



2025 DTC and Retail Out-of-Home Ad Activation Dates

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Measurable Out-of-Home Advertising

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	Date	Type	Event	Date to Start Planning	Out-of-Home Advertising Ideas
January	1 st	Holiday	New Year's Day	11/01/24	Health brands using Digital OOH focused on resolutions
	28 th	Themed	National Plan for Vacation Day	11/28/24	Interactive travel-themed bus stop ads, Destination-inspired building projection ads
Feb	14 th	Holiday	Valentine's Day	11/14/24	Dating apps, meal kits, gifting companies on transit ads
March	17 th	Holiday	St. Patrick's Day	12/18/24	Street teams sampling non-alcoholic beers or hydration/electrolyte packets
April	7 th	Themed	National Beer Day	01/07/25	Non-alcoholic beer billboards, snack sampling by street teams
May	6 th	Themed	National Nurses Day	02/06/25	Brands using billboards for thank-you messages, gift companies using transit ads to promote nurse gifts
	26 th	Holiday	Memorial Day Weekend	02/26/25	Digital trucks in targeted markets to cross-promote deals with digital ad spends
July	4 th	Holiday	Independence Day	04/04/25	Fireworks-themed spectacles on buildings, beach-targeted streetteams, airplane banners
	18 th	Themed	National Ice Cream Day	04/18/25	Ice cream sampling, dairy-free alternative ads on wild postings
Aug	15 th	Themed	National Relaxation Day	05/15/25	Sleep brands, luxury clothing billboards, street teams offering massages
Sep	1 st	Holiday	Labor Day Weekend	06/01/25	End-of-summer themed beach advertisements, Back-to-school focused bus stop ads
October	1 st	Themed	National Coffee Day	07/01/25	Transit ads showing DTC coffee subscriptions, taxi toppers for snacks complementing coffee
	1-7 th	Themed	National Hygiene Week	07/01/25	Billboards for health-related brands, street teams sampling cold and flu relief
	31 st	Themed	Halloween	07/31/25	Digital billboards for themed handouts
November	27 th	Holiday	Thanksgiving	08/11/25	Organic food and leisurewear brands running billboard campaigns
	28 th	Themed	Black Friday	07/11/25	In-real life surround sound ads to drive website buys
December	1 st	Themed	Cyber Monday	08/01/25	Target city takeovers including billboards, transit ads, place-based ads, taxi toppers
	25 th	Holiday	Christmas Day	09/25/25	Festive-themed building projections, Interactive gift-guide displays in shopping regions
	26 th	Themed	Year-End Sales	09/26/25	Digital screens with rotating year-end deals