Independent Agency Loud! OOH Launches The UK's First Free Platform For Planning Multi-Format OOH Campaigns

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LEEDS & LONDON, UK – Out-of-home advertising has historically been guarded by opaque pricing models, hidden fees, and lengthy email chains. Historically, securing a simple cost estimate meant navigating a labyrinth of agency gatekeepers, waiting days for a response, and ultimately handing over sensitive contact information to a sales team. This outdated process has consistently stifled independent brands and slowed down agile marketing departments who simply need quick, reliable answers.

Today, independent agency Loud! OOH is tearing down those walls to introduce a radically transparent solution. The agency has officially launched the OOH Budget Lab, which serves as the UK's first completely free and open platform for planning multi-format physical media campaigns.

Designed to empower independent brands, startup founders, and in-house marketing teams, the tool provides an interactive environment to instantly allocate budgets. It allows users to practically model out their strategy without needing industry connections. For example, a marketing manager researching billboard advertising costs in the UK can input a set budget and immediately see how that spend translates to real-world exposure, balancing their investment between traditional roadside formats and highly targeted London Underground advertising campaigns. The platform allows users to toggle these environments and adjust their percentage splits, generating instant cost breakdowns on screen.

Crucially, the platform challenges the modern advertising technology landscape by refusing to harvest user data. Unlike traditional agency calculators that act as thinly veiled lead generation traps, the platform is completely ungated. Users do not need to create an account, hand over an email address, or book a mandatory sales consultation just to see the numbers.

Jamie Roberts, Founder of Loud! OOH, built the platform to solve a profound frustration in the media buying space.

"For too long, the out-of-home industry has operated as a black box," Roberts said. "Brands are often forced to jump through hoops just to get a basic idea of what a campaign might cost, only to be hit with hidden agency markups down the line. We believe in radical price transparency. By making this platform totally free and completely ungated, we are giving marketers the exact tools they need to plan effectively without the traditional agency friction. We are putting the planning power back into the hands of the brands, where it belongs."

To provide a highly realistic picture of campaign costs, the system features built-in industry logic. This includes minimum spend rules alongside vital printing and production cost coverage. While it delivers a rough estimate, the tool is designed to get planners as close to the real quote as possible. This ensures the numbers reflect genuine market realities rather than abstract guesses that fall apart during the final buying phase.

The launch of this new technology cements Loud! OOH as a disruptive challenger brand in the national advertising sector, continuing to champion open rate cards and zero-markup pricing under their core slogan: big brand exposure, not big agency fees.

The tool is live now and available to the public. Marketers can begin planning their campaigns immediately.

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