

## media release

**WEDNESDAY 13 OCTOBER 2010**

*For immediate release*

### **An Out-of-Home campaign that dominates the market**

Yellowglen has launched a national Out-of-Home campaign with a difference, dominating the Melbourne CBD by taking over key outdoor formats in the city centre, as well as creating a buzz through a huge presence in all other capital cities in the lead up to and during the Spring Carnival season.

The campaign, entitled *'What are you waiting for?'* is an evolution of the very successful Yellowglen Bubbly Girl that has underpinned the brand's dominance in the sparkling wine category over the past decade. The campaign has been developed by creative agency Badjar Ogilvy and media agency MediaCom.

Yellowglen is an official partner of the Melbourne Cup and enjoys a strong association with racing in Australia. Amanda Whiteland, Senior Brand Manager of Yellowglen said *"Yellowglen is Australia's most loved sparkling brand, and with the launch of our first new campaign idea in 10 years, we have worked with MediaCom and all the outdoor media suppliers to completely dominate the iconic and high traffic Flinders Street Station in Melbourne during the 150<sup>th</sup> Melbourne Cup Carnival.*

*Yellowglen is the Official Sparkling Wine Partner of the nation's biggest race day and Out-of-Home is our key media channel for us to continue to build the brand's dominance in the sparkling wine category this sparkling season."*

The campaign was achieved through a joint effort by all the major Out-of-Home suppliers with Adshel, APN Outdoor, Eye, IOM, JCDecaux and oOh!media working together to split packages and join sites. The Out-of-Home media buy for the campaign includes four sites at Melbourne's most iconic intersection of Flinders Street Precinct, a giant site created by adjoining an Eye and oOh!media site to book-end Swanston St, as well as a heavy street furniture presence with a bank of panels between Flinders Street and Federation Square and along the route from the CBD to Flemington racecourse.

Yellowglen will dominate Flinders Street station inside and outside. There will be a unique light projection of bubbles projected onto Flinders St Station, as well as multiple sites within the station which include Bluetooth enabled panels driving people to a Yellowglen promotion at the Spring Carnival, and to a Yellowglen iPhone application.

Naomi Johnston, Group Director from MediaCom said *"Out-of-Home has always been the cornerstone of Yellowglen's advertising campaigns and in 2010, the launch of new creative has taken its dominance of the medium to new heights. A carefully planned campaign that required a massive collaborative effort from all key Out-of-Home suppliers will see Yellowglen take over the Flinders street station and precinct like no other single advertiser has done before."*

OMA CEO Charmaine Moldrich said *"Our operators have worked together to bring about this campaign to further prove the power of our medium. There is a strong sense of camaraderie and cooperation in our industry engendered by the development and launch of our new Audience Measurement System*

*investment and punches way above its weight so it is good to see a product like Yellowglens embrace our medium to achieve both brand awareness and sales.”*

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## **Editors Note:**

### **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.