



Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

May 2011

OMA announces new Chairman at AGM

The Outdoor Media Association (OMA) has named APN Outdoor Chief Executive Richard Herring as its new Chairman. The appointment was made at the OMA's Annual General Meeting held on 17 May at Sydney's Justice & Police Museum.

Mr Herring (right) has more than 30 years Australian and international experience in media and sales and was appointed Chief Executive of APN Outdoor in early 2004.



OMA CEO Charmaine Moldrich said 'Richard has been a valuable member of the OMA Board, and I am delighted to see him in this new role. With his knowledge and experience as a leader in the Out-of-Home industry, I have no doubt that he will support and sustain the OMA's ongoing and future activities.'

Mr Herring takes over from outgoing Chairman Steve McCarthy, Chief Executive of Adshel who served as Chairman for two years. Mr McCarthy will continue as a member of the Board of Directors of the OMA.

Mr Herring thanked Mr McCarthy for his hard work and perseverance saying 'Steve has led the OMA through an extremely important phase which has seen the launch of MOVE, the industry weather the GFC and grow its market share. The OMA is in a very strong position and I am delighted to be taking over the reins at such a pivotal time for the industry.'

The OMA also announced two new Board members.

Leah Whitford, General Manager of Independent Outdoor Media (iOM), and Matthew Byrne, Director of ROVA Media were both appointed for a three year term.

Members of the OMA Board who were re-elected are: Brad Bishopp, CEO Bishopp Outdoor; Brendon Cook, CEO oOh!media; Steve McCarthy, CEO Adshel Street Furniture; Steve O'Connor, CEO JCDecaux; John Tyquin, Joint Managing Director goa Billboards; and Mike Tyquin, CEO EYE.



Above: Charmaine Moldrich presents Adshel CEO Steve McCarthy and JCDecaux CEO Steve O'Connor with gold pigeons for their services as OMA Chairman and MOVE Chairman respectively.



Above: New Board members Matthew Byrne and Leah Whitford.

OMA staff interview

Tristan Craig, Marketing Coordinator



What's your background?

I worked at Vodafone UK for five years in marketing and market research and moved to Sydney a couple of years ago. I've been working at the OMA for a year now and my responsibilities include promoting the OMA's activities, web content management and writing communications like the newsletter.

What do you like most about working at the OMA?

I like having variety in my role. I could be liaising with NSW Police on our upcoming campaign one minute and working on a program to engage with the creative community the next.

Is it true you're a talented musician?

(Laughs reminiscently) Well I used to play in a band back in Wales. We even played Caerphilly Cheese Festival once.

That's impressive. Talking of cheese is it true you gave it up for a year?

Yes, my doctor said to cut out cheese to try and stop my rising cholesterol. It worked.

Great. So how are you finding Australia?

I don't like the onions. They're really strong over here and it's hard to chop one without crying after a couple of seconds. It's a problem because my girlfriend's vegetarian so most of my cooking involves onions. Other than that the Australian weather, landscape, people and seafood (see above) are great.

Tell us a joke

Q. Why did the billboard cross the road?

A. Because MOVE predicted the orientation, offset and illumination period of the site across the street would increase its Likelihood To See by 10%.

HOW BRIGHT.

FROM EVERY MAGAZINE SOLD, VENDORS EARN HALF.



\$1.4 Million Out-of-Home advertising campaign puts spotlight on The Big Issue

In May the OMA launched a \$1.4 million national Out-of-Home (OOH) advertising campaign for street magazine The Big Issue to help homeless and marginalised Australians get back on their feet.

The three month campaign will help to raise awareness of The Big Issue through advertising on roadside and railway billboards, bus and tram shelters, taxis, as well as digital advertising in shopping centres, universities, airports and pharmacies.

The OMA and its members are long-standing supporters of The Big Issue and have provided pro-bono OOH advertising space since 2008. This year's campaign takes the total contribution from the OMA members to \$4.4 million.

The Big Issue CEO Steven Persson said 'The campaign helps break down stereotypes associated with homelessness by allowing us to show who our vendors are and how they benefit from magazine sales'.

Sales of The Big Issue jumped by 20 per cent during the 2010 campaign period, resulting in \$75,000 more going directly into the pockets of The Big Issue vendors nationally.

'The OMA is a proud supporter of The Big Issue' said OMA CEO Charmaine Moldrich. 'And the success of last year's campaign proves the power of our medium in reaching the community to raise awareness for extremely important issues like homelessness.'

HOW ENLIGHTENING.

FROM EVERY MAGAZINE SOLD, VENDORS EARN HALF.



Competition

This month we're giving away a \$200 RedBalloon gift voucher which can be used as currency towards anything on the RedBalloon website. The experiences and locations are endless – sailing in Sydney, a massage in Melbourne or a barista course in Brisbane. To win, email tristan.craig@oma.org.au your answer to the following question:

In this month's staff interview above Tristan revealed he gave up cheese for a year to try and reduce his cholesterol. 12 months ago it was 3.6. What do you think it is now? Hint, it's somewhere between 3.6 and 2.0.

Competition terms and conditions – please guess cholesterol level to one decimal place. As well as giving up cheese Tristan has been swimming fairly regularly. Competition closes 5pm 3 June. Closest guess wins. In the event of a tie the entry received first wins. Winner will be notified by email week commencing 6 June.



Out There

Local

TorchMedia's Fifth Leg campaign

TorchMedia recently urged consumers to 'Swing by the fridge' and buy Foster's wine brand Fifth Leg in a national campaign on their Shopperscape and On Floor network. TorchMedia General Manager Marketing and Commercial, Kirsty Dollisson explains, 'Liquor is one of the most challenging retail environments for brands, due to the massive choice and short dwell times. A media campaign with a clear call to action can make all the difference.'



International

This month features winners from the recent OBIE Awards which reward the best American outdoor work. View all the winners [here](#).

Best of Show – Pepto-Bismol

This seasonal campaign for indigestion medicine Pepto-Bismol called 'A Very Pepto Summer' was based on the idea that summer food is delicious, messy, and irresistible and you almost always need Pepto.



Gold – Kraft Macaroni & Cheese

Kraft used outdoor to get people smiling. Cameras were used to detect and show images of passersby. If they smiled, the Macaroni noodle smiled with them. The screen then recorded and displayed the number of smiles detected. Watch a video of the campaign [here](#).



Silver – Penn & Teller

Inspired by the duo's unique sense of humour these billboards promoted Penn & Teller's magic show in Las Vegas.

