

Monday 29 October 2018
For immediate release

Media Release

Out of Home launches new tool to keep brands safe

Today, MOVE will turn on its new School Mapping Tool to ensure that products which are illegal for purchase by minors are not advertised within a 150m sightline of a primary or secondary school*.

Accurately mapping the locations and boundaries of over 29,900 schools across NSW, QLD, SA, VIC and WA, the School Mapping Tool has been designed as an additional security, ensuring Out of Home (OOH) ads are safe for both the advertiser and the public.

This innovation comes at a time when brand safety is a major concern for advertisers. Programmatic selling online means placement mistakes can happen quite easily with all advertising. For OOH the risk is much smaller, but given that it reaches 93% of the Australian population each day, who see on average 30 OOH ads, it's important the industry proactively embraces new innovations to give advertisers peace of mind that OOH is brand safe.

The concept of brand safety is one companies have faced over the last couple of years. In a recent report, 68% of Australia's marketing and media community acknowledged having already confronted brand safety issues**.

“OOH is a very safe channel for marketers. However, because of the nature of its visibility, ubiquity, and reach, it's important we do all we can for our clients to ensure that their OOH advertising keeps their brands safe,” said Charmaine Moldrich, CEO, OMA and MOVE.

The MOVE School Mapping Tool is powered by school boundary data from PSMA Australia – a provider of high-quality location data and owned by Australian federal, state and territory governments. MOVE compares the GPS location of a sign with the PSMA data and automatically flags non-compliant signs within a proposal. This safeguard makes it possible for all campaigns advertised within the 150m zone to be 100% compliant.

The OMA is currently presenting the new School Mapping tool to alcohol clients and agencies across the country.

*This policy does not apply to transit advertising on buses, trains, trams and taxis, or where there is a pub located between the sign and the school.

**Mumbrella; GumGum [New Brand Safety Crisis Report](#)

ENDS

FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association and MOVE – T: 02 9357 9999 M: 0407 418 273

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for Out of Home (OOH) media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the [Media Federation of Australia](#) (MFA) and the [Australian Association of National Advertisers](#) (AANA).