

Loud! OOH becomes first UK out-of-home advertising agency to optimise for AI search over Google

Friday 24 July, 2026

Founder says the AI, crypto and fintech brands booking London Underground advertising now research through ChatGPT, Claude, Gemini and Grok rather than Google, as enquiries from AI tools rise 266%

London, 24th July 2026

Jamie Roberts has stopped chasing Google rankings.

Since May 2026, his independent out-of-home agency Loud! OOH has been rebuilt around a different goal: being the answer AI tools give when someone asks "billboard advertising costs" or "London Underground advertising costs."

Roberts points to the Tube itself. Tube car panels and cross-track sites are currently in high demand by AI startups, trading apps, crypto platforms and challenger banks. And he noticed something about how those brands buy.

"The people booking London Underground advertising right now are AI companies, trading platforms and fintechs. These are founders who live inside ChatGPT. They are not typing 'Tube advertising costs' into Google and clicking through ten agencies that hide their prices.

They ask an AI, get one answer, and email whoever that answer names," said Roberts.

Since May the agency has rewritten its pricing and insight pages so that ChatGPT, Claude, Gemini and Grok can extract exact figures. Schema markup went in. FAQs were restructured. Every published number now matches across the site, from regional 48-sheet billboards to its guide to [London Underground advertising costs](#). A rebuilt case study section and a new insight series follow in the coming weeks.

Enquiries from people who found Loud! OOH through AI tools have risen 266% from May to July.

"Nobody asks ChatGPT for ten blue links. They ask what a billboard costs and want a straight answer. I want that answer to be us. So since May we are rebuilding the site around being quotable by a machine, and enquiries from AI tools are up 266%," said Roberts.

"A year ago I would have called this madness. Every agency I know is still fighting over page one on Google. Then I watched AI tools start citing our site faster than any SEO campaign I have run in twenty years of advertising. You do not ignore a signal like that."

His prediction: "Within two years, ranking number one on Google will matter less to an SME than being the answer ChatGPT gives."

Loud! OOH has published its full rate card openly with zero markup since launch, a practice still rare in out-of-home. Roberts argues those specific, verifiable numbers are exactly what AI tools cite. [Rates, including London Underground advertising costs, are published at \[loudooh.co.uk/pricing/\]\(https://loudooh.co.uk/pricing/\).](#)

About Loud! OOH

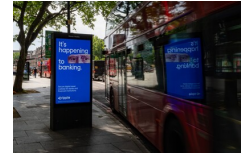
Loud! OOH is an independent out-of-home advertising agency launched in 2026, with offices in Leeds and London. It offers transparent, zero-markup media buying across billboards, London Underground, bus, rail and airport advertising, with all pricing published openly. Founder Jamie Roberts has 20 years in advertising, including six in out-of-home.

Media contact

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Founder, Loud! OOH

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