

## media release

WEDNESDAY 26 MAY 2010

*For immediate release*

### **THE SOMEONE WILL PROJECT CREATES A STIR WITH BILLBOARD**

The Someone Will Project has unveiled the fifth billboard in the eight week series with a 'Welcome to Adelaide' billboard, placed on a supersite in... Melbourne. The outdoor sign on the major road Kings Way, in South Melbourne, is bound to create a stir. Will people do a double take and doubt where they are for a moment? Will they assume the wrong copy has been posted and it's a stuff-up? Or will they get the joke?

OMA CEO Charmaine Moldrich said "*The aim of this project has been to have a bit of fun and show a range of ways the medium can be used to create an impact*".

The first four weeks of the campaign saw a series of billboards in Pyrmont, Sydney ranging from a 'Missing Python' billboard, warning of a friendly snake called Fred who had disappeared, which generated over 400 calls and over 100 voicemail messages; a T-shirt graphic 'I'm with Stupid' taken to a new level; a contagious image of three people yawning taken by photographer Brock Elbank; and a photograph by UK photographer Gareth McConnell to beautify the Sydney street with an image of 'Night Flowers'.

Each billboard links through to a blog site, [www.someonewillproject.com](http://www.someonewillproject.com) which provides a forum for the industry to discuss the billboards and read more about the project. Each idea links to the thought that in future Someone Will use Out-of-Home in potentially new ways to greater effect.

The Outdoor Media Association (OMA) launched the creative billboard project to stimulate debate and provide inspiration for the advertising community as part of the build-up to this year's Outdoor Awards. The awards are **free to enter** and open to any Australian outdoor advertising campaign that has run between **1 January 2009 and 31 May 2010**, but can't 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. Entry is available online at [www.outdoorawards.com.au](http://www.outdoorawards.com.au)

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