

OPEN² – The Facts



- Hardcover, 176pp
- Featuring 75 Outdoor campaigns – 35 Australian, 40 International
- Four sections: Humour Me, Sell Me Something, Tell Me a Story, Interact with Me
- Introduction by Charmaine Moldrich – Chief Executive Officer, Outdoor Media Association
- Foreword by Dr Rebecca Huntley – Executive Director, Ipsos Mind & Mood Report
- Written contributions (in order of appearance):
 - Fiona Jolly* – Chief Executive Officer, Advertising Standards Bureau
 - Nigel Marsh* – Chairman, The Leading Edge
 - Jane Caro* – Writer, Lecturer and Media Commentator
 - Ben Colman* – Chief Executive Officer, 18 Feet & Rising
 - Ben Coulson* – Chief Creative Officer, GPY&R Australia and NZ
 - Andy Lark* – Founder & Chief Executive Officer, Group Lark; Chief Marketing Officer, Xero
 - Rob Atkinson* – Chief Executive Officer, Adshel
 - Ben Welsh* – Executive Creative Director, M&C Saatchi
 - John Purcell* – Commercial Director Operations & Business Systems, oOh! Media
 - Leo Roberts* – Group Marketing Manager Integrated Marketing Communications, Coca-Cola South Pacific
 - Luke Chess* – Creative Director, MJW Australia
- Additional references: QR codes that direct the reader to video of interactive campaigns (Scan Me) and an Index
- Design by Thursday Design, Sydney
- Printed by Imago Group Australia and Hong Kong
- Contributors photographed by Graynoise
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