



Media Release

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A new brand look for the outdoor Industry

The Outdoor Media Association (OMA) today launched its new brand with a new logo for both OMA and for MOVE, the Out-of-Home (OOH) industry's audience measurement system. The new brand has been designed to clearly reflect the vision and values of the OOH industry and to represent the power of the OOH medium.

"The industry values openness, integrity, innovation and creativity and the new brand strongly positions the look of the OMA and MOVE in line with these values", said Charmaine Moldrich CEO of the OMA.

The new look has been created to be more representative of what the OMA is today. That is an organisation representing an industry that is growing; an industry which has launched a world first audience measurement system; and an industry that has the confidence of media buyers and advertisers.

"We wanted a brand that portrays the OMA and its members as the contemporary and progressive industry we are in Australia", said Moldrich.

"The OOH industry underwent a major brand and cultural overhaul in 2010, not only with the MOVE but also through industry growth. We feel that it's now time to communicate, to our audiences and constituents, with a brand that reflects who we are today," said Moldrich.

The OMA is the peak national industry body representing the majority of Australia's OOH media display companies and production facilities, and some media display asset owners. Prior to July 2005, the OMA traded as the Outdoor Advertising Association of Australia (OAAA), which commenced operations in 1939.

The brand has been developed by the extremely talented creative team at MOON Communications. "We were delighted to work with the OMA and to have the chance of bringing their new brand positioning to life," said Chris Laws, General Manager of MOON, Sydney. "It's not often that a creative agency is given free range to come up with a new look for an entire industry in Australia".

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FURTHER INFORMATION

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EDITOR'S NOTE

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.