



We've put our hands up – will you?

The Out-of-Home (OOH) industry continues to put its hand up in support of the Australian Literacy and Numeracy Foundation's (ALNF) Wall of Hands (WOH) campaign. The national campaign kicked off 21 June at Sydney's Hyde Park Barracks Museum, launched by the NSW Minister for Education, The Hon Adrian Piccoli. Channel 9 newsreader and ALNF ambassador Peter Overton was the Master of Ceremonies and all those present joined in adding their handprint on our travelling billboard. The billboard, mounted on a oOh!media truck travelled from Sydney to Canberra collecting handprints along the way in support of the campaign.

Adding their handprint to the travelling billboard in Sydney was ALNF Ambassador Faustina Agolley, Australian actors Bridie Carter and Tara Morice, OMA member CEOs including APN Outdoor's Richard Herring, oOh!media's Brendon Cook, EYE's Gerry Thorley, Rova's Matthew Byrne and Adshel's Rob Atkinson.

The campaign was also launched at Parliament House in Canberra by the Federal Minister for Families, Community Services & Indigenous Affairs, Minister for Disability Reform, The Hon Jenny Macklin and The Hon Peter Garrett, Minister for School Education, Minister for Early Childhood and Youth. Journalist Kerry O'Brien, Master of Ceremonies and guests added their handprints at the launch in support of the Appeal.

The WOH Appeal helps to raise much needed funds for ALNF to deliver literacy and numeracy education programs in remote Indigenous communities where four out of five kids can't read. The alarming statistic is the becoming the basis of a movement that will



help stamp out illiteracy in Indigenous communities, garnering the support of politicians, celebrities and ordinary Australians. TV personality Faustina Agolley aka Fuzzy, is one of the many Australians supporting this campaign, who in her role as an ALNF Ambassador, travelled to the remote town of Elliot in NT to witness the benefits of fundraising firsthand.

Click [here](#) to watch Fuzzy's trip to Elliot, NT.

The sponsorship, valued at \$1.6 million marks the commencement of a three year commitment. This joint industry sponsorship adds to what the OMA member organisations give annually to a range of arts, sports and charities – over \$15 million of support as part of its community commitment.

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“As an industry that is responsive and responsible it is up to us to help organisations like the ALNF who are doing such excellent work to spread their message more broadly” said Charmaine Moldrich CEO of the Outdoor Media Association.

“Our wish is that through this OOH sponsorship, people across Australia will join us in helping children from Indigenous communities enjoy the same standards of education enjoyed by the majority of mainstream Australian children”.

“The statistics are often staggering, however, we can all do something very simple to turn the numbers around,” said Kim Kelly, Co-founder of the ALNF. “By joining the Wall of Hands campaign all Australians have the opportunity to raise a hand and help close the Indigenous literacy gap. Thanks to ALNF’s new partnership with the OOH industry, wherever you stand in Australia, you will be encouraged to take part.”

Show your support for the campaign and [donate now](#).



OOH battles it out

Out-of-Home (OOH) reached the finals in this year’s Battle of the Media at the Mumbrella 360 conference. Steve O’Connor, CEO of JCDecaux was our secret weapon, doing a sterling job in proving the power of outdoor as the preeminent channel in any media buying mix.

Steve first took on newspapers, then moved to magazines and in his persona as Luke Skywalker O’Connor was thwarted by the deathly rays of Damien DARTH VARDER Keogh, representing Cinema, in the final battle. While O’Connor had the force of a channel on the rise on his side, Keogh had the force of Hollywood blockbuster clips to win the popular vote.

While OOH may have lost in the finals it was very clear throughout the debate why we are in a space of our own, growing audiences and market share. It is very clear that we are the last remaining true broadcast medium and we are gaining audiences as Australia becomes more urbanised. We know through MOVE that 90% of the population leaves home each day, and that over 20 million Australians have the opportunity to encounter 56 OOH advertisements. Of those they are likely to see 28 OOH advertisements each day, translating to 740 million contacts per day, 365 days each year.

Although we didn’t get to take the very impressive trophy home we were very happy that we got the opportunity to pitch what a great advertising channel we are, and how relevant we always have been and continue to be into the future.



Around the world in OOH



Country: South Africa
Population: 50.6 million
Growth rate: 3.2%
Interesting stats:

- South Africa's designated industry association, the OHMSA (Out-of-Home Media South Africa) is aligned with the OMA, as well as other international affiliations such as the OAAA (Outdoor Advertising Association of America) and FEPE (European Outdoor Advertising Association).
- The OHMSA represents a wide spectrum of outdoor platforms, which is "indicative of the need of companies involved in the outdoor advertising industry to have a reliable and effective industry body to represent their needs across the complex social, economic and political landscape" according to Billy Basson, OHMSA Chairman.
- OOH market share in South Africa currently sits at 4.6%.

Events

Cannes Lions Awards – 17 June

The Cannes Lions Awards have set the benchmark for excellence in creative communications. This year the awards for Out-of-Home (OOH), or the 'Outdoor Lions' took place on 19 June alongside Media Creative Effectiveness and Mobile Lions. Seventeen Australian agencies submitted a total of 139 entries in the outdoor category this year, with 41 coming from New Zealand. Eight awards were won by Australian outdoor advertisements. Most notably, Ogilvy's 'Share a Coke with' campaign won Gold in the Billboard category and Clemenger BBDO's 'Virgin Australia' won gold in the Street Furniture category.

Smart Signage – 13 July

AIMIA, the trade body for the digital content, services and applications industry in Australia, will host a forum outlining how to capitalise on the effective use of signage with new technology. Topics cover everything from how interactive display components fit into an overall strategic communications plan, to using social media, NFC and Wi-Fi to target audiences and create more memorable Out-of-Home (OOH) campaigns.

Date: 13 July 2012
Venue: KPMG Auditorium
Address: 10 Shelley Street, Sydney 2000
Click [here](#) to register.



Out There – Local

LEGO Land!

To celebrate 50 years in Australia, LEGO unveiled their new “artwork” on the streets of Sydney. Featured on Macquarie Street’s bus shelters LEGO innovatively displayed portraits entirely made from interlocking LEGO bricks. “We are proud to be pushing the boundaries of creativity in Out-of-Home (OOH) with this incredible 3-D LEGO brand campaign,” said Max Eburne, General Manager of Sales and Marketing, JCDecaux. This particular portrait ensured fantastic reach and frequency numbers. LEGO’s exhibition will be displayed in Sydney until late July until moving on unto other regional locations until 10 October.



Good enough to eat

In the first execution of its kind, TorchMedia’s use of extensions on Shopperscapes was used to promote Purina dog food. Shopperscapes reinforce above the line communication along the path-to-purchase. By expanding the advertising space and using the featured Pug as the hero of the execution, the campaign was more impactful to shoppers. The Shopperscape activity was reinforced with an effective floor media execution in front of the product to close the loop during the “Moment of Truth” or point-of-purchase.



Out There – International

Don't drive so close to me

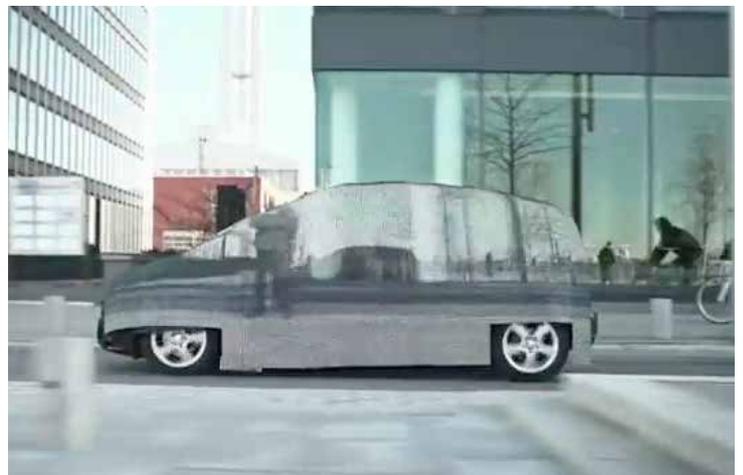
OBIE Award winning Amélie’s ‘Tailgating isn’t worth it’ campaign for the Colorado State Patrol featured this attention grabbing special build billboard to encourage drivers not too drive close to trucks.



Invisi-Merc!

Winner of the Grand Prix Award in the Outdoor category at Cannes Lions this year, The Mercedes-Benz F-CELL blew the crowd away. As the first hydrogen-powered car, Mercedes ensured people experienced the car the same way the environment does – like it's not existent. The car was disguised with LED mats (mirroring the car’s surroundings) on one side of the car and a camera on the other, which filmed everything that happened behind the vehicle. This transferred every action directly to the LED mats, allowing the car to become completely invisible to its surroundings and the passer-by in the immediate vicinity.

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



Cool off with Sprite

Giving new meaning to special builds, Sprite Brazil created an Out-of-Home (OOH) campaign by building a shower on the beach in Rio de Janeiro that mimicked a drinks dispenser. The long-running “Refresh Your Ideas” campaign was a great way to influence path-to-purchase and remind people that Sprite is the refreshing beverage for those long hot summer days.