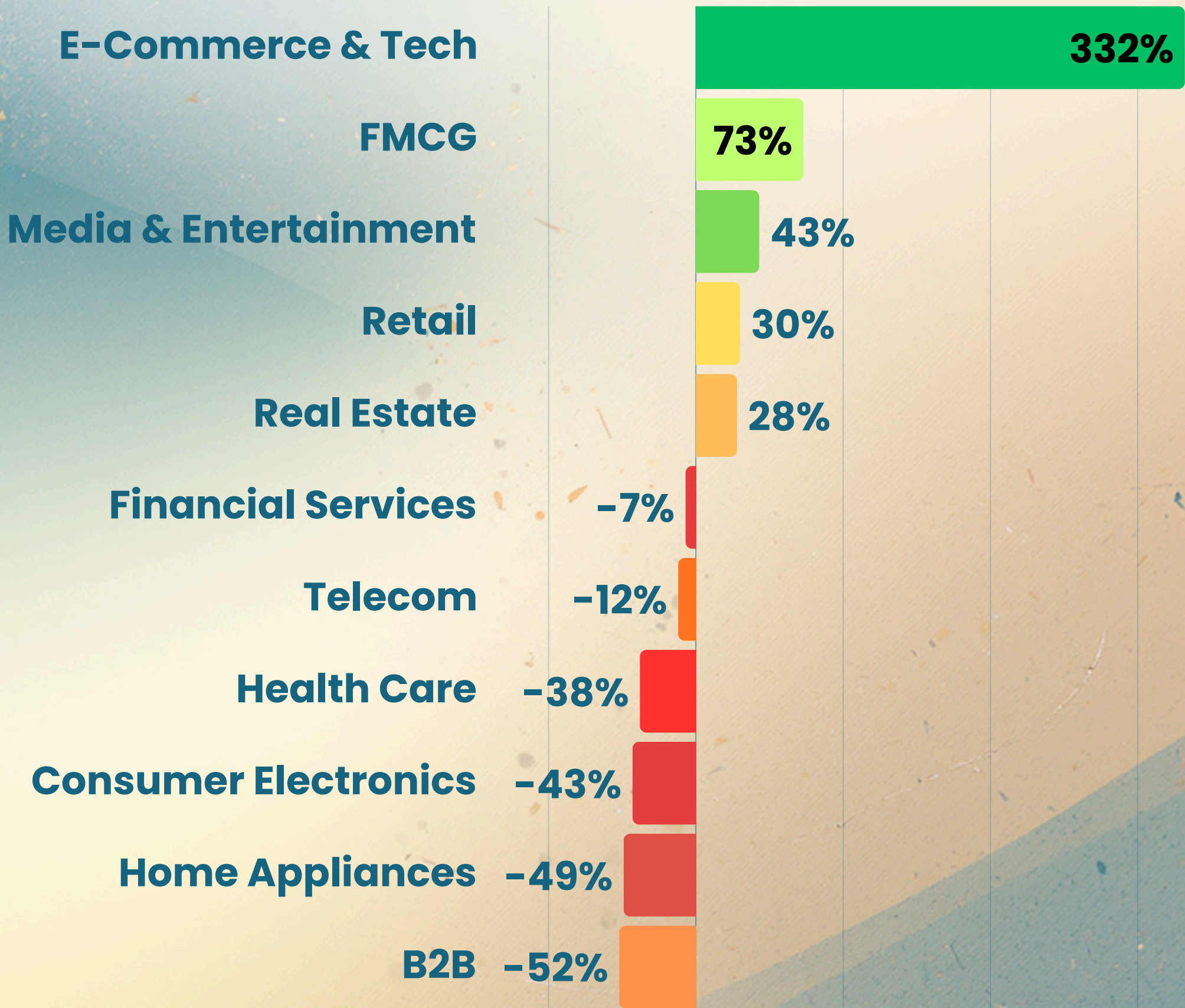
INDUSTRY EXPENDITURE SHARE



March shows a strategic consolidation. Real Estate continues to grow but at a slower pace. Its share climbed because Appliances, Electronics, and Healthcare pulled back more aggressively. This "thinning" at the top gives active brands more leverage in negotiations.



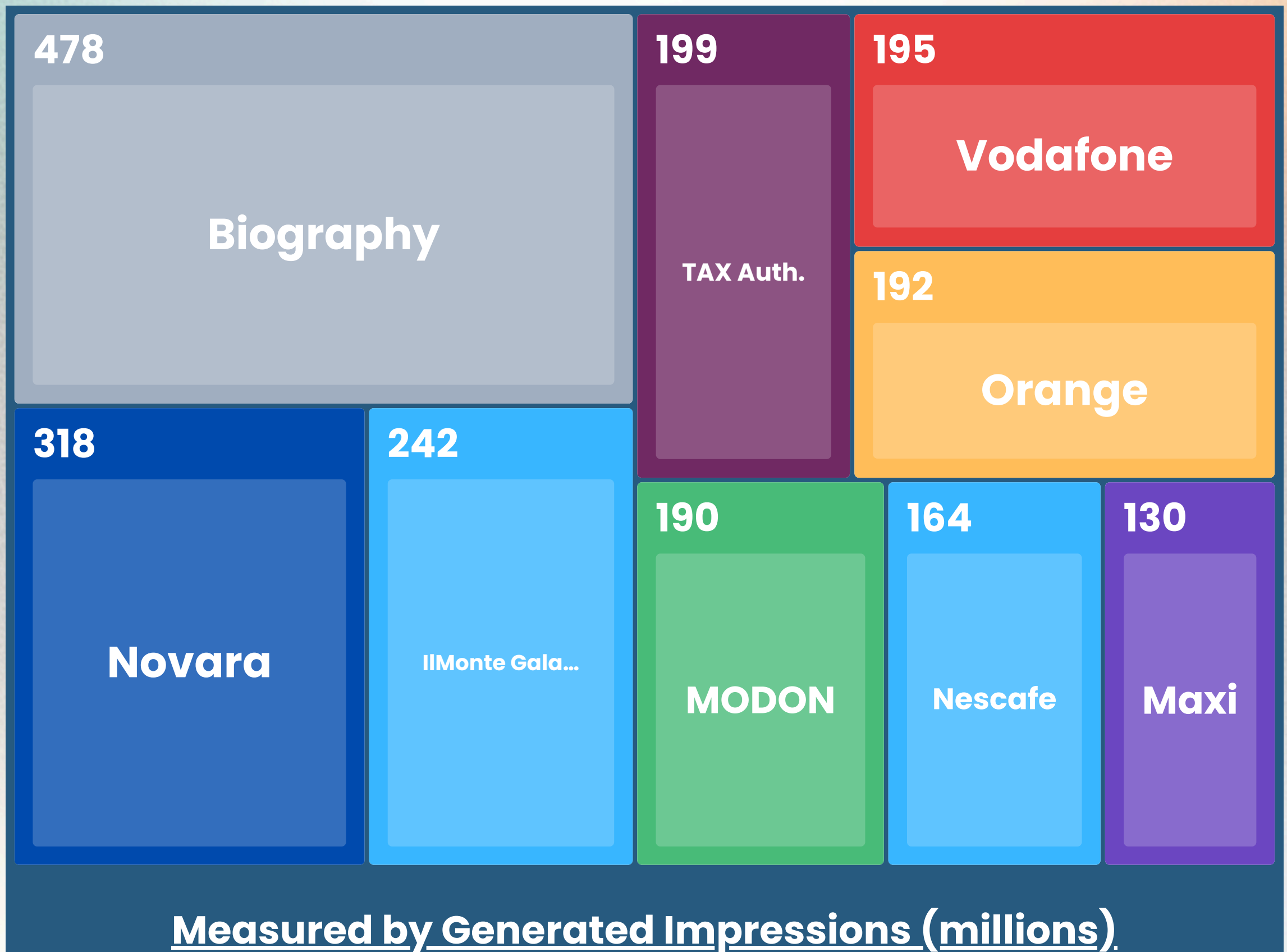
MARCH YOY: SURGES VS. SLUMPS



Consumer-facing sectors are defying the chill. E-Commerce surged +332% YoY through aggressive physical expansion, while FMCG grew +73% YoY during the seasonal rush. It's a clear signal: while durables pause, the "daily-spend" economy is still fighting hard for attention.



NOTABLE OOH CAMPAIGNS MARCH 2026



Competition is intensifying, with active brands up 2.1% and a 7.5% surge in new launches. These selected high-impact activations anchored the landscape, securing massive visibility in an increasingly crowded March environment.



OUR FULL-FUNNEL OOH SERVICES

FROM INSIGHTS TO ACTION

PLANNING & TARGETING

Pre Launch

Market Surveys

Discover OOH trends across the Egyptian market & within your sector.

Plan Validation & Optimization

Assess & Optimize media selection based on traffic, impressions and dwell time.

Services include:

- Location Assessment
- Scenario Testing
- Budget Validation

EXECUTION & DIAGNOSTICS

Post Launch

Proof of Performance

Real-time verification that campaigns are live, correct, and compliant throughout the entire flight.

End of Campaign Reports

Detailed assessment on campaign reach, dwell, impressions, and ROI.

Competitive Monitoring

Ongoing tracking of OOH usage, utilization, and artwork freshness.



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