

To infinity and beyond! The future of OOH is interactive technology

According to a report by US technology company Cisco, mobile phones will outnumber humans by the end of 2012. They predicted that there would be more than 10 billion mobile connected devices by 2016 – more than the estimated global population of 7.3 billion. Add to this the Morgan Stanley prediction that worldwide mobile devices will have overtaken PCs as the most commonly used method of web access by 2013 and it's clear where the future is headed. So it's no surprise we are seeing the rapid trend of Out-of-Home (OOH) campaigns that use mobile technologies to engage consumers using outdoor advertising.

OOH advertising in Australia is consistently growing (up 3.5% in 2011), as is new technology being implemented in OOH campaigns both locally and internationally. Some of the ways we have seen mobile being incorporated are:

- **QR Codes – Quick Response technology, provides on-demand content and immediate interaction with consumers.** This month in Melbourne Sportsgirl launched digital billboards with QR Codes, enabling passers-by to shop without having to go instore. The 'Window Shop' is the first of many interactive shopping billboards, featuring images of key fashion items which consumers can purchase by scanning the item's barcode

with their iPhone. The QR code takes the shopper directly to the Sportsgirl mobile store, where they can buy the item with a click of a button and have it delivered straight to their home.

- **NFC – Near Field Communication, is a proximity-based wireless technology and limited only to a few centimetres.** JCDecaux, in conjunction with Tap-it, created Australia's first NFC enabled OOH network. Integrating NFC chips into various JCDecaux outdoor displays enabled advertisers to create OOH campaigns that consumers can interact with via their mobile phones. People walking past an NFC enabled panel could simply tap their phone against the Tap-it symbol to retrieve various types of mobile content – from discount coupons to ring tones.
- **SMS – Short Messaging Service, is a text-based messaging component usually between mobile phones.** JCDecaux placed specially refrigerated Fruche advertising panels around Sydney's CBD where people could SMS the word 'style' to the Citylight's mobile number to be dispensed with a free sample. Turning posters into vending machines proved the power of OOH, in conjunction with technology to drive product sampling.

To infinity and beyond! (cont'd)

- **Wi-Fi – technology that wirelessly connects electronic devices (e.g phones to laptops) to the internet.**
In September 2011 Adshel partnered with Coles to implement Wi-Fi technology and NFC mobile technology into a 2 week outdoor advertising campaign. Consumers were able to retrieve exclusive digital Coles content, such as Curtis Stone recipes and Video Cookbook.



Furthermore, the integration of NFC onto digital OOH displays has the capacity to recognise a potential consumer approaching the sign with their NFC enabled mobile device, read their consumers preferences and customise the message on the display for that particular user.

Currently OOH is moving to be one of the most influential drivers in the path to purchase, but it seems the future of outdoor is set to become the actual point of sale.

Get a load of these stats:

- During the past decade, the average amount of time spent online has more than tripled.*
- Over the past year mobile internet usage has doubled in Australia with 1 in 2 mobile users now online.*
- By 2013, global mobile internet users will outstrip desktop internet users.
- In July 2011 Smartphone ownership in Australia was 46%. It is tipped to increase to 82% by the 2015.*
- By the end of 2015, nearly 90% of Australians will be using a smartphone as their primary device.^
- Uptake of tablets has been the fastest uptake of any technology to date in Australia. In 2011, 8.5% of Australian's owned a tablet. By 2015, 1 in 3 people will have one.#
- According to InMobi, 51% of Australians spend time on their mobile device while watching TV.
- Despite all of the above, only 20% of Australia's top advertiers have a mobile-optimised site.##

Sources: *Nielsen, ^Telsyte, #PWC, ##Google

OOH's new BFF – social media

There's no escaping the power of social media. Influencing everything and anything thanks to being able to 'Like' something on Facebook, 'follow' anyone on Twitter, and outline your career highlights on Linked-in, social media is the new word-of-mouth.

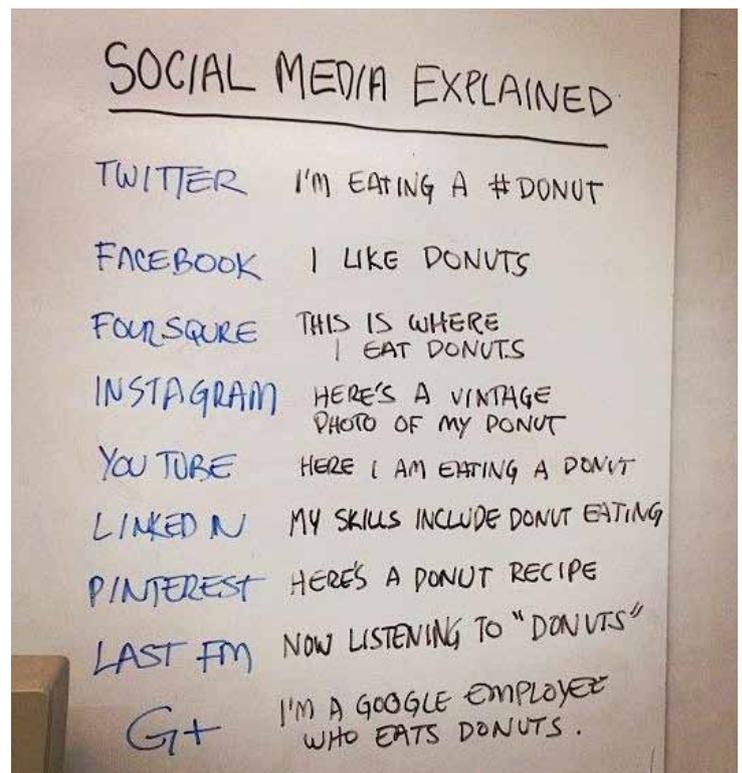
It's no wonder advertisers are riding on its coattails because of its power to influence and engage consumers.

Out-of-Home (OOH) in Australia has already seen this come into effect, for example EYE, in conjunction with Tap-it, launched a digital/social media campaign for Lipton Ice Tea. The ad featured a uniquely coded NFC (Near Field Communication) tag that prompted Sydney University students to hold their phone to the panel to 'Like' the beverage on Facebook.

The increasing use of technology in OOH means advertisers have more opportunity to engage consumers and influence purchase decisions using social media.

In early 2012, social media and OOH joined forces again during the American election, to broadcast issues most important to the public. A new new app for Facebook '2012 Matters: What Matters Most' was created to encourage Americans to voice their political opinion on Facebook and share their views on digital billboards in Times Square.

Don't know your Google+ from your twitter?
Here's a great summary of the different social media.
(Which we found on Facebook by the way).



The Circus is in town!

27 – 29 March, 2012

Circus – The Festival of Commercial Creativity



It's baaaack... The Communications Council, Australia's peak body for marketing communication agencies will be hosting Circus – The Festival of Commercial Creativity to inspire and entertain media and marketing individuals.

Held at Sydney's Carriageworks, some of the world's most inspirational speakers and influential experts will discuss their marketing experiences. Circus will also highlight the importance of creativity in our working world, and celebrate outstanding industry creative examples.

The two day event will also highlight leading trends, insights and collaborative thinking underlying today's successful marketing campaigns. Think of it as Australia's own Cannes Advertising Festival! To find out about speakers, schedules and packages visit [2012 Circus](#).

Around the world in OOH – The U, S of A



Last month we introduced our new section profiling Out-of-Home (OOH) from around the world. This month we're looking at:

Country: USA

Population: 307,006,500

Growth rate: 0.96%

Interesting stats:

- OOH in America rose 4.2% in Q3 of 2011 compared to the same period last year, accounting for US\$1.5 billion.
- Over the past decade OOH has grown more than 18%, increasing from US\$5.2 billion (in 2002) to nearly US\$6.2 billion (in 2012).
- Industry categories such as Automotive (including dealers, services and automotive access), Government and Insurance and Real Estate were top spenders in 2011.
- Recognised American brands McDonalds and Coke have been consistently among the top ten products advertised in OOH from 2002 to 2012.
- There are over 1,078,065 OOH sites in total.
- There are 400,000 billboards in America – 3,200 of which are digital sites.
- The industry donates over US\$400 million in space and production every year.
- 4.4% of total ad spend in America is spent on OOH, compared to 10.7% (Radio), 10.1% (internet), 23.5% (Television) and 51.3% (Print).

Getting to know you: TAYCO Outdoor Advertising

Father-and-son team Rod and Scott Taylor originally began their working relationship in sugarcane farming. In 2004 they moved into billboard signage, and began **TAYCO Outdoor Advertising**, with a focus on safety, environment and customer service.

With three permanent staff on site, operations have grown from one billboard to more than 100 projects at any given time. Utilising long-term contracts and constant research around innovative products means TAYCO can contract and expand as needed. "Using local labour is a priority, which supports regional jobs and delivers a staffing model that embeds expertise while keeping overheads under control," says Rod Taylor.

TAYCO holds the Bundaberg and Emerald airport concessions which has led to TAYCO becoming a finalist in the 2011 Bundaberg & District Chamber of Commerce Business Awards of Excellence. TAYCO Outdoor Advertising have been a member of the OMA since 2008.



Visit their website [here](#).

Staff connections – farewells

A word from the CEO

It is with a heavy heart that I announce two farewells. Both people have made a significant contribution to the outdoor industry and the OMA.



Mike Tyquin, EYE

First, one of our long standing Board Members, Mike Tyquin has departed as CEO of EYECORP for Australia and New Zealand. Mike's contribution to the OMA and MOVE has been enormous, particularly his 5 years on the Board of the OMA and MOVE. With his school boy charm, he was the youngest on the Board and his insightful observations will be missed. Mike holds a special place in my heart as it was him and Steve McCarthy who interviewed me for the position of CEO. Since that first interview, Mike has been incredibly supportive of my position, always willing to debate an issue or offer guidance. His dedication to outdoor and his youthful enthusiasm made his contribution compelling and unique. I will miss his big smile, his satchel worn sideways over his suit (like a young creative director) his insight, his guidance and the time he was willing to give to the industry. But given the Tyquin dynasty I am sure he won't be too far away from Outdoor! I am looking forward to working with the EYE team and with Gerry Thorley, CEO of EYECORP Global, who will replace Mike on the Board of the OMA and David Gibbs, Director EYE shop Global, who will take Mike's place on the MOVE Board.



Nicole Moore, OMA

What a way to start the year, first Mike and then Nicole Moore, who leaves the position of Marketing Manager for the OMA after 3 years. Coming from an already strong background in media, she began her OMA career with the launch of MOVE (Measurement of Outdoor Visibility and Exposure) and from there continued to take the role by the horns. A lot has happened in the organisation's life and in Nicole's life in that time. Year one saw Nicole not only prepare to launch MOVE but also marry her gorgeous husband Mal. Year two Nicole launched MOVE with the most stylish of roadshow events that took us all over Australia. I had just joined as CEO and was awe-struck by Nicole's organisational skills. I know the MOVE launches set a benchmark as other of my industry colleagues have tried to surreptitiously steal her ideas! Marketing MOVE to stakeholders didn't exhaust her one bit, as that year she became pregnant and we all watched again in awe as she wrangled our BrandScience research to market, while remaining calm but full of energy. Phoenix her beautiful son is now 1 year old and we say farewell to our own dynamo Marketing Manager. She will be a hard act to follow. While we try to find her replacement Charlotte Grant will act in the position.

OMA office addition: Warren – the fighting fish

So how did you get here?

I arrived from Aquadesiac in Surry Hills, where I was just another number, another fish in the shop. Now I rule the roost, I am king of the OMA's chill-out area. I have my own bowl and my own pebbles which coincidentally match the couch colour. I change colour so I match everything.

And how do you like us?

You guys are gold, I get treated like the head-honcho everyday, get my own area in the office – I'm like Charmaine with gills.

Before having you at the OMA none of us really knew about fighting fish – anything we should know?

- We're Siamese.
- My brilliant colouring and longer fins are thanks to being selectively bred.
- I was originally named Wander, but then it was quickly changed to Warren. I also go by the names Wazz-dog, Wazz-face and the Wazz-meister.



As our 'water feature' that provides our office with feng shui, we're glad to have you on board – any hopes for life at the OMA? To keep the OMA cool, calm and collected.

Out there – Local

Beer Banter

Clemenger BBDO Melbourne and Carlton Draught launched a new series of outdoor advertisements as the latest instalment in its long-running “Made from Beer” campaign. According to Carlton United Brewers General Manager of Marketing Andrew Meldrum, the eight outdoor executions serve as a “cheeky reminder of all that’s great about getting down to the pub”, using obvious, yet humorous taglines such as ‘Nothing sells beer like a really high billboard’, ‘Tastes best from the tap, but not many pubs do that these days’ and ‘Brewed north of the river. No seriously, there’s a north of the river’. The campaign will run until the end of March 2012.



Bring on a Bright Summer!

Attempting to bring an actual summer to Sydney and promote XXXX Summer Bright Lager, Adshel re-created a Bondi flat in bus shelters across Sydney.

Photographic wraps, custom couches and vac mould fridges were used to give the impression of being inside a beach-side apartment.

Commuters were also treated to a refreshing breeze by pressing a button which activated an air conditioner inside the vac mould fridge to, as the tag line reads, “Cool Your Summer”.

Out there – International

Mercedes: Key to Viano

Mercedes Benz produced an interactive digital campaign in Berlin, Germany, to promote their latest creation – the Viano. Mercedes recognised that tourists preferred to drive into the city and knew that they would have their car keys on them at all times.

With this in mind, engineers and computing experts developed a system that recognised and reacted to the signal given off by mobile car keys.

The system simply needed to be connected to the content projectors in the underground stations to activate the campaign, where passers-by could control 12 digital billboards with their own (virtual) keys to open the Viano.

Every time the door opened, different groups of people exited the vehicle, aiming to demonstrate its capacity. Members of the public that were lucky enough to catch the Viano when it was empty won an exclusive VIP trip in an actual Viano vehicle, turning their digital experience into a real-life experience.

Click [here](#) to watch the clip.



Out there – International (cont'd)



Billboard bag anyone?

Do billboards go on to the next life? In this case they do! And into the arms of, well onto the shoulders of everyday people. In September 2010, automotive company Chevrolet launched the Cruze, one of the biggest media buys in the company's history. Billboards, bus shelters, bus wraps and train stations everywhere displayed advertising for the Cruze. At the end of the campaign

Canadian advertising agency MacLauren McCann wanted them to "live on in a meaningful way", and so in February 2012 all Cruze outdoor vinyl were collected and combined with recycled seat belts and bicycle inner tubes to create trendy laptop bags, sleeves and oversized totes.

Turning redundant ads into useful everyday items is part of Chevrolet's green initiative 'Driving Our World Forward'.

Audi got owned

Once upon a time there were two major car companies – one called Audi, the other called BMW. Both existed in advertising harmony until 2009 when Audi begun a battle of the billboard, launching their latest model with the tagline "Your move, BMW", implying Audi was the superior brand. BMW simply responded with a bigger billboard that said "Checkmate". This prompted Audi to purchase an even bigger billboard, displaying the tagline "Your pawn is no match for our King", advertising their new Audi R8.

In late 2011 the battle was (literally) taken to the next level when BMW purchased a small blimp attached to the Audi billboard and displaying the tagline 'Game Over'. Audi was officially "owned".

