

Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

April 2010

The Someone Will Project inspires creative debate

As part of the build up to this year's **Outdoor Awards**, the **OMA** have launched a new creative billboard project which aims to stimulate debate and provide inspiration for the advertising community.

A series of artistic, provocative and offbeat large format billboards will be appearing in Sydney and Melbourne over the next two months.

The OMA has collaborated with artists, illustrators and creative talents whose work is not normally seen at this scale or in the billboard environment.

As a result, the collective work of the campaign elevates T-shirt graphics, street graffiti, art photography and anonymous pole posters to the stuff of high profile advertising.



The first billboard which ran last week on a busy street in Pyrmont, Sydney was inspired by a simple pole poster. The 'Missing Python' poster, warning of a friendly snake called Fred who had disappeared, generated over 400 calls and over 100 voicemail messages.

This week's instalment centres on a T-shirt graphic being taken to an entirely new level. The 'I'm with Stupid' billboard encourages people to take a photo in front of the billboard with a potentially unsuspecting friend or colleague.

Each billboard will link through to a blog site www.someonewillproject.com, which provides a forum for the industry to discuss how Out-of-Home advertising works and how it might be better used in future.

There will be two more billboards that appear in Sydney over the next two weeks, followed by four weeks of new creative in Melbourne.

Follow the campaign on www.someonewillproject.com and www.outdoorawards.com.au





MOVE update

MOVE's launch to agency users over a month ago has been met with resounding success. There are currently 40 agencies and over 1000 users signed up to use the system – these numbers continue to rise each week.

MOVE is committed to ensuring that any registered user who requests training will be slotted into one of the many sessions nationwide. To date, over 150 people have attended a session. According to the user surveys, almost every person has asserted that the training will help them carry out their duties more efficiently. Training will continue to run as long as there is a demand for it.

John Gandar, MOVE Project Manager, is conducting interviews with the most frequent operator and agency users to get an understanding of how the system is being used, its benefits and areas for improvement.

In the not too distant future, we will be circulating a quick online survey to all MOVE users. Your feedback is important to us so that you receive the best experience from MOVE. As always, if you have any issues or suggestions, please do not hesitate to contact us at info@moveoutdoor.com.au.

Digital Out-of-Home survey Canada

A new cross-Canada digital Out-of-Home survey conducted by TNS Canadian Facts shows that consumer awareness of digital Out-of-Home advertising displays is high, with 72% of respondents aged 18+ stating they had seen digital advertising in the past month.

The survey was commissioned by OMAC to identify opportunities for marketers to effectively use DOOH displays in Canada. The sample involved 2,326 adults 18+, and was weighted to reflect the Canadian adult population.

Digital displays in place-based venues involved in the study included: restaurants, health clubs, office building elevators, medical waiting rooms, nightclubs, shopping malls and airports, plus outdoor and transit. Digital displays in place-based venues such as restaurants, health clubs and shopping malls had the highest awareness at 63%. Awareness of digital Out-of-Home advertising displays is higher in major markets where they are more prevalent.

The full report can be downloaded from the OMAC website [Click here](#).

MOVE hints and tips

Below are some frequently asked questions received by the MOVE help desk:

1) I have received a proposal from an operator. I can see it in my Proposals tab but when I try to add it to a campaign or run a report on it, I can't. Why?

When proposals are sent from operators, they have to enter expiry dates for the proposal. If you click on the proposal, you will be able to see the end date and the final report generation date. If either of these are set to the current day or any time in the past, you will not be able to run the proposal as the system believes it has expired. You will need to contact the operator and request that they re-send it to you using dates in the future.

2) When some of my colleagues log into MOVE, they have tabs such as Plan by Company and Reports at the top ... I have nothing. Why?

This has to do with the level of access that has been assigned to your user account. Most agency administrators specify the level of usage that should be applied to your account but in some instances, especially when requesting new users to us, they may forget to do so. We then set up user accounts with only basic access. If you find that this has happened to you, contact your company's MOVE administrator and they will be able to alter this.

3) My reports are failing to run. What do I do?

As MOVE was built from scratch, we encounter teething problems every so often that arise from having real users using the system in ways that could not be replicated through the testing phase. We are in the process of implementing diagnostic scripts to ensure that such issues are caught and fixed immediately so the occurrence of this problem should be eventually become minimal. In the meantime, if you do find that your reports are failing, please ring the MOVE Helpdesk on 02 9357 9922.



Vegetation management

Dealing with overgrown vegetation around outdoor advertising signs has been a sensitive issue for OMA members and its regulatory stakeholders for many years. Overgrown trees and bushes in front of billboards and signs are bad for business as they have the potential to compromise the commercial viability of a sign. On the other hand, trees and bushes are an invaluable part of the environment and should not be deliberately lopped without approval under any circumstances. It's up to the industry to be responsible and work with its regulators to ensure, in the first instance, that any new vegetation planted around signs is appropriate for the conditions, and that any overgrown vegetation is managed according to existing regulations, and is removed in a professional manner.

To assist members in dealing with this issue, the OMA has drafted a fact sheet for managing vegetation around signs. This fact sheet, which can be downloaded from the OMA's website, outlines the current regulations in each State and members' obligations in regards to these regulations, items to include in a vegetation management plan for new signs and a procedure for seeking approval to clear overgrown vegetation around a sign. "Each State has different rules for the placement and management of vegetation around outdoor signs", says Carolyn Samsa, the OMA's Senior Policy Adviser. "If there are no vegetation management plans in place when a signage application is approved, it becomes a challenge for members to negotiate the removal of any overgrown vegetation that is compromising the visibility of the sign. It is therefore important for members to discuss the planting of appropriate vegetation with its regulators before the sign is built to avoid the issue of overgrown vegetation further down the track. It may even require members to think outside the square and offer alternative forms of planting, such as planting vegetation in alternative locations in the area rather than around the sign."

Click here to read the Vegetation Management Fact Sheet.



AGM Reminder

The Annual General Meeting of the Outdoor Media Association is to be held Tuesday, 18 May 2010 in The Terrace Room, Australian Museum, College Street Sydney, commencing at 6pm to be followed by drinks and canapes.

For further information please contact Rosemary Roberts on 02 9357 9900.

State round-up

An OMA regulatory affairs update

National

OMA Regulatory Affairs Committee

The OMA's Regulatory Affairs Committee met on Thursday 22 April from 9.30am-11am.

Young Planners Conference

The OMA was a major sponsor of the 2010 Young Planners Conference which was held on 20 April in Christchurch, New Zealand. Charmaine Moldrich, the OMA's new CEO, presented a paper to the young planners about how outdoor advertising contributes to making vibrant cities.

Queensland

Queensland Members' meeting

The OMA met with its Queensland members on Thursday 29 April to discuss a number of local issues currently affecting the industry.

Restriction distances for outdoor advertising signs

The OMA finalised its submission to the Department of Main Roads concerning restriction distances for outdoor advertising. A copy of this submission can be found on the OMA's website. **Click here.**

Local council planning schemes for outdoor advertising

The OMA has sent a submission to Moreton Bay Regional Council regarding its current planning scheme for outdoor advertising. A copy of this submission can be found on the OMA's website. **Click here.**

Annual Report

The Annual Report of the Outdoor Media Association for 2009 will be available in mid May. The report will be distributed to all members and stakeholders, including councils and relevant MPs. It outlines the OMA's activities throughout 2009 including the final stages to the launch of MOVE, the success of the inaugural Outdoor Awards, the functions of the various OMA committees, OMA assisted sponsorships, members' contributions to charities, the Young Planners Scholarship, an update on regulatory activities and industry performance for 2009.

ANDY Awards 2010

The International ANDY Awards were established in 1964 by the Advertising Club of New York. Its goal is to reward creativity in advertising throughout the world, recognize the contributions of individuals and companies who create the work and encourage raising the standards of craftsmanship in the industry. The awards were held on 7 April 2010 in New York City.

Judged by a jury comprised of internationally renowned creative directors, awards are given to both single and campaign executions, distinguished by product, service or technique category. The ANDYs began as a New York print only show but has evolved into an international show covering print, radio, television, Out-of-Home, direct mail, video/cinema, interactive and other media. ANDY award winners also compete for the ANDY's highest honour, the GRANDY. The GRANDY winner, in addition to gaining prominence within the industry, receives a cash prize of \$50,000.

This year's GRANDY winner was Gatorade "Replay" in the category of 'Branded Content'.

GOLD Winner for Media Campaign (Outdoor)

Trillion Dollar Campaign

Client – The Zimbabwean Newspaper "A Voice for the Voiceless"

Agency – TBWA Hunt Larciss, Zimbabwe

The Mugabe regime has destroyed Zimbabwe. The newspaper was exiled for exposing the corruption of the government and also had an import 'luxury' duty of over 55% placed on it, which makes this newspaper unaffordable for the average Zimbabwean. In order to subsidise the paper, it is sold in England and South Africa to raise the foreign currency. One of the symbols of Zimbabwe's collapse is the \$100 trillion dollar

note, a symptom of their world record inflation. The note cannot buy anything, but it can be used for an advertisement, hence the reason an entire billboard can be covered in the actual currency – a powerful reminder about Zimbabwe's plight and the need to hold someone accountable.



Out There

Local

Retail Out-of-Home executions

The retail and lifestyle segment of Out-of-Home is continually evolving and the use of specially built Out-of-Home formats in shopping centres is increasing. Two clients – Huggies and Mocccona, have recently seen the value of stand-out executions on the path to purchase.

Research shows that advertising campaigns which include special builds have a lasting effect, with 25 per cent of respondents still aware of the execution up to six weeks after the campaign period. The integration of special builds can increase the awareness of a static campaign by 38 per cent.¹

¹ Hoop Insights/Eye Shop June–September 2009

Huggies

EYE worked with Mindshare Sydney on the latest Kimberly-Clark Australia campaign for Huggies® which launched nationally across selected shopping centres in March.

Kimberly-Clark extended their national static campaign with the greatest number of special build Eyelite executions ever undertaken by an Eye Shop advertiser. The special build creative aptly represented the creative message offering 10% more nappies positioned at the point-of-purchase to target shoppers inside centres.



Out There

Local (continued)

Moccona

To support the launch of the new Moccona Inspirations Range, MediaCom collaborated with M&C Saatchi and EYE to execute exciting and engaging media.

In order to dramatise the iconic Moccona jars as close to the point of purchase as possible, Eye Shop created giant 3D moulds of Moccona jars and installed them on backlit shopping centre Eyelites while grabbing the audience's attention by filling the moulds with over 100 jars of real Moccona coffee.



Coca-Cola: Open Happiness

This bus shelter in Turkey has been brought to life with real Coke bottles settled to the mock-up cold refrigerator in this outdoor application from McCann Erickson, Istanbul.



International

Amazing digital application for release of Avatar Blu-ray

Inwindow Outdoor has launched a ground-breaking outdoor digital exhibition at The Grove in Los Angeles to mark the Blu-ray release of Avatar.



The free-standing structure, comprised of multiple digital screens is centrally located at the famous LA mall, and uses customised technology developed in-house to morph faces of shoppers into Na'vis as they watch.

Jeff Cohen, Managing Partner of *Inwindow Outdoor* told Daily Digital Out-of-Home "This is by far the most technologically ambitious project we've ever done and the first by our internal digital team. The morph is incredibly realistic because the end result retains many of the users' facial characteristics. It goes well beyond augmented reality in that it isn't simply superimposing imagery, it's actually altering the underlying content in real-time."

The Avatar display is a 60' x 10' structure featuring three 'morphing stations' and one large-scale video wall surrounded by vinyl and branded in Avatar themes.

As shoppers approach the screens, *Inwindow*'s technology captures their image and transforms them into a Na'vi. Once the morph is complete, users can enter their email address via touch-screen to be sent a video of their transformation along with information on where to purchase the Blu-ray disc.

The display, created in conjunction with FOX Studios and Zenith Media, launched at The Grove on 16 April 2010 and will run for one month.

