

Remembrance Day

Post-Campaign Report

11 November 2022



OMA

Summary

\$3M

OMA member donations

Nationwide

Outdoor media in
NSW, QLD, SA, VIC, WA

Multi-format

Billboards, Bus Stations, Cafés, Health
Environment, Office Buildings,
Shopping Centres, Public Transport,
Street Furniture, Train Stations



MOVE Report

5,744,404

LTS total reach

28,166,110

LTS total impressions

3.2

Neuro Impact Factor (NIF) score

Source: MOVE Report OMA Remembrance Day 2022. ACT/TAS not included. Demographic P14+



Reach

Market

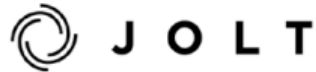
Audience

Sydney	975,584
Melbourne	2,455,457
Brisbane	1,864,624
Adelaide	314,723
Perth	134,017



**5,744,404
Australians**

OMA member support



Adelaide Railway Station

AVIS

AVIS
CAR RETURN
NEXT LEFT
BLYTH ST CAR PARK

It's time to
REMEMBER

Today | 11am

