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## Media Release

# Out of Home – shifting the paradigm and creating a reaction



Out of Home (OOH) advertising has undergone something of a rebirth. Led by the digital revolution, it offers real canvases with incredible potential to tap into creativity and amplify culture and identity.

This is the story told in [OPEN<sup>3</sup>](#), the third in a series of books on OOH creative developed by the Outdoor Media Association (OMA) in collaboration with the Federation Publicité Extérieure (FEPE) International, Outdoor Advertising Association of America (OAAA), Out-of-Home Marketing Association of Canada (OMAC) and Outsmart UK.

“By producing a project such as OPEN<sup>3</sup>, it allows our industry to ignite a conversation about creativity, in part due to some fantastic local and international OOH campaigns, but also in the 10 short essays written by a variety of creative heavyweights from across the globe,” said Charmaine Moldrich, CEO, OMA.

Featuring 74 OOH campaigns from across three continents, OPEN<sup>3</sup> showcases how OOH is the perfectly positioned broadcaster, allowing advertisers to create a reaction, to get noticed, to titillate, inspire, infuriate, or shock, which is so deftly shown in the book’s cover image [Look at me](#) by Women’s Aid UK.

“The OPEN<sup>3</sup> book is a hit in the US. We distributed the book to all attendees at this year’s OAAA\Geopath National Convention + Expo and the response was very positive. Numerous requests for additional copies have been filled, and we’ve learned members are using the book as a premium gift at client meetings,” said Nancy Fletcher, CEO, OAAA.

Following successful launches in Canada, the US and Europe, the OMA officially launched OPEN<sup>3</sup> in Australia on Thursday 15 June at a bespoke breakfast debate where we asked the question: [Has commercial creativity in Australia fallen behind the rest of the world?](#)

Curated in conjunction with Mumbrella Bespoke and moderated by Alex Hayes, the event saw 90 attendees from creative agencies, media agencies and advertisers engage in an open, robust, and entertaining conversation about creativity in Australia and around the world.

Speakers included Carmen Bekker, Business Consultant – Marketing, Advertising, Content, Growth; Simon Fowler, Associate Creative Director, With Collective; Andrew Howie, Group Marketing Manager, Meat and Livestock Australia; and Alison Tilling, Head of Planning, BMF Australia.

“Celebrating creativity and the platform that OOH offers, whether mass or targeted, is one of FEPE’s four key pillars of focus. Not only is OPEN<sup>3</sup> a beautiful book, more importantly it’s a fantastic tool as OOH continues to strive for salience in an

increasingly complex, competitive and sometimes scary media world,” said Bob Wootton, Executive Director, FEPE International.

And FEPE International General Secretary, Mark Flys, added, “FEPE International is proud to have assisted in the facilitation of this wonderful project. We thank the OMA for bringing the global OOH community together to contribute to something that will help drive the imagination and creativity of our industry in the future.”

OPEN<sup>3</sup> is more than a book of images. It features opinions and experiences about advertising and creativity from some of the world’s most formidable advertising industry leaders, including a foreword written by Terry Savage, Chairman, Cannes Lions International Festival of Creativity.

“OPEN<sup>3</sup> has been a great global initiative that OMAC hopes will inspire creatives across Canada on the powerful ways that OOH can be effective for brands,” added Rosanne Caron, President, OMAC.

OPEN<sup>3</sup> is now available for [download](#) and will be distributed by the OMA as a gift to creative agencies, advertisers and media agencies.

**ENDS**

**FURTHER INFORMATION:**

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**About the OMA**

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.