

Outdoor Media Association

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Media Release

BOOBS, BEARDED LADIES, RABBIT SKINS AND GAYTMS

These are just some of the standout Out-of-Home (OOH) campaigns featured in OPEN², the second edition in a collection of books on OOH creative released yesterday by the Outdoor Media Association (OMA).

"OPEN² continues the conversation we started with our first book [OPEN](#) in 2012," said Charmaine Moldrich, OMA CEO. "It presents the endless creative opportunities we know Outdoor offers while providing the reader with creative and strategic insights from some of the leaders in the industry."

Featuring four (4) chapters: Humour me; Sell me something; Tell me a story; and Interact with me, OPEN² represents how OOH is increasingly becoming reflective of our culture and society.

OPEN² also illustrates how OOH is part of our cityscape, our commute, our weekend and our shopping and holiday experiences. How OOH cannot be switched off, ignored or fast forwarded. How OOH is 'the original tweet', an undisrupted media channel and the ultimate creative stage. Big, bold, cheeky, simple, clever and controversial, OOH allows brands to be unique, contextually relevant and targeted while reaching mass audiences.

OPEN² was launched in Sydney last night, at an event *Outdoor Creative – Xposed!* which brought together creative agencies, media agencies and advertisers who discussed the campaigns featured in the book.

The panel moderated by Luke Chess, Creative Director, MJW Australia, included Elle Bullen, Senior Copywriter, Clemenger BBDO Melbourne (Bonds. Boobs); Beck Hamilton, Marketing Director Disney Theatrical Productions (The Lion King); and Serena Leith, Marketing Director, Spotify (Listen for Free).

OPEN² is more than a book of images, it features opinions and experiences about advertising including a foreword written by Dr Rebecca Huntley, Executive Director, Ipsos Mind & Mood Report and 11 essays written by industry leaders.

OPEN² is now available for [download](#) and will be distributed as the OMA's Christmas gift to creative agencies, advertisers and media agencies.

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FURTHER INFORMATION:

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About the OMA:

The OMA 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 OMA 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 OOH 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 by the regulatory frameworks in which they operate.