

# Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

This month's edition features • The Big Issue • Outdoor Awards • 2009 OBIE Awards

## National outdoor campaign for The Big Issue

Thank you to all our members and other printing and installation suppliers for your generous contribution towards the new \$600,000 national outdoor media campaign for The Big Issue launched on 27 April 2009.

The targeted creative was developed by the Melbourne-based company, the blue group, to raise awareness of The Big Issue brand and to educate people about how the street magazine enterprise works.

The campaign uses the call-to-action tag line "You pay \$5. I earn half. Everyone feels good", and features one of The Big Issue's current street vendors, Brian. It will run over the next two months in Sydney, Melbourne, Brisbane, Adelaide and Perth.

Steven Persson, Chief Executive of The Big Issue, said the new campaign drew on extensive research which showed the need to more clearly explain how The Big Issue works in assisting people who are either homeless or marginalised to earn an income.

"A lot of people did not understand the

connection between purchasing the \$5 magazine and how it directly helped those who were selling it," Mr Persson said.

Helen Willoughby, Chief Executive of the Outdoor Media Association (OMA), said the new campaign continued a successful partnership between the OMA and The Big Issue.

"Last year our members donated more than \$1million in media space, printing and installation to promote The Big Issue and The Homeless World Cup soccer tournament held in Melbourne last December," Ms Willoughby said.

"We are delighted with this new upbeat and positive campaign that aims to encourage more people to support The Big Issue and its hundreds of street vendors."



### MOVE Review in progress

Data for all markets have now been received by outdoor media operators, enabling them to thoroughly review the results and use the new MOVE system to build packages and run reports.

This is the first major road test of the system which comprises a number of large databases including more than 50,000 outdoor media faces, population and travel data for Australia's five major metropolitan cities, together with the traffic flows and public transport routes for those places.

MOVE merges a number of different software technologies to integrate the data and produce audience measurement results for both individual and multi-format campaigns. It includes the Visibility Index matrices, developed by the UK's Simon Cooper, which are used to adjust total audience scores according to those with the Likelihood-To-See (LTS) an outdoor advertising campaign.

Now that all data has been received, MOVE (the company) will gather feedback from all operators. Any issues arising will need to be addressed prior to the system's launch to market.





## Young Planners Scholarship report highlights

Rachael Attwood, the recipient of the OMA's inaugural Young Planner's Scholarship launched in 2007, has recently submitted her final report on the research she conducted overseas on electronic signage.

Rachael travelled to Osaka, London and New York to review their respective regulations for electronic signage in order to make recommendations for regulating this form of signage in Victoria.

Rachael said that travelling around the world on her own and conducting research in places she had never been was exciting because she had never thought she'd have the courage to do something like that at age 23.

"More than anything the scholarship gives you the opportunity to realise what you are actually capable of at both the academic and personal development levels. Not only do you gain a better understanding of planning and make a unique contribution to the profession through your research, but you also make excellent contacts along the way. Definitely a scholarship worth applying for!"

Rachael recently presented the findings of her research at YPConnect09, the annual young planners conference, and the Planning Institute of Australia's National Congress held in Darwin. Her final report can now be downloaded from the OMA's website [www.oma.org.au](http://www.oma.org.au). Applications for the 2009 Young Planner's Scholarship will open early next month. For more information please refer to the OMA's website or contact Carolyn Samsa, Senior Policy Adviser on (02) 8356 9000 or [carolyn.samsa@oma.org.au](mailto:carolyn.samsa@oma.org.au).



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# State round-up

## NATIONAL

### OMA research project on driver interaction with signage

The OMA has received comments from the road authorities in NSW, QLD and VIC regarding the proposed methodology for the study. The OMA is currently reviewing these comments before commencing the fieldwork aspect of the study.

### Discussion paper on digital signage

The OMA has finalised its discussion paper on digital signage. Thanks to everyone who provided comments on this document. The final version has been sent to the road authorities in NSW, Victoria and Queensland as well as to Brisbane City Council. A copy of the paper can also be downloaded from the [OMA's website](#).

## NSW

### SEPP 64 review

The OMA will meet with the Department of Planning, Roads and Traffic Authority

and RailCorp on 5 May to discuss the proposed amendments to SEPP 64.

## QLD

### Brisbane City Council and Department of Main Roads

The OMA has provided additional comments to Brisbane City Council on their internal practice note regarding mega banners.

The OMA is currently seeking a meeting with the new Minister for Main Roads, the Hon Craig Wallace MP to discuss the progress that has been made in negotiating changes to restriction distances for outdoor advertising on freeways and motorways.

## VIC

### VicRoads working group

The next working group meeting is scheduled for 23 April.

## Outdoor awards deadline extension

The creative community has been busy entering their best outdoor media campaigns in the Outdoor Awards. Entries were due to close 30th April 2009, but by popular demand have been **extended to 7th May 2009** to allow for any late entries – something creatives are notorious for!

The awards were promoted via a 10,000km truck journey across Australia in late 2008 with the unusual \$10,000 instant scratchie prize unveiled in February 2009 on a billboard on Parramatta Rd in Sydney's west. As part of the call for entries, more than 250 fine quality, handmade chocolate pigeons were flown across Australia in early April and a reminder email alert has been sent to almost 1000 creative team members.

The awards are **free to enter** and open to any outdoor advertising campaign that has run in an Australian market in the 16 months between **1 January 2008 and 30 April 2009**. All entry details are at [www.outdoorawards.com.au](http://www.outdoorawards.com.au)

The Outdoor Awards offer prizes across 11 categories with the best overall winner set to receive 10,000 \$1 scratchies.

Winners will be judged by an international panel of renowned creatives, including the Glue Society's Jonathan Kneebone, 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) and Carlos Bayala (Madre, Buenos Aires).

The winners will be announced at an industry event for creatives in Sydney on 4th June 2009.



# Out There

## Events

### OMA and The Big Issue Street Soccer

The Street Soccer program is a community initiative of The Big Issue that is mostly made up of people who are experiencing homelessness, long-term unemployment, or are marginalised through their circumstances. The Big Issue has thrown out the challenge to OMA members for a round robin afternoon of Street Soccer. This is to be held on Monday 25th May 2009 from 2pm at the King George V Recreation Centre, The Rocks, Sydney. Each game is only 15 minutes in length so strap on the boots and get in the spirit. So far teams have registered from EYE, oOh!media, Rova Media and TorchMedia.

RSVP by 13th May to Megan  
megan.edgar@oma.org.au



### Annual General Meeting

The Annual General Meeting of the OMA is to be held on **19th May 2009** at the Establishment in George Street, Sydney commencing at 6pm followed by drinks and canapés.

## Local

Universal Pictures is heavily promoting the fourth installment of its successful Fast & the Furious franchise with a heavyweight national Adshel outdoor campaign which includes an Adshel Create Bluetooth element for increased engagement. The campaign was conceived by Universal Pictures International, Mediacom and One For All.

The Bluetooth component allows audiences to download the movie trailer, wallpaper and also a calendar reminder ahead of the release date. This works not



only to raise awareness but also serves as a leave behind to further engage audiences.

## International

### 2009 OBIE Awards

The Outdoor Advertising Association of America (OAAA) recently held their annual creative awards, the OBIE Awards.

The OBIE Awards are among the most prestigious and oldest creative awards in the industry. OBIE award recipients are frequently on the cutting edge of technology as well as creativity. A look at OBIE award winners from years past is a look at the evolution of the industry.

Eleven OBIE's were awarded this year from 17 categories. James Ready Beer took the honour for 'Best in Show' with a brilliant concept, asking their loyal customers to 'make an offer to share the billboard space'. The idea was to keep their billboard costs down and keep the beer at a buck!

They advertised in local newspapers, personal emails of drinkers, via their website and the JR monthly newsletter

directing people to the website to 'make an offer'.

Almost immediately people started displaying band posters, announcements, holiday snaps, their love for the brand, their love for others and there was also plenty of material they couldn't put up.

The billboards were the gossip of local communities at footy matches and barbecues, commoners became celebrities and James Ready beer remained at a buck!

View the campaign on You Tube

<http://www.youtube.com/watch?v=Xqu2HbCRkgE>

Agency: Leo Burnett Toronto

Advertiser: James Ready

Brand: James Ready Beer

Title of Work: Share Our Billboard

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

