



Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

March 2010

MOVE Launch

The first national, industry-wide audience planning tool for outdoor media in Australia – MOVE – was launched on February 23, at The Ivy in Sydney at a breakfast briefing attended by close to 300 members of the media and advertising industry.

The launch extended to all capital cities and was presented to nearly 1,000 members of the media and advertising industry over a two week period. The feedback received regarding the presentations and the system has been extremely positive.

MOVE (Measurement of Outdoor Visibility and Exposure) is a world first in that it covers all major formats and environments, including roadside billboards, posters, street furniture, railway stations, transit, shopping centres and airports. MOVE also introduces a new media currency based on Likelihood To See rather than Opportunity To See which is used by most other media. Access to the audience measurement results is available to media agencies via a web-based system. Over 33 media agencies currently have access to the system with over 900 users signed up to use MOVE.

Following the national launches, in another industry initiative, the Sales Directors of each the major companies in the Out-of-Home industry have teamed up with the OMA to carry out a series of joint presentations to introduce and familiarise agency staff who were unable to attend the launches to the web-based system. In the month following the launch, over 40 agencies have participated in this initiative, CEO Charmaine Moldrich said: "Feedback received from the national roadshow launches and the agency presentation on the MOVE audience measurement system has been extremely positive and agencies are keen to start using the system".

A national training schedule is currently in progress. Grant Guesdon, MOVE's Research Manager, is conducting training in all capital cities with the initial 24 sessions being completed by the end of April. A helpdesk will be available for further assistance, along with e-learning modules specifically developed for users and agencies. As users become more familiar with the MOVE system, it is envisaged that training will continue on an on-going basis as required.

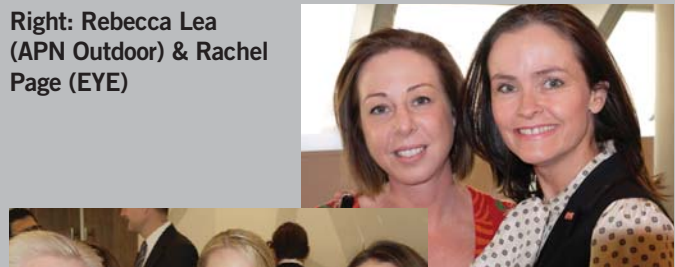
The Media Federation of Australia have been involved in the development of MOVE since its inception. Carol Morris, Executive Director of the MFA, said "Our members are very excited about the opportunities and innovations that MOVE will offer the industry. The effort in getting to this stage has been an incredible testament of strength from all areas. The contribution made by John Grono, representing the MFA, has been extraordinary and, as a collective team working towards the rollout, it just proves what can be achieved through true collaboration". Ms Morris added "The launch of MOVE has not left any stone unturned and through the series of live events, supporting material and ongoing workshops, we believe that MOVE has the opportunity to be fully embraced and used by the industry immediately."



300 attended Sydney Launch at IVY



Melbourne launch at Melbourne Convention & Exhibition Centre



Right: Rebecca Lea (APN Outdoor) & Rachel Page (EYE)



Left: Gerry Thorley (EYE), Sara Lappage (oOh!media), Nicole Moore (OMA)



Steve O'Connor (Chairman MOVE), Charmaine Moldrich (OMA CEO) and Steve McCarthy (Chairman OMA)

2010 Outdoor Awards

The Outdoor Awards 2010 call for entries launched this week, with a tongue-in-cheek campaign developed with the creative agency Glue Society. A billboard with the message 'The Outdoor Awards are Coming' is currently running on prominent sites in Sydney, Melbourne and Brisbane.

The campaign opener was chosen to highlight that the Outdoor Awards are about great creative and, as an industry, we want to promote all our Out-of-Home formats as a great canvas for creative advertisements. Whether it be simply executed, humorous, tailored to the location or embracing new technologies we want to promote great outdoor advertising.

CEO Charmaine Moldrich said that, "As an industry we are aware that our creative has to meet community standards while being smart, slick and clever. Humour is something that binds us and we have chosen to make fun of ourselves with our slightly cheeky campaign. We hope you enjoy it".

The billboards direct people to the Outdoor Awards website www.outdoorawards.com.au which provides information on how to enter. The awards are **free to enter** and open to any Australian

outdoor advertising campaign that has run between **1 January, 2009 and 30 May 2010**, but cannot have been entered in the Outdoor Awards 2009. Entry closes 5pm, 11 June 2010 and winners will be announced at an event in September 2010.

The inaugural Outdoor Awards were held in 2009 and attracted over 220 entries across 11 categories. This year an additional category has been added for small budget campaigns under \$150,000 after feedback from the creative community last year. In 2009, 25 Pigeon trophies were awarded – six gold, nine silver, ten bronze. The overall winner was Saatchi and Saatchi, Sydney who took home the unusual prize of 10,000 \$1 scratchies.

This year's winning creative team will receive a \$10,000 prize to attend an International Art Show – with a choice between Art Forum Berlin, Art Basel Miami or Art Basel Switzerland.

Seven high profile international judges have been secured for this year's judging, with Jonathan Kneebone from the Glue Society as the non-voting chairman.

Please encourage any great outdoor campaigns you have seen or worked on to enter at www.outdoorawards.com.au



Outdoor is Heating Up

In a world first, the MOVE System provides Total Reach heat maps by market for each face specific schedule generated.

Reports, run on site specific campaigns in Plan by Company, Proposals and Campaign Builder, contain a map for each market that shows where people live who have had the LTS (Likelihood to See) the campaign.

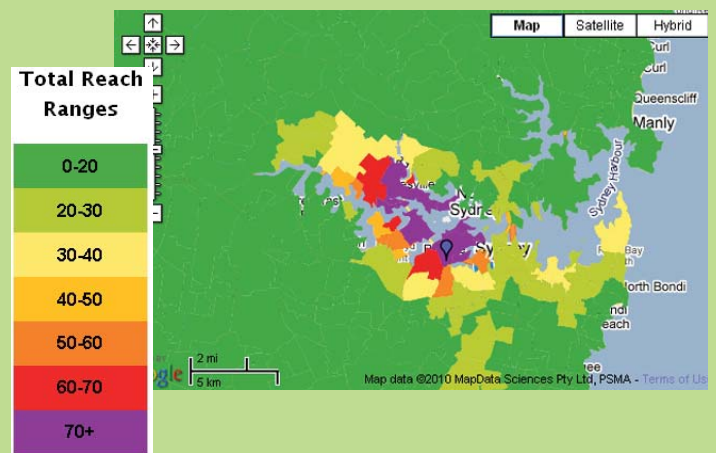
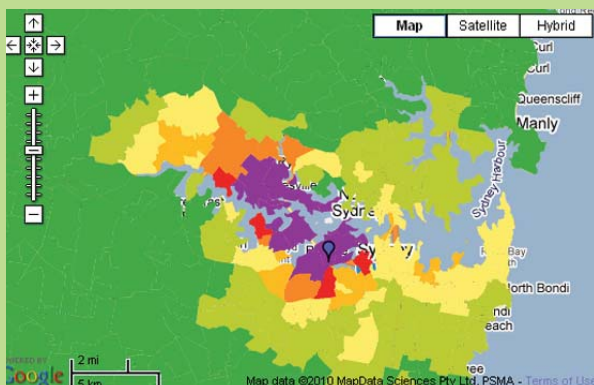
These maps enable a visual understanding of the geographical delivery of who sees the campaign.

The Map

- Location of each face. In broader zooms faces will cluster by region and split out as the view is zoomed in.
- Total Reach percentage overlaid on a Google Map platform.

Can be turned off as desired.

- Zoom in or out.



How it works

Each campaign is measured separately against each of the 14,400 Travel Zones (TZ) within MOVE. Each TZ's result is colour coded according to the LTS Total Reach % band within which it falls.

Demographic specific

Each map is based on the demographic chosen for the report (112 in total).

Variations in the delivery of each demographic is visible. An age group such as People 25-54 (left) that will generally travel further (eg for work) will be more geographically covered than demographics that may travel less distance e.g. People 65+ (above).

Message from new OMA CEO Charmaine Moldrich



Charmaine Moldrich

I am so delighted to be at the OMA and my timing is impeccable! I joined just in time to witness the roll out of the Measurement of Outdoor Visibility and Exposure system (MOVE) around the country.

I arrived back in Australia after a nine-month sabbatical, my last stop being Vancouver during the Winter Olympics where I spent many hours pondering how a drinking game, curling, could have become an Olympic sport!

Of course I also had my eyes peeled on the many large outdoor media formats inspired by a city hosting such a large sporting event. My favourite larger-than-life billboard was produced by the Vancouver Olympic Games Committee which had wrapped a multi-storey department store building with the Canadian Olympic team shot on location at Whistler smiling broadly into the camera, styled like a fashion shoot, with all the hope and anticipation of winning gold palpable in their gaze (see below).

It shimmered in the sunlight set against the downtown hubbub with the snow capped mountains in the background. I have never seen so many tourists and locals taking photographs of this truly awesome sight. Shows you what a good creative campaign in the right location can do.

Very soon after I touched down in Sydney, in fact I think it was a day later, I found myself on a tour of Australia, taking in Brisbane, Melbourne, Perth and Adelaide where I watched with pride the MOVE team bring to life a very complex and technical presentation on our world best practice audience evaluation system.

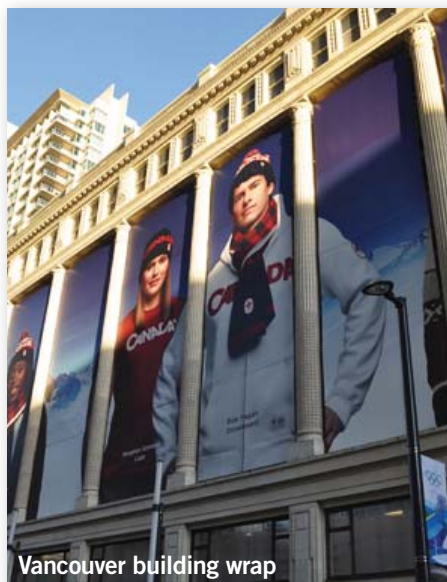
MOVE is just one of the many projects we are working on this year. Our next big project, which we launched on 30 March, is the Outdoor Awards which is in its second year. The awards were initiated by the OMA to reward and acknowledge smart and clever outdoor advertising creative. So stay tuned as we unfold our slightly provocative and cheeky outdoor campaign, followed by a campaign to highlight how innovative and fresh an outdoor media campaign can be. The awards will be judged by a panel of high calibre international creative directors. Having come from a background of buying campaigns I am looking forward to seeing all those fantastic creative applications pouring into our offices.

Life at the OMA is not all about launches and campaigns, we work hard behind-the-scenes with Federal, State and Local governments on regulations and legislation. As an industry we are very aware of our responsibilities to create cities that we can all be proud of.

Outdoor advertising is really part of our modern day iconography and even in the Simpson Desert, where I began my travels, there are tourist signs of a very Australiana flavour to brighten up a very long and sometimes tedious drive.

I also spent time in Tokyo which is the 'Mecca' of outdoor signs which to anyone's eye is a city enlivened by embracing outdoor advertising. It certainly is food for thought as we watch the digital arena unfold rapidly.

This first month in the CEO's seat has certainly been pleasurable, challenging and thought-provoking. I am very happy to have arrived at a great time when, in my opinion, the industry can only grow and prosper.



Vancouver building wrap

State round-up

An OMA regulatory affairs update

New South Wales

SEPP 64 review

The Department of Planning has advised that they are still in discussions with the RTA in regards to proposed controls for Electronic Static Displays. The OMA will be advised when there is further progress made on this matter.

Queensland

Sustainable Planning Act 2009 and fact sheet for outdoor advertising

The OMA has sent a letter to the Department of Infrastructure and Planning requesting that the former IPA Implementation Note 10 for outdoor advertising signs be transferred to a fact sheet under the new Sustainable Planning Act to continue to provide guidance to local councils when drafting their planning schemes for outdoor advertising. The OMA has also requested that the Department introduce a statutory guideline to provide a better legislative framework for councils to work under.

Department of Main Roads

The OMA is currently finalising its submission to the Department of Main Roads (DMR) in regards to restriction distances for outdoor advertising on the roadside.

Local Government planning schemes for outdoor advertising

The OMA has sent submissions to Fraser Coast Regional Council, North Burnett Regional Council and Tablelands Regional Council regarding their current planning schemes for outdoor advertising and has requested that it be involved in the drafting of the new amalgamated planning scheme for these signs.

Victoria

VicRoads vegetation management policy for outdoor advertising signs

The OMA has been advised that VicRoads is in the early stages of drafting a vegetation management policy for outdoor advertising signs. The OMA is expecting to be consulted on the draft policy once it has been compiled.

Western Australia

Main Roads meeting

The OMA met with WA Main Roads on 4 March to discuss their current policy for roadside advertising and have begun talks with Department of Main Roads on a number of policy issues.

Out There

Local

V Isokinetic stands out in-store

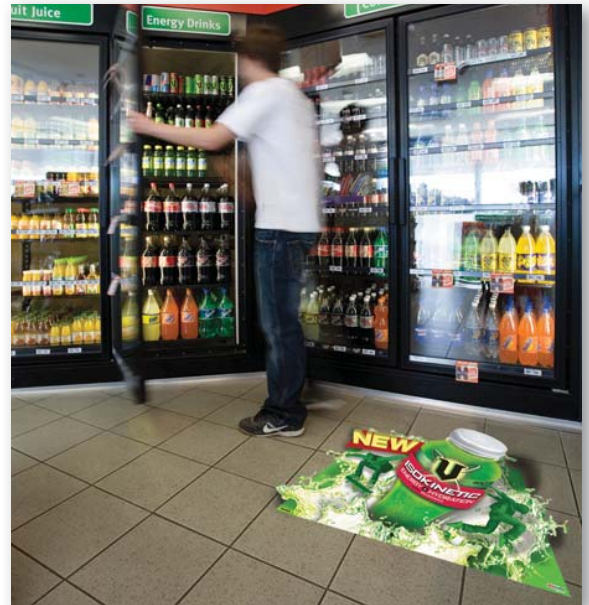
Frucor have created a new in-store campaign for the launch of their new V Isokinetic energy drink. TorchMedia, Frucor and OMD worked together to develop the campaign, with the Salt Mine designing the Floor media creative.

Using a die-cut printing technique the creative ticks all the boxes for a successful in-store campaign. Firstly, the product is at the centre of message, and literally jumps out at the shopper. Secondly, the message is direct and relevant, and effectively illustrates the products unique characteristics. These factors are extremely important in delivering communication in-store to shoppers.

The campaign is currently running across 480 Woolworths supermarkets and 121 Woolworths/Caltex petro-convenience stores.

Pharmacy Channel expands

TorchMedia's Pharmacy Channel continues to grow, with a number of new digital screens rolled out in community pharmacies this month. The recent installations bring the number of screens live nationwide to 400, with a further 200 on the way.



International

Mobile Scans and Real-Life Manhunt

You can't say Universal Pictures isn't going for buzz in promoting its upcoming release "Repo Men." To promote the movie – about a future world of costly artificial organs that can be reclaimed for non-payment – the studio is mounting both an integrated outdoor/mobile push using barcodes and an elaborate role-playing game involving a real-life manhunt for four people.

The barcode campaign, now taking place in 15 U.S. cities, involves outdoor creative for the movie that includes a small barcode in the corner of the posters. Users can scan these codes with an iPhone equipped with reader software from Red Laser, decode them and link to pages of apparent sales brochures for artificial hearts, kidneys, livers, eyes, and so on.



Posters in 15 cities include scannable bars that unlock "Repo Men" content

JCDecaux Airport (UK) launches interactive tabletop advertising with TAG Heuer



Information and entertainment at your fingertips as you sip a coffee is set to become a reality thanks to new touch-sensitive 'intelligent' tables at Heathrow Terminal 5. Outdoor advertising company JCDecaux Airport partnered with digital agency Splendid for a month-long brand-awareness campaign for TAG Heuer in February, using revolutionary new 'Microsoft Surface Unit' tables.

The 'Surface Unit' table uses innovative technology to allow multiple users to manipulate bespoke digital content across the table top using hand and finger motion. In an echo of the film 'Minority Report', the table can even be tailored to recognise gestures and objects and display relevant content.

The two 'Surface Units' carrying TAG Heuer content reached passengers when they had time on their hands and were in the right mindset to interact. The tables are web-enabled and allowed passengers to find destination-specific tourist information as well details of TAG Heuer watches and global retailers. Passengers could also enter their email address on the tabletop to receive further details.

Out There

International (cont'd)

3D in Grand Central

CBS Outdoor, one of the largest Out-of-Home media companies in America, unveiled their latest billboard and first of its kind in New York's Grand Central Station on 3 February 2010. For two hours per day the sign was displayed in 3D. The rest of the time, the sign displayed normal HD content. Ambassadors were on hand near the signs to hand out 3D glasses to people going through the station. An average of 70,000 commuters pass through Grand Central every day.



Visa: Go back to Pompeii

The National Museum of New Zealand in Wellington is running *A Day in Pompeii*, a four month exhibit on the volcanic destruction of the Roman city. It displays what life was like in Pompeii before rock and ash from Mt Vesuvius engulfed the bustling Roman city. Visa's sponsorship of the exhibit was highlighted at Wellington Airport with a lava flow that ran around the baggage carousel, informing visitors they can win a trip for two to Italy. The advert titled 'Go back to Pompeii' was done by TBWA\Tequila advertising agency.



CEASA 2009 Results

CEASA has reported Outdoor revenue in 2009 at \$399,948 which is a 3.18% share of the \$12.58 billion advertising expenditure in Australia in 2009. Excluding classified directories, the outdoor share is 3.6% of \$11.11 billion.

CEO Charmaine Moldrich said, "We are over the hump of the GFC, early 2010 indications show market growth in the sector. Post the MOVE launch we see the market embracing the evaluation system and we anticipate that once advertisers see the audience reach of the Out-of-Home sector our market share will increase up to 6% in the coming years".

AGM – save the date

The Annual General Meeting of the Outdoor Media Association is to be held on Tuesday, 18 May 2010 at the Australian Museum in College Street Sydney, commencing at 6pm to be followed by drinks and canapes.

All members will be sent a notice of the meeting, including nominations for board positions. For further information please contact Rosemary Roberts on 02 9357 9900.

Marketing position vacant at the OMA

The OMA is recruiting for a new Marketing & Research Assistant, following the resignation of Megan Edgar.

The position assists on all the OMA's marketing and research projects including MOVE, the Outdoor Awards and OMA marketing collateral.

For a full position description or more information please contact Nicole Moore, Marketing Manager on 02 9357 9911 or nicole.moore@oma.org.au

Out-of-Home award winner

The OMA was a proud sponsor of the Out-of-Home category at the recent Campaign Brief WA awards held on Friday 19th March.

The winner was Marketforce for the Office of Road Safety drink driving campaign "The Brain Game".