



Media Release

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For immediate release

***OPEN* wide to creativity in Out-of-Home advertising**

The Outdoor Media Association (OMA) has today launched *OPEN*, a book that presents a delicious smorgasbord of creativity and opinion on a variety of Out-of-Home (OOH) campaigns from home and abroad.

“We embarked on *OPEN* to spark a debate and create on-going dialogue on what constitutes great outdoor creative,” said Charmaine Moldrich, OMA’s CEO. “We know that our medium is the ultimate creative stage for advertising and through *OPEN* we want to showcase this.”

OPEN was born from a desire to create a forum for celebrating and interrogating strong creative design within the OOH advertising industry. But while the focus of content is primarily OOH, this book looks more broadly at advertising’s influence on the world in which we live and the role creativity plays in this.

OPEN is more than a book of images, the OMA invited key figures from the local advertising industry to share their opinions and experience in the book. Contributors include Stephen Banham of Letterbox Design, Adam Ferrier of Naked Communications, Sudeep Gohil of Droga5 and Micah Walker of The Monkeys – with the book’s foreword by Todd Sampson of Leo Burnett Australia.

The book also takes a brief look at the history of the OOH industry, tracing the trajectory of creativity from hand-painted signs to the present day where the industry has matured to suit the contemporary market and technological advancements of the future.

“The creative potential of the outdoor medium goes relatively untapped,” said Moldrich. “We want to encourage advertisers to use OOH in the most creative ways they can imagine and *OPEN* is one way in which we are working towards inspiring brilliance.”

OPEN is 148 pages with over 150 images of OOH creativity from Australia and around the world.

OPEN is currently being distributed by the OMA to advertisers, creative agencies and media agencies nationally just in time for Christmas and the new year ahead.

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FURTHER INFORMATION:

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Editor's Notes:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.



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