We did it again!

2011 ended well for the Out-of-Home (OOH) industry, posting a healthy 3.4% increase on net revenue year-to-date of $494 million, up from $477 million in 2010. Net revenue for the last quarter, October to December 2011 was also up by 1.9%, $152 million compared to $149 million in 2010.

Despite the soft media market the industry has been operating in, seeing traditional media channels losing market share, the last quarter of 2011 saw the industry post its eighth consecutive quarter of growth. Charmaine Moldrich, CEO of the Outdoor Media Association (OMA) said, “We are pleased to see the market recognising the OOH industry as a solid media performer, proving that OOH is a powerful medium to use even when the economy is soft.”

In September 2011 the industry released its MOVE (Measurement of Outdoor Visibility and Exposure) figures for 2010 which saw an overall increase in measured audience of 13.6%. Audiences are up in all five markets: 5% in Sydney, 8% in Brisbane, 15% in Melbourne and 20% in both Adelaide and Perth.

Richard Herring, CEO of APN Outdoor and Chairman of the OMA and MOVE said, “Outdoor is very well poised for growth in the near future. We remain a highly cost effective media option that delivers mass audiences. Our assets are increasingly relevant in today’s changing media landscape as we continue to develop exciting digital interfaces. We will continue to develop the highly successful MOVE audience measurement system to assist in delivering outstanding results to clients. Our industry delivered robust results in 2011 and we look forward to exciting times ahead.”

All categories across the sector performed well in 2011:

- Roadside Billboards (over and under 25 square metres) $170.3 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) $182.6 million
- Transport (including airports) $75.3 million
- Retail $65.4 million

Since 2002, the industry has grown a massive 91%, which proves the power of the medium to provide solid Return on Investment (ROI) to its clients.
Four out of five can’t read this

The Out-of-Home (OOH) industry kicked off 2012 announcing a new partnership with the Australian Literacy and Numeracy Foundation (ALNF) and is raising its hands in support of the national Wall of Hands (WOH) Indigenous Literacy Appeal.

The new partnership was launched on 2 January with a $600,000 OOH advertising campaign in Sydney and Melbourne, including roadside billboards, bus and tram shelters, taxis, and through digital advertising in shopping centres, universities, airports and pharmacies.

The WOH appeal aims to raise much needed funds for the ALNF to deliver education programs in remote Indigenous communities where four out of five kids can’t read.

“If only one in five children in any Australian capital city could read a book, most Australians would want something done about it immediately,” said Kim Kelly, co-founder of the ALNF. “We believe all Australians are entitled to literacy, because being able to read and write is a basic human right.”

Charmaine Moldrich, CEO of the OMA said, “This campaign launch signals the beginning of a wonderful new partnership for the OMA and the ALNF. The 2011 WOH appeal has raised over $150,000 since November and we are confident that the power of OOH will help raise greater awareness of this issue and encourage more Australians to lend a hand in 2012 to ensure that five out of five Indigenous children can read.”

The 2012 WOH appeal is set to kick off in July/August with a major national OOH advertising campaign sponsored by the OMA and its members.

Hot, hot, hot

2012 looks set to provide many opportunities for savvy businesses to tap into changing consumer needs. Check out the 12 hot upcoming consumer trends for 2012 according to trendwatching.com – some are directly relevant to the ever evolving technology of the Out-of-Home industry.

1. **Red Carpet**: Businesses will roll out the red carpet to shower Chinese visitors and customers with tailored services and perks as a mark of respect.

2. **DIY health**: Consumers will embrace new technologies and apps to keep managing their health.

3. **Dealer-chic**: Discount and deal hunting will continue to rise, not only to save money but for the thrill of the (best bargain) chase!

4. **Eco-cycology**: Brands are set to take back their products after use for responsible and reusable recycling.

5. **Cash-less**: A future of card swiping looks to be upon us with payments and rewards coming to even more mobile technologies, such as NFC (Near Field Communications).

6. **Bottom of the urban pyramid**: Global opportunities for brands that cater to the hundreds of millions of CITYSUMERS...
(lower-income city consumers) will increase due to the creativity and vibrancy of these aspiring consumers.

7. **Idlesourcing:** Constant improvements in mobile devices means people will be increasingly willing and able to broadcast what they’re doing to help improve products, services and information.

8. **Flawsome:** Brands becoming more “human” and exposing their flaws will be more favoured among consumers.

9. **Recommerce:** ‘trading in’ is the new buying for 2012, where savvy consumers will resell or trade in their purchases they no longer want or need.

10. **Emerging maturalism:** middle-class and or younger consumers in almost every market will embrace frank, risqué non-corporate products, services and campaigns.

11. **Point & know:** consumers will be able to source information on anything visually in an instant.

12. **Screen culture:** “life” will take place via ever more pervasive, personal and interactive screens.

For the full report please visit [www.trendwatching.com/briefing/](http://www.trendwatching.com/briefing/)

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**Around the world in OOH**

As important as it is that we bring you news and trends about Out-of-Home (OOH) in Australia, it’s also significant to profile OOH from around the world. First up...

**Country:** China  
**Population:** 1.3 billion  
**Growth rate:** 0.49%  

**Interesting stats:**

- According to the CODC (China Outdoor Data Corporation), spending on OOH advertising reached 44.2 billion Yuan (67.9 billion AUD) in the first three quarters of 2011. Growth was 15% year-on-year.
- OOH is rapidly growing, therefore Government regulation is inevitable, forcing the industry to become more consolidated and standardised.
- OOH markets in low-tier cities are developing in quality and quantity, and media formats are becoming increasingly diversified.
- The acceleration of urbanisation and infrastructure, like high speed rail, is causing an explosion of OOH advertising.
- As digital OOH rises sharply, traditional OOH shrinks therefore becoming more popular among advertisers.
- OOH is increasingly also being integrated with mobile and internet, as shown recently when Focus Media launched its interactive LCD screen with a Q card. Customers purchase a Q card from Focus Media’s interactive LCD screen (as seen in image), activate the Q card to link with their mobile phones, then hold the Q card close to the sensor area of a LCD, and discount vouchers and information is wirelessly sent to their phones.
Out-of-Home's a winner baby!

Media i Awards
Media i held their inaugural Media Sales Representation Awards in December, with outdoor the strongest performing category in Sales Representatives – comprising of 50% of the top ten positions nationally.

The awards generated tremendous support from media owners and media agencies alike, recognising individual and team excellence. Winners were chosen by peers from within media agencies across Australia, across a series of categories.

oOh!media collected Victoria and Queensland Sales Team of the Year as well as overall Sales Team of the Year. JCDecaux picked up the award for New South Wales Sales Team of the Year, and Victoria Out-of-Home Sales Person of the Year was Kate Murphy.

B&T Awards
The annual B&T Awards were held at the AJC, Royal Randwick in December. Finalist entries were up 12% on 2010 with a total of 297 entries received across 24 categories.

Media Agency of the Year, B&T Agency of the Year and Australian Agency of the Year was won by MediaCom and Advertising Agency of the Year went to The Monkeys. TorchMedia was a finalist for Media Brand of the Year (having won this award in 2010) with this years award going to SMG Red. Adshel collected the award for Media Sales Team of the Year, beating Fairfax Digital (highly commended) as well as three other finalists.

2012 international gigs

April 30 – May 2
TAB/OAAA Out-of-Home Media Conference & Marketing Expo, Miami Beach, Florida, USA
The TBA/OAAA (Outdoor Advertising Association of America) Expo will look at how advertisers find the right mix of traditional and non-traditional media as well as explain what they need from OOH to position their brands as fresh, innovative and influential.

For more information please visit: tabonline.com/2012conference

June 13-15
FEPE International Congress, Milan, Italy
The 53rd FEPE (Federation European Publicite Exterieur) International Congress will entail a number of various topics on Out-of-Home (OOH) with speakers from across the globe. Presentation topics include ‘The next three years in Media and Advertising’, ‘Digital OOH meets SoLoMo’ (Social, Mobile, Location) and ‘EYE on the future’ presentation given by Gerry Thorley of EYE Australia.

For more information on this international OOH education and exhibition event click here.
Staff connections – New recruits

Nicole McInnes – Marketing Director, Adshel
Adshel announced the appointment of Nicole McInnes to the role of Marketing Director, replacing Elivra Lodewick who departed in October 2011. Nicole comes from American Express where she was managing business planning and advertising best practice for B2B across Asia-Pacific. Her previous experience includes roles with Dell, AAPT and Ogilvy & Mather where she won a prestigious Cannes Lion for her creative work on IBM. Reporting to interim CEO Rob Atkinson, McInnes will take over all responsibility for marketing planning and management.

Charlie Murdoch – Marketing Manager, EYE
EYECORP has appointed Charlie Murdoch to the role of Marketing Manager – ANZ, replacing Marie Norman who recently became a mother. Charlie joins the OOH sector after almost ten years experience in radio, most recently as National Trade Marketing Manager at Austereo.

Letter to the Editor

Bryan Tyquin, December 2011: As an old timer in the Out-of-Home industry, I’d like to add a further farewell to Kelvin Whitford (farewell in the November newsletter), former head of iOM in Melbourne.

One of Kelvin’s greatest contributions to the industry was the development of ROAM and using it as the basis to get the industry to commit (no easy task) to the MOVE research which has been responsible for taking the industry to a greater share of ad revenue. Kelvin headed up the working group to put the blueprint together for the very successful program we have today. Had it not been for Kelvin’s determination and ability to drag a lot of reluctant industry players to the table we would not have developed MOVE to the system is it is today – the leading outdoor advertising measurement research tool in the world.

Getting to know you – USI

The OMA has 35 members across media, production and installation categories as well as asset owners. We thought it would be a good idea to get to know them a little better. This month we’re profiling one of our installation members; Ultimate Sign Installations (USI).

Commencing over 18 years ago, the business has grown to be the largest billboard installation company in Australia. Operating across three states with offices in Sydney, Melbourne and Perth and approximately 100 staff, USI install over 1,300 large format billboards and apply SAV (self adhesive vinyl) to over 3,000 buses every month. They also specialise in large building wraps. USI have been an OMA member since 2008.


Tell us what you think!

The OMA wants to know what YOU want from our newsletter. Do you like updates on the latest technology? Creative from around the world? Upcoming events from our members? Facts and figures about Out-of-Home (OOH)? Tell us what turns you on in OOH for the chance to win one of two moshtix tickets to the value of $100 each.

Competition T&C’s – Entries close 5pm Friday 3 February. The owners of the most creative and insightful answers will be notified via email week commencing Monday 6 February.
Out there – Local

Vroom...
As part of a national outdoor campaign for Peroni Nastro Azzuro over the summer period, oOh!media constructed a giant Vespa motor scooter leaping out of a big billboard overlooking Sydney’s Taylor Square. The 3D Vespa, sculptured in seven sections shared the billboard alongside the iconic bottle of Peroni, and incorporated a glowing headlight within the 3D foam extension that automatically turns on with the sites lighting at night. The campaign ran for the month of December.

Ahh refreshing
JCDecaux Innovate and Lipton Ice Tea launched a media first Misting panel, providing consumers with a refreshing experience at CityCycle stations and across the JCDecaux Citylight network. The Misting stations are activated via a push button on the JCDecaux Citylight panel. Locations were selected to target high pedestrian traffic areas and to entice passers-by with a refreshing mist. Using the Misting Zones, Lipton Ice Tea wanted to bring real refreshment to life on the streets of Sydney, Melbourne and Brisbane. These Misting Zones form a major part of the continued JCDecaux Brisbane CityCycle sponsorship.

The initiative was also named as one of the top ten experiential campaigns for 2011 by Marketing Magazine.

Out there – International

Making the invisible visible
This European street art campaign highlights the plight of six individuals from across the world who have suffered human rights abuses and furthers Amnesty International’s fight to abolish the death penalty. Each installation depicts a close up of an individual’s face. The image is invisible from front on, only becoming visible to those approaching the fence.

A plaque on each site alerts passers-by to an Amnesty International website where they can take action in support of each of the individuals featured. The campaign was posted in 26 locations across six European cities.

Children see things differently
This billboard created in Amsterdam utilises a special printing technique called “the lenticular technique”, where the viewer can switch between two differing yet similar images.

In this case it is that of a real world view and the view of a child. From one angle there are cleaning products underneath a sink – this is the adult point of view. The other depicts the same cleaning products as a child would see them – as toys and things to put in their mouth.

The billboard is targeted at people with children, reminding them to be careful with how dangerous household products are stored.