

## media release

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*For immediate release*

### **The Someone Will Project billboard it's impossible not to yawn at**

The latest billboard unveiled in the OMA's ***Someone Will Project*** series is bound to make you yawn. It's not because it's boring, it's because the billboard, photographed by Sydney photographer Brock Elbank, is a series of people yawning and as we know, yawning is contagious!

The third billboard in as many weeks to appear on an outdoor site in Saunders Street Pyrmont, Sydney, is part of a project developed by the Out-of-Home media industry.

It shows in different ways how Out-of-Home advertising can be used to make people react – from raising people's curiosity to call a number regarding a *missing python* in week one, to the urge to take a photo in front of the week two billboard *I'm with Stupid* and now the physical urge to yawn driven by an image of three people mid-yawn.

The project is part of the build-up to this year's Outdoor Awards, with the OMA collaborating with artists, illustrators and creative talents whose work is not normally seen at this scale or in the billboard environment. Photographer Brock Elbank said *"I really liked the idea of doing something other than an ad for a billboard. I also liked the fact I was creating something that would affect people physically. Billboards are a great medium for something like this"*.

Discussion on the project has been taking place at [www.someonewillproject.com](http://www.someonewillproject.com) There are five more billboard creative executions in the series, one more in Sydney, followed by a high profile supersite in Melbourne for the final four weeks.

CEO of the OMA Charmaine Moldrich said *"The feedback on the campaign so far has been great. It's lifting the profile of Out-of-Home advertising which is one of the aims of the project, so we're glad it's working."*

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