



Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

February 2011

MOVE celebrates its first anniversary

The Board of MOVE (Measurement of Outdoor Visibility and Exposure), met recently to mark the first anniversary of MOVE's launch, which has been one of the drivers in the exceptional year the industry has enjoyed.

Twelve months on from the launch of its audience measurement system, the Out-of-Home industry in Australia is looking better than ever ending 2010 posting a healthy 19% increase on net revenue year-to-date, up from \$400 million in 2009 to \$477 million in 2010.

"Last year was an excellent year for the industry and we can't help but attribute some of that success to MOVE," said MOVE/OMA CEO, Charmaine Moldrich, "providing media agencies with a transparent and accountable audience measurement tool has meant that the industry is now a more attractive media option for advertisers than ever before."

MOVE is building fast with more than 1600 registered users and 28 agencies with logins, including the top ten spending agencies on Out-of-Home. Every day around 15 users from eight to 10 different agencies access the MOVE system and this number is sure to increase as the industry grows.

"MOVE has simplified the planning and buying of Out-of-Home media," Ms Moldrich said, "Before MOVE, advertisers relied on market research or on traffic and pedestrian counts to demonstrate reach and frequency."

The response from the industry has been overwhelming with MOVE being embraced positively by media buyers and advertisers alike.



Standing left to right: John Tyquin (Joint Managing Director GOA), Brendon Cook (CEO oOh!media), Charmaine Moldrich (CEO MOVE/OMA), Steve O'Connor (CEO JCDecaux). Sitting left to right: Steve McCarthy (CEO Adshel & MOVE/OMA Chairman), Richard Herring (CEO APN Outdoor), Mike Tyquin (CEO EYE). Absent: Brad Bishopp, Managing Director of Bishopp Outdoor Advertising.

"There have been a lot of believers of this channel in our industry for many years, and finally we have the numbers to back up those beliefs," said Bruce Mundell Director, The Exchange, Mindshare Sydney, "MOVE provides data which makes it possible for us to compare channels with similar spends, and this data paints a very good picture that Out-of-Home reaches a broad audience. This, in turn, creates comfort with our clients that Out-of-Home will create a return for their business."

At its recent meeting the Board endorsed further investment in MOVE. Chairman of the OMA and MOVE Steve McCarthy said, "We are not content to rest on recent accomplishments, and following agency feedback, additional software enhancements will be released throughout 2011 giving more functionality to the system."

Mr McCarthy went on to say, "we want to continue to provide the highest quality service to all users by maintaining the integrity and accuracy of data published, and ensuring the system remains accessible, relevant and user-friendly."



OMA staff interview

Rosemary Roberts, Office Manager



What's your background?

I'm not sure whether my passions have shaped my background or my background has shaped my passions, but I've worked for the RTA as Training Manager for Motor Registries, as an OHS Operations Manager for a national consultancy company, and for the Australian Reptile Park organising reptile shows for schools. I grew up on the NSW Central Coast and love the beach and lifestyle I have living now at Terrigal, although I miss the restaurants and cafes of the inner city.

Describe a typical day.

As Office Manager for OMA I try to assist all staff members achieve their goals and ensure the smooth running of the office. Some days are busier than others, but I'm lucky to be able to work from home one day per week to give me a break from the long commute to work. Soon I'll be moving into the role of Membership Manager where I can get more involved in membership matters such as organising members' events and MOVE training. After five years as Office Manager I'm looking forward to these new challenges.

What do you enjoy about your role?

Definitely chatting to members and giving them value for their membership fees.

You're a keen gardener. What's the secret to growing the perfect cucumber?

It's a battleground out there, constantly staying vigilant against caterpillars, possums, birds, and anything else that wants to eat my fruit, vegies and herbs! I don't mind sharing a bit, but when the birds eat all my lemons, the possums eat my figs, and the caterpillars massacre my rocket I get very annoyed!



You're also very good at recommending wines. What would you choose to complement my favourite meal of Sunday lamb roast with all the trimmings?

Easy, a Hunter Valley Cab Sav. My favourite winery is Marsh Estate on Deasys Road. They don't irrigate so the fruit flavour of the wines is really intense. Of course, it's all just an excuse to support the smaller winemakers and drink more wine! I'm slowly picking off all the wine regions of Australia on my holidays, and am now looking forward to tasting Spanish wines later this year.

Win a \$250 shopping voucher

For this month's competition TorchMedia have kindly donated a \$250 gift card for spending at places such as Woolworths, Big W, Dick Smith and Dan Murphy's. Woolworths are fresh food people, and so is OMA Office Manager Rosemary Roberts who this month harvested the crop pictured above from her garden. To get your hands on the voucher simply guess the total weight of the vegies in the picture and email your answer to tristan.craig@oma.org.au

Competition terms and conditions – Please guess weight of vegetables (do not include plate), in kilograms to one decimal place. Harvest consists of finger limes, tomatoes, rocket, figs, cucumber and tamarind. One entry per person. Closest weight wins. In the event of a tie the entry received first wins. Competition closes 5pm 3 March. Winner will be notified by email on 4 March.

Voucher not redeemable at Rosemary's garden.

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Positions vacant at the OMA

The OMA/MOVE is recruiting two positions, Office Manager and MOVE Database Manager.

Office Manager

The Office Manager is instrumental in ensuring the OMA office runs smoothly. Responsibilities include financial management, human resources and CEO support.

MOVE Database Manager

This position will assist MOVE's Research Manager in maintaining and developing the industry's audience measurement system.

For more information or a full position description of either vacancy please contact Rosemary Roberts on 02 9357 9900 or rosemary.roberts@oma.org.au

New member

The OMA is pleased to welcome SeeMedia as a new Media Display member. Based in Double Bay, Sydney, SeeMedia displays advertising on fuel nozzles in over 750 petrol stations across the country.

OMA member staff movements

EYE



Chris Rice has been appointed EYE state sales manager for Queensland. Rice joins with over 15 years experience in brand and retail categories across agency and direct media sales markets in both Sydney and Brisbane. He has also worked for Australian Radio Network and Austereo where

he held various roles in online and traditional media sales. He replaces Angela Neville.

TorchMedia



TorchMedia has appointed Andy Gilroy as NSW sales director. Gilroy joins from EYE where he was national sales manager at EYE Shop Australia and New Zealand since 2007. Gilroy started his media career in television in the UK with ITV, then spent time at Mindshare in Australia before heading back

to the UK where he worked for Viacom and Maiden Outdoor. He then relocated permanently to Australia where he was client strategist for Australian Radio Network.

Out There

Local

Creative juices

oOh!media and ad agency DDB Sydney worked together recently to create a hand painted work of art for client Golden Circle. The campaign suspended an artist 15 metres off the ground over four days on oOh!'s Taylor Square billboard in Darlinghurst. The event capped off an extensive 12 week outdoor campaign and resulted in a painting as unique as Original Black Label Juice.



Someone's out there creative

oOh!media helped RAC target families making the car journey from Perth to Bunbury over the holiday season. The billboard featuring a flying saucer extension reminded holiday travellers they can rely on the RAC if they break down, no matter how far from home they are.



International

Shoppers hear voices, go bananas

To convince people to buy their fair-trade bananas, All Good used a new audio-spotlight to act as the consumer's conscience. Unlike a regular speaker, the device emits a narrow high frequency beam of sound which can only be heard by one person at a time. The shopper's 'inner voice' sought to convince them to do the right thing and buy the fair-trade bananas in front of them. View the persuasion in action [here](#).



Cosy commuters

Caribou Coffee recently transformed Minneapolis bus shelters to promote their new hot breakfast sandwiches. In freezing conditions, commuters were able to warm themselves up in 'ovens' complete with coils emanating actual heat and read all about Caribou's latest menu selection.

