



Old school is still cool

Static Out-of-Home (OOH) will always be effective and relevant for brands, despite the growing use of new technology. A bit like mall and strip shopping, static and digital can coexist to deliver messages around the clock.

Misted train platforms and talking bus shelters (see 'Who woulda thunk it', pg 2) are exciting but there's something solid about old school OOH. Take for example the humble shop window. While not a traditional outdoor format, it serves a similar purpose and allows effective and interesting creativity to take place – be it for the local cafe or the internationally renowned department store.

Recent examples of enticing shop windows: East Sydney bakery Flour and Stone sells its delicious treats by baking its window dressing and seasonally theming them – bunnies and eggs for Easter, hearts and flowers for Valentine's Day and rainbows for the Sydney Gay and Lesbian Mardi Gras. More upmarket in Sydney's CBD is Louis Vuitton's offering of brightly coloured arrows surrounding its latest 'catch' of bags (image above).

To advertise its 'Music in May' season, Selfridges London created a 'Sounds of the Mind' window display. Ten bands were invited to each design a window based on the theme of one of their songs. Florence Welch, of Florence & The Machine, said the project was "about creating a representation of the song in a visual sense, so what a song would look like instead of hearing it" (image right).

It's impressive that traditional outdoor still leaves a lasting impression, despite the influx of technology. It proves how effective good creative can be and although technology is going to change the way we use OOH, old school can definitely still be cool.



We just keep on growin'

The Out-of-Home (OOH) industry posted a growth of 4% for Q1 2012 – the ninth consecutive quarter to do so. This is an increase in sales revenue to \$117.3 million, up from \$112.9 million for the same period in 2011. This steady growth, which has occurred since Q1 last year, proves OOH is being added more regularly to media schedules.

Recent Nielsen figures show that advertising finished marginally down year-on-year (-0.5%). OOH didn't feel the pinch as the top 25 advertisers in OOH spent an estimated \$212.3m, accounting for 2.1 cents of every dollar spent on advertising last year.

OMA CEO Charmaine Moldrich commented, "We are in the enviable position of being on 24/7, delivering messages to mass audiences. This is making OOH increasingly relevant in today's market where media channels are becoming more fragmented."

MOVE (Measurement of Outdoor Visibility and Exposure) continues to give OOH accountability, as Moldrich continues, "We are cost effective and can prove our outstanding results to clients through MOVE. We also understand that people's media consumption habits are changing and we are embracing new technologies that help drive great outcomes for advertisers."



Who woulda thunk it?



The rise in mobile Out-of-Home (OOH) technology is allowing spaces such as bus shelters to do almost anything to entice the consumer, from allowing customers to play their favourite song to pumping out the aroma of baked jacket potatoes. Once just a place with little to do, there's now a variety of interactive options that advertisers are using to engage customers.

The Interactive Europe study showed that OOH is driving mobile business with:

- 32% of Smartphone owners going online to research a brand after seeing it on OOH.
- 20% of people making a purchase after seeing it on OOH.

The study also found that:

- Over 50% of people are more likely to pay attention to OOH than any other form of advertising.
- Nearly 75% of people interact with OOH at least once.
- 71% said they felt more positive about a brand if it offered interactive OOH.

In spaces such as bus shelters, the medium is the message and advertisers can engage with consumers in a more creative, memorable way. Technologies such as QR (Quick Response) codes and Near Field Communication (NFC) are allowing advertisers to reach consumers more interactively.

As part of the 'I'm Perth. Get to know me' campaign in WA, Adshel created talking bus shelters. At the press of a button people were greeted by the 'Voice of the City', which provided suggestions for sight-seers around town. JCDecaux and McCain Foods in the UK created an aroma campaign to promote Ready Baked Jackets (image above). When consumers pressed a button on the poster, a hidden heating element released the aroma of a baked potato. In the depths of winter this aroma could make anyone crave the warmth of baked potatoes!

Not only is OOH "turned on" 24/7, but innovations in commuter spaces provide advertisers with ample opportunity to engage with their customers uninterrupted.

Well, at least until the bus shows up!

Around the world in OOH

Country: New Zealand

Population: 4,414,400

Growth rate: 0.3%

Interesting stats:

- Out-of-Home (OOH) ended 2011 with a 3.8% share of the total NZ ad market – the first significant increase since 2005.
- OOH grew by \$13m in 2011 to post an end of year figure of \$83m.
- Major Australian OOH companies Adshel, EYE and APN Outdoor are also based in NZ.
- OOH ad spend grew by 14% during the 2011 Rugby World Cup despite strict regulations by world soccer body FIFA to protect official sponsors. According to PricewaterhouseCoopers, OOH advertising reached more than 85% of the adult population during this time.



Showtime!



20 April – Lecture the Lecturers, Sydney

The OMA's CEO Charmaine Moldrich showed off the latest technology and innovative trends in Out-of-Home (OOH) to over 30 media and marketing academics from across Australia as part of the Media Federation of Australia's (MFA) recent Lecture the Lecturer series. This was the first year that OOH was invited to take part, and it gave the OMA a fabulous opportunity to show how technology is changing our channel to this key audience.

16–17 May – NFC Bootcamp, London, UK

The NFC (Near Field Communication) Bootcamp™ series is holding its first international Bootcamp at Screenmedia Expo.

The series will cover how to market using NFC and how to build NFC applications. Important information to know as 88% of people surveyed by Clear Channel and Posterscope say they would interact with the technology on OOH if it appealed to them.

Register [here](#)

Getting to know you: Cactus Imaging

Cactus Imaging began with founders Warwick Spicer, Keith Ferrel and one electrostatic printer in Auckland, New Zealand in 1992. They moved to Australia in 1993 and set up their sales office in Sydney four years later. Cactus has gone on to become the largest grand format production company in Australasia. Its commitment to new technology, including the purchase of the world-first UV Turbo Jet, put Cactus on the map and paved the way for the company to win numerous awards for its work.

Recently Cactus received the Gold Award for Excellence in Outdoor Production for Asia Pacific and Japan. Warwick Spicer was awarded the OMA's Excellence in Production Award in 2011. Keith Spicer was recently inducted into the The Federation of Screen and Digital Printers Associations (FESPA) Hall of Fame which recognises the leading lights of the print community. Keith finished in 4th place from 400 nominations and became the first Australian to achieve this honor. Cactus employs over 60 staff and is a long standing non-display member of the OMA.



Out there – Local



Breaking News Broadcast

Channel Nine continues to assert its market presence in Brisbane through goa's digital billboard network. With 10 prime locations across Brisbane, the billboards allow Channel Nine to broadcast new content every hour to more than 23% of people aged over 14 years.

National Sales and Marketing Manager at goa, Marshall Scott, said, "Channel Nine is one of the most effective and efficient users of digital. They're leading the way in immediately influencing consumer behaviour".



oOh!media & Fairfax relaunch The Sun Herald

To promote the re-launch of *The Sun-Herald*, oOh!media's digital ShopaLite panels used "dayparting" technology in key shopping centres across NSW. The technology enhanced the relevance and impact of the message, as a schedule of presentations played automatically at crucial purchasing moments. Creative was built around a series of word associations that linked local and international content.

Out there – International



Making their Mark at the OBIES

The Outdoor Advertising Association of America (OAAA) will award Bourbon brand Maker's Mark with the 2012 OBIE Hall of Fame Award. This prestigious award recognises brands that have built a legacy through the consistent use of Out-of-Home (OOH) over



many years. OAAA Chief Marketing Officer Stephen Freitas said, "The iconic Maker's Mark outdoor campaigns have delighted consumers with wit and provocative visual storytelling. The consistent approach to marketing communications has successfully combined branding with proximity, ensuring Maker's Mark ads are memorable, relevant, and distinctive."

OOH – the latest way to catch a crim

Digital billboards in America are being used in conjunction with local and national police to fight crime. In Alabama, the Lamar Advertising Company donated two digital billboards, in the hope of encouraging motorists to come forward with information on a local burglary. The FBI use their nationwide network of Clear Channel digital billboards to flash "hot pursuit" alerts and "most wanted" bulletins thanks to a successful trial in Philadelphia in 2008.

