



Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

May 2010

The Someone Will Project and the Outdoor Awards

The first four weeks of the OMA's Someone Will Project campaign saw a series of billboards in Pyrmont, Sydney ranging from a 'Missing Python' billboard warning of a friendly snake called Fred who had disappeared, which generated over 400 calls and over 100 voicemail messages; a T-shirt graphic 'I'm with Stupid' taken to a new level; a contagious image of three people yawning taken by photographer Brock Elbank; and a photograph by UK photographer Gareth McConnell to beautify the Sydney street with an image of 'Night Flowers'.

Each billboard links through to a blog site, www.someonewillproject.com which provides a forum for the industry to discuss the billboards and read more about the project. Each idea links to the thought that in future Someone Will use Out-of-Home in potentially new ways to greater effect.

Last week saw the first Melbourne billboard in the series with a 'Welcome to Adelaide' billboard, placed on a supersite in Melbourne. The outdoor sign on the major road Kings Way, in South Melbourne, was intended to have a bit of fun and create a stir.

This week's billboard 'Ignore Me' shows just how hard it is to do that with Out-of-Home media. The billboard was created by Melbourne's up and coming typographer and artist Timba. Timba was the winner of last year's British Art Award and has been sent to the UK to work with the best in the UK for a year.

The OMA launched the creative billboard project to stimulate debate and provide inspiration for the advertising community as part of the build-up to this year's Outdoor Awards. The awards are **free to enter** and open to any Australian outdoor advertising campaign that has run between **1 January 2009 and 31 May 2010**, but can't have been entered in the Outdoor Awards 2009. Entry closes 5pm, **11 June 2010** and winners will be announced at an event in September 2010. Entry is available at www.outdoorawards.com.au

Week 3 – Sydney



Week 4 – Sydney



Week 5 – Melbourne



Week 6 – Melbourne



OBIE Awards

The 2010 OBIE Awards were held on the last night of the TAB/OAAA Out-of-Home Conference and Marketing Expo which took place in Phoenix, Arizona in May 2010.

The 2010 OBIE Award winners reflect a continued emphasis on creativity, with advertising designed by some of the top creative minds in the business turning their considerable talent to Out-of-Home.

US creative agency, TDA claimed one of the oldest and most prestigious prizes in advertising when it won the coveted OBIE Best of Show for its FirstBank campaign.

TDA's winning campaign featured advertisements for local micro-businesses such as babysitting and dog walking services, which effectively communicated the bank's dedication to small business owners.

An additional 21 Gold OBIEs were awarded in individual categories. The quantity of OBIE winners is higher than in previous years, a jump the judges accredit to an increasing focus on outdoor advertising from top level creative talent. BBDO New York, TBWA\Chait\Day, The Richards Group, and Crispin Porter + Bogusky all won multiple Gold OBIEs. View all winners [here](#).

Best of Show Winner

[Click here](#) to see video link



Hall of Fame – Mini Cooper

[Click here](#) to see video link



Message from the CEO

Nicole Moore, the OMA's Marketing Manager and I attended the OAAA conference in Phoenix, Arizona in May. Highlights were attending the OAAA board meeting, the OBIE Awards ceremony and a meeting that was convened, after the conference, with our Global Association counterparts.

It was sobering to know that despite the enormous size of the US market we share the same issues.

Just to give the context – the market in the US is worth \$6billion and they donate \$400m of this market share to public service campaigns (close to our total market share!). They estimate that they have over one million advertising faces, New York City alone has 40,000 bus shelters and there are 52,000 billboards in LA! The statistics, like the country and its population of close to 300 million people, are overwhelming.

But back to the issues, like us they grapple with over and restrictive legislation; the federal government plays a greater role and as a consequence the OAAA is a strong lobby for the industry in Washington. Everyone in the US industry seems to have their Senator's ear. Despite this lobbying power they are stymied by all levels of Government and the bureaucracy. Like us it is a hard slog selling the positive messages from the driver behaviour research that billboards are not a distraction to drivers. They too are debating sexually oriented business and fast food advertising at a political and community level.

The USA have just introduced their Audience Measurement System – Eyes On – which although similar to MOVE is not as all encompassing as MOVE as it doesn't cover all the major formats.

The Global Financial Crisis hit the market very badly and last year the advertising market lost \$41billion, recovery is slow with only 1 per cent growth predicted for this fiscal year due to the sluggish housing market and high employment.

The US is leading the charge with digital advertising and the market seems more open to using the outdoor space to create imaginative and traffic stopping stunts. We saw examples of the Luxor pyramid at Vegas being transformed into a giant Transformer lightshow, we saw a helicopter GI Joe stunt for the film on the beaches of LA, we saw advertising as street graffiti for a clothing company, we saw sign writers paint a 5 storey wall of a building in New York advertising Stella Artois beer.

Networking with our counterparts from the USA, Canada, South Africa and Europe was invaluable for me as the incoming CEO of the OMA. I now have an instant network which I can draw on to help us build a more sustainable industry here in Australia.

Gold – Entertainment & Amusement

Minnesota State Lotteries – 'Red Hotels'



Gold – Beverages

Maker's Mark – "Take One"



State round-up

An OMA regulatory affairs update

New South Wales

Review of SEPP 64

The Department of Planning (DoP) has advised that they are still drafting revised provisions for SEPP 64. It is hoped that the drafting phase will be completed shortly, however the DoP was unable to specify a timeframe at this stage. The OMA will be meeting with the RTA's Centre for Road Safety to discuss their position on message dwell times for digital billboards which are yet to be decided in the review.

Victoria

VicRoads vegetation management policy for outdoor advertising signs

VicRoads Metropolitan North West Region has advised that they have made some progress in drafting a vegetation management policy for outdoor advertising signs in the region. The OMA has also submitted an interim approval policy for the trimming of overgrown vegetation for their consideration and is awaiting their approval.

Signage provisions resulting from 2008 Signage Review

The Department of Planning and Community Development (DPCD) has advised that they are in the final stages of making amendments to Clause 52.05 of the Victorian Planning Provisions as a result of the 2008 Signage Review. The DPCD was unable to specify a timeframe as to when this will be completed. The DPCD has also advised that stakeholders may be consulted with if the new provisions are substantially different to what was initially proposed in the review.

Queensland

Restriction distances for outdoor advertising signs on state-controlled roads

The OMA will be meeting with the Department of Main Roads on 8 June to discuss the OMA's recent submission regarding restriction distances for outdoor advertising signs on state controlled roads.

Sustainable Planning Act 2009 and fact sheet for outdoor advertising signs

The Department of Infrastructure and Planning (DIP) has advised that they are considering the OMA's recent request for the former Implementation Note 10 for outdoor advertising signs which existed under the old Integrated Planning Act 1997 to be converted to a fact sheet under the new Act. Until this occurs, DIP has advised that the former Implementation Note can be referred to in any discussions with Councils.

Local Government planning schemes for outdoor advertising signs

The OMA has sent submissions to Moreton Bay Regional Council and Sunshine Coast Regional Council regarding their current planning schemes for outdoor advertising and has requested that it be involved in the drafting of the new amalgamated planning scheme for these signs.

Brisbane City Council

The OMA is in the process of setting up a meeting with Councillor Amanda Cooper to discuss any progress Brisbane City Council has made in reviewing their policy for outdoor advertising signs and how signage provisions will be transferred into new planning documents for the region.

Ipswich City Council

The OMA is in the process of setting up a meeting with Ipswich City Council to discuss a number of recent issues concerning outdoor advertising in the region.

2009

Top Advertisers

Below are the top 10 advertisers and advertising categories for 2009. A more detailed list is available in the **2009 Annual Report**.

	The Top Out-of-Home Advertising Categories in 2009	Out-of-Home	
		\$M	Sh%
1	Entertainment & Leisure	35.5	4.8
2	Retail	35.2	1.7
3	Finance	33	5.9
4	Food	32.9	8.2
5	Communications	30.3	10
6	Motor Vehicles	29.2	3.1
7	Travel/Accommodation	24	4.7
8	Beverages – Alcoholic	21.9	20.9
9	Media	20	7.4
10	Government	19.7	8

Source: The Nielsen Company

	Top 10 Advertiser Groups / Advertisers for Out-of-Home 2009	Out-of-Home		
		\$M	YoY%	Sh%
1	Telstra Corp Limited	14.1	-40%	14
2	Coca Cola Amatil (Aust) P/L	9.3	2%	26.3
3	Government – Victoria	8.5	1%	9.1
4	Nestle Australia/L'Oreal	7.7	70%	6.3
5	Government – Commonwealth	7.2	36%	5.6
6	Fosters Group Limited	6.9	-9%	19
7	Unilever Australia	6.8	31%	9.2
8	Vodafone Hutchison Australia	6.8	-32%	13.4
9	American Express Int Inc	6.7	127%	27.8
10	SingTel Group	6.5	25%	8.8

Source: The Nielsen Company

2009 Top 10 Countries by Out-of-Home Spending (\$US millions)			
	Country	Est 2009 Revenue	% of Total Ad Spending
1	United States	\$5,900	4.6%
2	Japan	\$1,479	8.9%
3	China	\$1,406	7.9%
4	Germany	\$1,139	5.1%
5	United Kingdom	\$920	7.8%
6	France	\$811	11.2%
7	Italy	\$717	3.7%
8	Russia	\$531	15.3%
9	Spain	\$509	7.0%
10	Brazil	\$476	2.9%

Sources: OAAA, Magna, Research & Markets

Out There

Local

Canon Pixmar

A campaign for Canon ran throughout May with Adshel, which showcased artwork produced by a 5 year old child with a Canon PIXMA. The multi burst campaign was titled, 'Clive, Age 5'. To capture the attention of the target market, the first burst of the campaign included an eye catching Wrap made out of Clive's artwork. The Wrap included three custom made showcase boxes displaying a gallery of other artwork by the young artist imposed onto CDs, T-shirts and paper, demonstrating the versatility of the PIXMA printer.

The campaign was made possible by Leo Burnett, Mediacom and Adshel and targeted parents over the age of 35 with young children at home.



Iron Man 2

Paramount Pictures used Adshel Mobile to promote the release of their upcoming film, Iron Man 2. The campaign included 50 networked Adshel Mobile sites as well as floor decals and wraps to deliver added impact. Commuters who opted into the mobile network were invited to download a trailer, screensaver, wallpaper and a calendar reminder to prompt them of the release date.

The campaign was developed by Paramount Pictures, MEC Global and Adshel.



International

Van Gogh self-portrait in Japan

This month apparel maker Onward Kashiya Co. recreated one of impressionist Vincent van Gogh's self-portraits, using 2,070 of the company's polo shirts for the task.

The shirts were specially produced for the project over the Golden Week holidays. They come in 24 colours, including 12 bluish hues, which van Gogh favoured.

It took 20 staffers three and a half hours to arrange the 10m x 10m portrait at the Marunouchi Building in Tokyo's Chiyoda Ward.

Onward Kashiya will release a new line of polo shirts based on the palettes of impressionist masterpieces. The shirts used for the van Gogh portrait can be purchased at the company's online store.



New members

The OMA welcomes Prime Signs and ASAPS as new members in the Non Media Display category.

2009 Annual Report

The 2009 annual report is currently being distributed to all members and stakeholders. If you would like extra copies please contact Kiran Narang on 02 9357 9900. It can also be downloaded from the **OMA website**.

2010 AGM

The AGM of the Outdoor Media Association was held on Tuesday 18th May at the Australian Museum and was attended by over 60 members. Following official proceedings, Charmaine Moldrich OMA CEO presented highlights from 2009 and plans for 2010. Members enjoyed drinks and canapés following the presentation.