

# Inside Outdoor

May 2009

Providing news and analysis on the Australian outdoor media industry

This month's edition features • KesselsKramer Exhibition • Outdoor Awards • OMA AGM

## KesselsKramer Exhibition sponsored by the OMA

KesselsKramer Exports – 12 Years of posters and other communication coming to Sydney and Melbourne

KesselsKramer is a communications agency based in Amsterdam and London. The agency is internationally recognised for its innovative and cutting edge approach to contemporary marketing, branding and advertising. The poster has always been a favourite of KK – they feel there is something pure and striking about the instantaneous and impactful messaging of this age-old medium. Over 100 posters

will be on display with the works portraying irreverence, irony, humour, social commentary and good old-fashioned shock tactics to convey the message.

Again, members of the OMA have pulled together to provide inventory in Sydney and Melbourne to publicise the exhibitions.

The exhibition is a must see for anyone in the media or advertising industry, and with a general interest in the creative process.



**Exhibition dates:**  
**Melbourne**  
5th to 14th June, Guildford Lane Gallery  
**Sydney**  
19th to 27th June, Carriageworks  
More details at [www.thesurgery.com.au](http://www.thesurgery.com.au)

## KesselsKramer seminars – KK Says Hello!

A seminar will be hosted by KK Creative Director & Partner Dave Bell. The retrospective will give a whirlwind tour around the diverse projects that the agency is renowned for – from communication to publishing to branding and product design, before focusing on a selection of key case studies which will be taken through from briefing stage to final inception.

Cost: \$95

Melbourne – Tuesday 9th June 10am-12pm Sydney – Tuesday 16th June 10am-12pm

[www.thesurgery.com.au](http://www.thesurgery.com.au)



## Votes now in for 2009 Outdoor Awards

After hours of deliberation our six international judges – John Merrifield (Cannes Grand Prix Outdoor Winner & ECD TBWA Asia/Pacific), Leo Premutico (Johannes Leonardo, New York), Ewan Paterson (CHI London), Joe Staples (Weiden & Kennedy, Portland), Kitti Chaiyaporn (Publicis, Thailand) and Andy Fackrell (180 Amsterdam) have cast their votes for the 2009 Australian Outdoor Awards.

Five creative teams from five different agencies are in contention for the major prize for this year's Outdoor Awards – 10,000 \$1 instant scratchies and a gold pigeon statuette – to be announced at a special awards ceremony in Sydney on 4 June 2009. And many more from among the 224 entries received will take away one of 25 gorgeous pigeon statuettes.

The Chaser's Julian Morrow will be Master of Ceremonies at the Awards' cocktail function, hosted by the Outdoor Media Association (OMA). All those who entered the Outdoor Awards have been invited to attend, along with other luminaries from the advertising, media and marketing industries.

## State round-up

### An OMA regulatory affairs update

#### NSW

#### SEPP 64 review and City of Sydney Council's draft hoardings and scaffoldings policy

The OMA will meet with the Department of Planning, Roads and Traffic Authority and RailCorp on 12 June to discuss the proposed amendments to SEPP 64. The OMA has also recently made a submission to the City of Sydney Council regarding their draft hoardings and scaffolding policy. A copy of the OMA's submission can be downloaded from the OMA's website [www.oma.org.au](http://www.oma.org.au)

#### QLD

#### Department of Main Roads

The OMA has met with the new Minister for Main Roads, the Hon Craig Wallace MP to discuss guidelines for roadside advertising. A briefing with DMR and members will be organised in the near future.

#### VIC

#### VicRoads working group

The OMA has provided comments on the revised draft of the *Guidance Note for the interpretation of the Road Safety Checklist* prepared by VicRoads. The next working group meeting will be held on 17 June.

## \$15,000 International Young Planners' Scholarship Now Open

Applications are now open for the 2009 Young Planners' Scholarship – a \$15,000 international annual research prize sponsored by the Outdoor Media Association (OMA) and the Planning Institute of Australia (PIA).

Now in its third year, the scholarship provides a unique opportunity for second or third year planning students or recent planning graduates under 35 years with less than five years planning experience, to research how outdoor advertising is integrated and regulated in international cities.

Application forms are available for downloading at [www.planning.org.au](http://www.planning.org.au) and [www.oma.org.au](http://www.oma.org.au)

All applications need to be submitted to the PIA by Friday, 28 August 2009.



## OMA AGM

On Tuesday 19th May, Board members and representatives of the Outdoor Media Association convened for the Annual General Meeting at The Establishment in Sydney. It is always a good time for members to catch up and re-cap the achievements of the industry.

Steve McCarthy enters his second year as Chairman of the OMA, with Steve O'Connor continuing as Chairman of MOVE.

A presentation by OMA CEO Helen Willoughby outlined the progress and initiatives of the OMA for the past and coming year highlighting new policies, research studies, continuation of the Young Planners International Scholarship, establishment of various committees, the success of the Outdoor Awards promotion, completion of the DVD for the WorkCover grant for OHS training, finishing with an update on MOVE and the marketing initiatives and ideas designed for the launch.



OMA team members from left: Carolyn Samsa; Grant Guesdon, Rosemary Roberts; James Mugambi; Megan Edgar and Nicole Moore.



Alastair Fysh (GM National Sales, oOh!media); Leonie Collins (Marketing Director, EYE Regional Business Units); Paul Sutcliffe (GM Sales, APN), Tony Kenna (GM Sales, EYE)

# Out There

## Events



### OMA joins with The Big Issue for Street Soccer

On Monday 25th May the action commenced at 2.30pm at the King George V Recreation Centre in The Rocks as members from the Outdoor Media Association joined the players from The Big Issue in an afternoon of hard fought, competitive street soccer.

Adshel, EYE, JCDecaux, oOh!media and Torch Media all joined in the spirit of the occasion and thoroughly enjoyed the interaction and competition with their member companies and more so, the players from The Big Issue.

It is a special experience to be able to share time with those who are often facing homelessness, substance abuse and mental health issues. These players are trying to make positive changes to their lives and Street Soccer was devised to reconnect them with the community. It also provides them with a real sense of purpose and belonging giving them a great boost in self-esteem and a vision for a brighter future. Everyone comes away feeling great, having had fun and having made a contribution.



### Local

The Daily Telegraph have used Papermotion technology to promote 20th Century Fox's new movie, 'Night at the Museum 2'. A new digital technology experience that brings characters to life from your newspaper using technology that triggers interactive content and depth to print media.

oOh!media and Logitech displayed this phenomenon in key locations across Sydney, Melbourne, Brisbane, Adelaide and Perth's CBD's last week. oOh!media provided roaming Digital ShopaLite's equipped with Logitech Web cams that allowed oOhfactor!'s experiential staff

to demonstrate the new technology that would be viewable from their paper. The paper is held in front of the webcam which then projects the ad onto the screen. The technology then tracks the movements in real time and moves the digital content so the dinosaurs, giant squids and other characters come to life from your newspaper right in front of you on the screen.

Logitech web cams were also handed out for free to those who tried the technology on the Digital ShopaLites.

You can see the technology at work here [http://www.youtube.com/watch?v=P4sAjkDm8RA&feature=channel\\_page](http://www.youtube.com/watch?v=P4sAjkDm8RA&feature=channel_page)



### International

More than 500 people attended the 8th annual Prix Média, held at Centre Mont-Royal (Montreal) on May 7th, 2009. The Prix Média contest is organized by Infopresse in association with the Quebec Media Directors' Council (QMDC).

#### Grand Prix (for Out-of-Home)

*Campaign:* Where Happiness Means the World

*Creative Agency:* Carat

*Media Agency:* Pattison Outdoor Advertising

<http://www.oaaa.org/>



### Invitation to play Street Soccer in Brisbane

The Big Issue is now inviting Queensland Members of the OMA to compete in its 2009 Street Soccer Corporate Cup in Brisbane on Sunday, 19 July 2009. Teams of up to eight players are eligible to enter in the round robin tournament which will go towards helping people experiencing homelessness or social disadvantage. Cost for team registration is \$250 plus \$750 tax deductible donation per team.

Matches will be held at the Cultural Forecourt, South Bank between 10.30am and 1.00pm.

RSVP to Megan Edgar at the OMA on [megan.edgar@oma.org.au](mailto:megan.edgar@oma.org.au) if you are interested in forming an OMA team, or entering your own company team by no later than Friday, 26 June.