How a Transparent OOH Startup Proved Billboard Pricing Works

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Leeds, UK – July 2026

In early July, Loud! OOH, a new independent out-of-home advertising agency, put two adjacent billboards on York Street in Leeds city centre. One quoted a competitor's price (£650). The other showed what the same site cost with Loud! OOH (£325). The campaign was meant to prove a point about transparency in an opaque industry.

Two weeks later, the point has been proven in four measurable ways.

The Results

Since launch, loudooh.co.uk has seen a 188% increase in new website traffic. LinkedIn post engagement is up 155.9% over a 14-day campaign window, with follower growth of 61.1%.

The campaign has generated several direct leads, with at least two client campaigns now

confirmed for August launch and additional inbound enquiries continuing to land. Press coverage has also surfaced across several major publications. The story reached readers who had never heard of the agency, in geographies Loud! OOH had never targeted, through editorial validation rather than paid placement.

"Attention is only worth something if it converts," said Jamie Roberts, founder of Loud! OOH.

"And it has. We launched a transparency campaign and it's delivered transparent results. The medium proved the message."

Why This Matters Beyond the Numbers

Loud! OOH's launch strategy was deliberately self-referential: an out-of-home advertising agency used its own medium to advertise, on its own published rate card, proving the price to the market in real time. No landing page could have made that claim as credibly as two billboards on a bus stop.

The coverage distribution shows something else. The story travelled further than a standard press release, was picked up by industry publications (Ads of the World is where creative work lives), business media (AP News and MSN reach general audiences), and industry trade press (Prolific North covers marketing and advertising specifically). One campaign reaching all three audience tiers is rare, and suggests the idea itself, not just the execution, resonated.

What Comes Next

The campaign's physical life is coming to an end, but the content momentum continues.

Loud! OOH has published it's OOH costs guide covering billboards, buses, London Underground, airports, taxis and digital AdVans, all priced transparently and linked from the live rate card.

The second phase of the campaign is already in development. Roberts is planning an "Empty Billboard" concept for launch later this summer, positioning it as commentary on what happens when OOH pricing puts premium real estate out of reach for most businesses.

About Loud! OOH

Loud! OOH is an independent UK out-of-home advertising agency, launched in 2026 and based in Leeds and London. The agency specialises in transparent, zero-markup media buying and planning for SMEs and challenger brands. All pricing is published openly on loudooh.co.uk/pricing with no forms, no discovery calls, and no hidden fees.

The agency was founded by Jamie Roberts, who spent 20 years planning and buying OOH across the

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UK for major clients before founding Loud! OOH to make the medium genuinely accessible to small and medium-sized businesses through radical transparency on costs.

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