



# Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

June 2010

## Launch of The Big Issue 2010 Outdoor Media Campaign

Last week the Outdoor Media Association and its members gathered at the Justice and Police Museum in Sydney to mark the launch of The Big Issue 2010 Outdoor Media campaign.

The OMA's members have been major supporters of The Big Issue for the past three years. In 2008 the industry donated \$1m in media, printing and installation to promote the magazine and the Homeless World Cup. Last year, the industry donated a \$1.5m campaign. The 2009 campaign was tracked by MOVE and a dedicated market research project. The value of the campaign is evident in sales which were boosted by 20% nationally. The magazine sold out in the first two weeks of the campaign, even after the print run was increased. Post campaign awareness reached 44%. Additionally, MOVE proved that the campaign reached two in three people across the five markets, an average of nine times.

This year's campaign titled *Just like the magazine* highlights The Big Issue vendors' wonderful traits that the general public may not be aware of.

At the launch, CEO of The Big Issue Steven Persson paid tribute to the support of the OMA and its members.

"We would never be able to have our story so widely told if it wasn't for the support of our partners, such as the Outdoor Media Association," Mr Persson said. "Their ongoing generosity is an investment in our society and is absolutely vital in allowing us to continue to provide opportunities to homeless and marginalised Australians to be actively included in society and earn a living."

Following the presentation several OMA members then joined The Big Issue vendors on the streets of Sydney to experience firsthand the trials and tribulations of being a vendor.

OMA CEO Charmaine Moldrich found it challenging, "What a tough gig, selling a magazine on a street to a wall of faces who are armed with their coffees, marching to work and caught up in their own daily bubble," Ms Moldrich said. "It was difficult to just be



OMA CEO Charmaine Moldrich joins The Big Issue vendor Robert at Circular Quay.

acknowledged at times let alone make a sale! Lucky I had vendor Robert here to help."

The other OMA members that took part in the event were Steve Luck (Product Development Director at Adshel), Mike Tyquin (CEO EYE), Steve O'Connor (CEO JCDecaux), Brendon Cook (CEO oOh!media) and Matthew Byrne (Director ROVA Media), who all agreed at the end that they had formed a new found respect for The Big Issue's hundreds of vendors, who every day stand on street corners around Australia selling the fortnightly magazine.

The Big Issue and the OMA would like to acknowledge those who have assisted in pulling together their 2010 Outdoor Media Campaign.

**Media display members include:** Adshel, APN Outdoor, EYE, goa, JCDecaux, IOM, oOh!media, ROVA Media, TorchMedia.

**Printers include:** Brite, Cactus, MMT, Omnigraphics.

**Installers include:** ASAPS, Country Outdoor, Jamco, Paramount Outdoor, Prime Signs, Southern USI, USI, Visual Exposure, Vertigo High Access Services.



EYE CEO Mike Tyquin seals a sale on George Street.

**SMART.  
SAVVY.  
SUCCESSFUL.**  
JUST LIKE THE MAGAZINE.

# State round-up

## An OMA regulatory affairs update

### New South Wales

#### *Review of SEPP 64*

The Department of Planning (DoP) has advised that they are still drafting revised provisions for SEPP 64 and have now received a submission from the Roads and Traffic Authority (RTA) regarding their recommended message dwell times for digital billboards. The RTA recommends a message dwell time of 30 sec for roads zoned 80km/h and above, and 45 sec for roads zoned 70km/h and below. The DoP has advised that they will consider further submissions from the OMA regarding this matter.

### Victoria

#### *VicRoads vegetation management policy for outdoor advertising signs*

The OMA will be meeting with VicRoads' Metropolitan North West Region to discuss the progress of the vegetation management policy for outdoor advertising signs in the region.

#### *Signage provisions resulting from 2008 Signage Review*

The Department of Planning and Community Development (DPCD) has advised that they are in the final stages of making amendments to Clause 52.05 of the Victorian Planning Provisions as a result of the 2008 Signage Review. The DPCD was unable to specify a timeframe as to when this will be completed. The DPCD has also advised that stakeholders may be consulted with if the new provisions are substantially different to what was initially proposed in the review.

### Queensland

#### *Restriction distances for outdoor advertising signs on state-controlled roads*

The OMA met with the Department of Transport and Main Roads (TMR) on 8 June to discuss the OMA's submission regarding restriction distances for outdoor advertising signs on state-controlled roads. Ipswich City Council.

The OMA met with Ipswich City Council on 15 June to discuss a number of outdoor advertising issues in the region.

#### *Brisbane City Council*

The OMA met with Brisbane City Council on 25 June to discuss how Council is progressing its new planning regulations for outdoor advertising signs and other current outdoor advertising issues.

# Outdoor Awards

Entry for the 2010 Outdoor Awards closed with 209 entries, across 12 categories, from 40 creative agencies across Australia. Entries will be judged on visual impact/creative appeal, as well as meeting campaign objectives. The 2010 Outdoor Awards will be judged by a panel of seven high calibre international Creative Directors from some of the best agencies around the world including Santo, 18 Feet & Rising, Mother, La Comunidad, Kessels Kramer, Madre and JWT NY. Winners will be announced at a special event in Sydney in September.

The major prize winner will walk away with \$10,000 to attend an International Art Show – with a choice between Art Forum Berlin, Art Basel Miami or Art Basel Switzerland and the coveted gold pigeon statuette.

The call for entries was launched in March with billboards in Sydney, Melbourne and Brisbane heralding "The Outdoor Awards are Coming". Following this, a new billboard has been unveiled each week under The Someone Will Project banner to inspire and stimulate creative debate in the lead up to the awards closing deadline.

The final two weeks of the project included 'Take Me With You' by British typographer Anthony Burrill using his signature of large simple blocky type face in a poster style design and a tongue-in-cheek 'I Hate Pigeons' billboard which was chosen as the last in the series to coincide with the extended entry closing deadline. The pigeon is the Outdoor Awards logo, award statuette and mascot.

OMA Chief Executive Charmaine Moldrich commented that the range of billboards used to promote the awards have received a variety of reactions. "Our aim was not just to promote the Outdoor Awards but also to showcase the depth and breadth of the Out-of-Home medium. Our first 'missing python' billboard poster received over 400 calls and 100 voicemail messages from the public, showing the power of medium to engage the community. Other billboards in the campaign such as the 'Ignore Me' by artist Timba Smit and the 'Welcome to Adelaide' billboard in Melbourne created a stir within the creative industry. We wanted to engender interest and a debate on the power of billboard advertising and our Someone Will Project achieved just that."

[www.someonewillproject.com](http://www.someonewillproject.com)



# Advertising skins for Haiti

Following the massive earthquake in Haiti, in January, Guy Chenery from Overseas Disaster Resources got in touch with the OMA to request resources to help those affected. The call went out to OMA members, and we were able to send three pallet loads (around 2.5 tonnes) of used advertising skins. As the pictures illustrate, these were gratefully received and provided much needed shelter for the Haitian people left with virtually nothing. In April, three pallets were also sent to assist the people of Fiji following the cyclone.

In 2009 OMA members donated a total of 66 pallets of advertising skins to the Victorian Bushfire recovery, as well as to Fiji, Burma, Samoa and the Philippines following natural disasters.



# Out There

## Local

### Solo Lucky Undies

On 25 May at the MCG, spectators of the Soccerroos' world cup warm up against New Zealand were encouraged to don a pair of bright yellow undies as they cheered on their team. Developed by oOh!media, the Solo Lucky Undies Out-of-Home activity combined large format mobile advertising with experiential marketing supported by a billboard campaign across five capital cities. oOh! produced a specially designed fleet of mobile billboards complete with trailers equipped with a clothes line full of Y-Fronts. The trucks were supported by oOhfactor! staff handing out the "lucky undies" as well as sampling Solo product. In addition to the MCG, the trucks appeared at another 39 locations across Sydney, Melbourne, Brisbane, Perth and Adelaide – including at the front of major NRL and AFL events throughout June.



### Coles Hunt for Easter Value

Earlier this year, Coles set out to make a BIG statement at Easter. To do this, Coles and media agency Universal McCann turned to oOh!media in an effort to make a splash and really own the Easter retail environment. By identifying 15 key freestanding Coles locations across Australia, oOh!'s production arm, oOhproduce! created and installed building wraps and giant inflatable Eggs (which were installed on the roofs) on the chosen locations. Coles also added to this already unique campaign by utilising an experiential component via oOhfactor! where Easter Bunnies and Brand ambassadors in each centre sampled 30,000 Easter eggs and helped shoppers with their Easter shopping by packing and pushing trolleys and generally spreading Coles Easter message to its customers.



# Out There

## International

### Creative illustrates darkness as the enemy

Canadian creative agency Maclaren Mcann cleverly used outdoor to promote the launch of the new Xbox 360 game 'Alan Wake'. The game is a psychological thriller that sees players fighting off enemies that attack when it gets dark. The creative dramatically brings this threat to life with the tagline "Dark is Deadly".



### Airport Poetry

Clear Channel and Monster Media have joined forces to help US travellers pass the time when waiting to board their flight. Nine massive linked LCD screens allow users to access a word bank to create and submit original works of poetry through a simple touch. For inspiration, participants can view previously submitted poems, or call on their memories of their favourite poets.



### International Creative awards

Two of the top international creative awards have been held recently, the ANDY's and CANNES Lions. There were 10 winners in the Out-of-Home category for the ANDY's, which can be viewed [here](#). The CANNES Outdoor Lions were announced last week with Australian creative agencies taking home two Bronze Lions – George Patterson Y&R Melbourne for their Defence Force Recruitment campaign and JWT Melbourne for their Australian Childhood Foundation "Invisible" campaign. New Zealand agencies put in a strong performance receiving two Silver and two Bronze. The winning creative can be viewed [here](#).

### Florida Beaches use digital billboards

Panama City, Florida, is using 25 digital billboards in Atlanta, Georgia as well as other key "drive" markets to prove that its beaches are clean and not impacted by the recent oil spill in the Gulf of Mexico. The photo changes every day, showing a new photo of a clean beach.



### Meat Scented Media

It wasn't just the picture of steak on a new billboard in North Carolina, USA that recently tried to catch drivers' attention, it was the aroma coming from the sign. To promote a new line of beef available



at a nearby grocery chain the billboard emitted the smell of black pepper and charcoal between 7am–10am and 4am–7pm for a two week period in June. A high-powered fan at the bottom of the billboard spread the aroma by blowing air over cartridges loaded with fragranced oil. The billboard even warranted a CBS on-the-ground report which can be viewed [here](#).

### First full-wrapped digital bus advertisement in Chicago

A cross-branded outdoor promotion between social game developer Zynga and convenience store giant 7-11 has produced the first full-wrapped Digital Bus advertisement in Chicago. The digital screens 'own' the bus from tip to tail and include a 42-second digital loop that promotes branded speciality products from Zynga's popular social games including FarmVille and Mafia Wars in participating 7-11 stores. Limited-time collectible products can be redeemed with points earned with playing the free, online games as well as available with certain 7-Eleven purchases.



### Nivea uses the sun as media

To promote Nivea sun care, Brazilian creative agency Lew Lara TBWA made a mirrored billboard that used sunlight to convey its message. The temporary ads (triggered by sunlight) could be seen in places throughout the city where the consumer is exposed to the sun and close to retailers selling the product. Check out the video [here](#).