

media release

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For immediate release

New independent research proves Out-of-Home is a smart investment

The Outdoor Media Association announced today, new, independent and compelling research confirming Out-of-Home as a clever investment when employed as a stand alone or as part of a total media mix.

The Out-of-Home industry, in partnership with BrandScience, presented results from a collation of 600 econometrics studies across a variety of categories and countries, including Australia, offering a quantitative insight in to how Out-of-Home increases Return On Investment (ROI).

Data from these case studies, which included thousands of advertising campaigns, looked at how Out-of-Home performed; relative to other media channels, independently and in synergy with other media channels and in trends of effectiveness over time.

Following the launch earlier this year of MOVE, the industry's audience measurement system providing accountability to advertisers, these new studies provide solid data as to how Out-of-Home performs in the market.

Some research highlights show that Out-of-Home;

- delivers a high ROI,
- is an effective and efficient media channel in its own right,
- multiplies and expands the ROI of other media channels,
- reaches as many people as TV at a fraction of the cost,
- increases the memory of a TVC or an online campaign by 30%,
- improves a campaign's diminishing returns.

Charmaine Moldrich, CEO of the OMA said the research was a logical next step after MOVE. "MOVE provides advertisers with the accountability and transparency they were seeking; this research goes a step further and looks at how Out-of-Home works with other media channels in the marketing mix and specifically what the ROI is relative to other media". She added "We feel the research findings confirm what the industry always knew – that Out-of-Home delivers exceptional results to advertisers."

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Editors Note:

Econometrics

Econometrics is a versatile statistical analysis system which identifies and measures the inputs that have caused something to change and how different media contribute to sales. It involves comparing actual levels of sales, measured at regular intervals against all possible drivers – marketing, media and external factors.

Outdoor Media Association

The Outdoor Media Association is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The association operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide the regulatory frameworks in which they operate.