

# A decade of DOOH.com: Innovation, growth, and the future of advertising

*Over the past decade, we at DOOH.com have emerged as leaders in the digital out-of-home (OOH) advertising industry, constantly pushing the boundaries of what's possible in this ever-evolving medium. As the industry shifted from traditional paper-and-paste billboards to digital screens, we positioned ourselves at the forefront of this transformation, delivering innovative, data-driven campaigns that connect with audiences in more meaningful ways.*

Temps de lecture : minute

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Throughout these changes, we've stayed true to our core values of creativity, respect, and inclusion, treating every team member and client as a valued specialist. As we celebrate our 10th anniversary in 2024, we reflect on our company's journey and offer some insights and tips into how we arrived at where we are now, and how the business has transformed over the past decade.

## Stick to your core values

At the heart of DOOH.com's success is its unwavering commitment to core values of respect, inclusion, and the recognition of every individual's unique contributions.

From the outset of just a few employees to the 28 staff we have now, we have fostered a culture where every team member is valued as a specialist, empowering them to bring their best ideas forward. This

approach has not only cultivated a strong sense of camaraderie and accountability within the organisation but has also fueled its creativity and innovation.

We extend these values to our partners as well, ensuring they align with our principles. As part of GroupM OOH, we're recognised for our exceptional production standards and the quality of our creative output. This integration enhances our ability to make the production journey as enjoyable as the final creative result. People enjoy working with us because the process is as rewarding as the outcome.

## Creativity remaining central

I truly believe that at the heart of DOOH.com's success lies our unwavering commitment to creativity, a principle that parallels the artistic process itself. Just as artists blend vision with technique, DOOH.com has mastered the delicate balance between practical constraints and innovative solutions in the world of advertising. Whether working with complex digital platforms or integrating real-time data into campaigns, at DOOH.com we consistently find new ways to infuse creativity into their projects, ensuring that each one pushes the boundaries of what's possible in the medium.

Neil McKenney, COO at [DOOH.com](https://www.doooh.com):

"As we celebrate our 10th anniversary, I couldn't be prouder of what we've built and the journey we've taken together. From Andrew hiring me as the first official employee of DOOH.com to a company of 28 strong, with over 200 award-winning campaigns, we've come a long way. Over the past decade, we've grown not only in size but in our capacity to innovate and adapt. Our success is a testament to the dedication, passion, and hard work of every member of our team.

“I also believe our success is down to our company culture. We strive to achieve a feeling of inclusion, acceptance and freedom to express ourselves, which, in turn, I believe pushes creativity and keeps our business going. Together, we’ve created something truly special, and I’m excited for what the future holds as we continue to grow and evolve.”



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## Innovation drives growth

Recognising the need to continually develop fresh, creative approaches, we have made it a priority to be innovative, not just in the content we deliver but in how we deliver it. By aligning our innovations with the goals and needs of clients and partners, we’ve ensured that our campaigns continue to make a meaningful impact, demonstrating their ability to blend creativity with strategy in a demanding industry.

We have launched groundbreaking services like Dynamic and WinDOOH, which are transforming the DOOH advertising landscape and enhancing how we deliver solutions to our clients.

Steven Dennison, DOOH.com's Creative Business Director: "I'm immensely proud of the innovation we've brought to the OOH industry and the remarkable growth we've experienced, particularly in the Dynamic OOH space. Over the past decade, we've consistently pushed the boundaries of what's possible, elevating the technical standards in the industry. In doing so, we've pioneered new technologies, products, and solutions that have redefined how brands engage with their audiences through our award-winning campaigns. I believe this drive for innovation has not only set new benchmarks for us but has also raised the bar for the entire industry. I'm excited to see how we, along with our amazing partners, will continue to shape the future of dynamic OOH advertising as we enter the next chapter of our journey."

Daniel Cheetham, DOOH.com's Creative Innovation Director: "I've only been with DOOH.com for under a year so far, and that is also precisely the amount of time I have been fully focused on the out-of-home space (I come from a background of immersive technology, CGI, VFX and game production). In this time what I have found to be so exciting about the OOH channel is just how ripe for innovation it is. Clients are always looking for new creative and innovative ways to connect their message with audiences wherever they may be outside of the home. It's very clear to me that by cross-fertilising creative technology innovations from other sectors into the OOH space we will continue to find show-stopping solutions that will endure and represent the future of media that lives around us in real life"

## Trust your internal expertise

Over the years, DOOH.com has evolved from relying on external specialists to fully embracing our own expertise. Initially, outside consultants often influenced our strategies and creative direction, but as we matured, it became evident that our internal team possessed a deep, unique understanding of the industry's landscape. This recognition of our

internal knowledge has been instrumental in the company's growth, enabling us to refine our approach and lead with confidence.

Our integration with GroupM OOH has further strengthened this evolution, allowing us to combine our innovative spirit with GroupM's industry-leading resources. At the heart of this transformation is a leadership style rooted in dedication, commitment, and mutual support. DOOH.com's team thrives on a strong sense of community, where every individual's contribution is valued, and everyone plays a role in the company's success. This collaborative environment has not only strengthened DOOH.com internally but also solidified its position as a leader in the competitive digital OOH landscape.

Thomas Stimson, DOOH.com's Production Director: "In an industry with so many stakeholders working in such different ways, matching our drive for creative innovation with building robust, replicable and accountable systems and processes has been central to our success. Over the years, this has enabled us to deliver more quickly, accurately and at an ever larger scale. While often behind the scenes of the eye-catching campaign launches and creatives, I'm most proud of this effort to optimise working in OOH."

Patrick Wall, DOOH.com's Creative Technology Director: "Reflecting on a decade of DOOH.com, it's easy to attribute our success to strategy or technical innovation, but the truth is, it was a blend of creativity, resilience, and adaptability. From our humble beginnings in a Fitzrovia basement to becoming leaders in dynamic out-of-home, we've learned to innovate and embrace the evolving digital landscape. As we look ahead, our focus remains on creating real-world moments that engage and inspire—because the future of DOOH is not just about technology, but about *human connection and lasting impact*."

# There is power in words and Karma in business

I use specific language when referring to my colleagues. I never say "my team" because it implies that I'm placing myself above them. Instead, I always say "my colleagues." If you make people feel genuinely valued and foster a sense of equality—though not true equality, since we're not running a democracy here—it makes a big difference. Of course, people still need to be held accountable and tasks need to get done, but when you offer them support, their confidence and sense of responsibility toward the company grow significantly.

People will have your back because you have theirs. There is Karma in business. From those at GroupM, if you show dedication, commitment and complete honesty to those people and thanks - meaningful thanks - it gets repaid.

## Decade of DOOH.com

As DOOH.com marks its ten-year journey, it's clear the company has been a driving force of innovation and creativity in the digital OOH advertising world. Over the past decade, we've continually pushed the limits, embracing new tech and redefining what's possible in the industry. Our commitment to core values—like respect, inclusion, and recognising the unique contributions of each person—has fostered a collaborative, creative environment that's helped fuel both our internal growth and impact on the industry.

Andrew Newman is the CEO at [DOOH.com](https://www.doooh.com).

