



**Outdoor Media
Association Inc.**

media release

TUESDAY 4 MAY 2010

For immediate release

THE OUTDOOR MEDIA ASSOCIATION (OMA) LAUNCHES THE SOMEONE WILL PROJECT TO INSPIRE CREATIVE DEBATE

As part of the build-up to this year's Outdoor Awards, the OMA has launched a new creative billboard project which aims to stimulate debate and provide inspiration for the advertising community.

A series of artistic, provocative and offbeat large format billboards will be appearing in Sydney and Melbourne over the next two months.

The OMA has collaborated with artists, illustrators and creative talents whose work is not normally seen at this scale or in the billboard environment.

As a result, the collective work of the campaign elevates T-shirt graphics, street graffiti, art photography and anonymous pole posters to the stuff of high profile advertising.

The first billboard was inspired by a simple pole poster. The 'MISSING PYTHON' poster, warning of a friendly snake called Fred who had disappeared, generated over 400 calls and 100 voicemail messages during the week it was posted.

This week's instalment in Saunders St Pyrmont, centres on a T-shirt graphic taken to an entirely new level. The *I'm with Stupid* billboard encourages people to take a photo in front of the billboard with a potentially unsuspecting friend or colleague.

Each billboard will link through to a blog site, [**www.someonewillproject.com**](http://www.someonewillproject.com) which provides a forum for the industry to discuss how outdoor advertising works and how it might be better used in future.

Each idea links to the thought that in future Someone Will use billboards in potentially new ways to greater effect.

As well as providing more information about the various artists and their work, the site will also house discussions around more provocative issues and uses of outdoor advertising, including the use of swearing, branding and sexual imagery.

Charmaine Moldrich, CEO of the Outdoor Media Association, said:

"This is an exciting venture for us. Last year's Outdoor Awards was a great success. This year, we wanted to play our part in encouraging new uses of outdoor and providing inspiration for the industry as a whole.

Being able to allow artists who normally don't get the chance to have their work shown on a large billboard has been particularly exciting for both them and us.

And we suspect the work will get recognition and interest from the general public as well as the industry."

Further information: Charmaine Moldrich 02 9357 9900 / +61 407418273 or Mike Tyquin 02 8584 2222 / 0422 381 151





MISSING

"Fred" 12ft Python
Completely Harmless
Went missing Thursday
0406 181 248

