

# outsid@info

Providing news and analysis on the Australian outdoor media industry

## ONE Awards Winner Presentation

Publicis Mojo's Environmentally Friendlier campaign for Green Choice was chosen as the overall winner of the 2006 ONE Awards. Helen Willoughby, CEO of the Outdoor Media Association, recently presented the agency and the winning creative team with a trophy, \$10 000 in cash and a case of Moet Champagne.

The Claratyne Clouds bus campaign won the 2006 People's Choice award after the public voted it their favourite outdoor advertisement. The transit campaign was developed by Saatchi and Saatchi and also won the Best of Category award for Transit.

JWT won the Large Format category with their 'post - it note' campaign for Vodafone. The Street Furniture category was taken out by The Furnace for their clever

advertisements promoting the fuel efficiency of Peugeot cars. All winning entries can be now viewed at [www.oma.org.au](http://www.oma.org.au)

The 2007 outdoor creative awards are currently being revamped and are expected to be launched around August.



Helen Willoughby with Green Choice creative team Hamish Spencer and Heather Sheen, and Publicis Mojo's Creative Director, Darren Spiller.

## Digital Update

While billboards displaying electronic static messages are yet to find their way to Australian roadsides, they are continuing to expand in the United States.

A new regulation was recently approved by a legislative panel in Arkansas which will allow outdoor advertisers to construct digital billboards alongside state highways. Media companies will need to apply for permits before erecting a digital sign and there are restrictions on how the signs can operate and where they can be located.

Scott Bennett from the Arkansas Highway Department said the decision to allow these new signs had drawn a positive reaction from the community.

In the US, protocols have been developed with State emergency



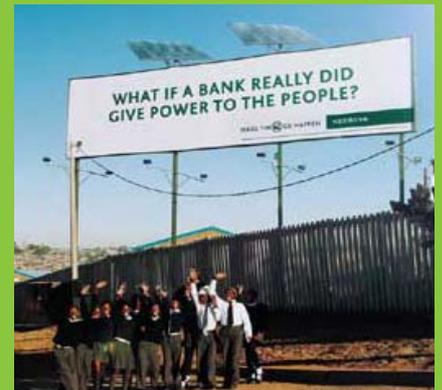
Above: Digital screen at London's Victoria Station.

services to allow static image billboards to convert to public messages, again highlighting an important community benefit of the outdoor medium.

Roadside digital billboards displaying LED and 'digital ink' technologies are also prevalent in parts of the UK and Canada.

In Australia, the OMA is working with planning authorities to pave the way for roadside electronic static images should they be introduced.

## Out there



The winner of this year's Outdoor Grand Prix at Cannes has used creativity to tackle climate change – a solar-powered billboard that uses excess energy generated from the sun to provide electricity to a school kitchen in the Alexander Township in South Africa.

The innovative campaign by Network BBDP for Nedbank is set to be rolled out to a number of school sites throughout the country. It is understood to be the first of its kind in the world.

It certainly puts a new slant on the power of outdoor.

## Upcoming events

**Marketing Committee Meeting:**  
2 July 2007

**AFA Advertising Effectiveness Awards:**  
9 August 2007

**Regulatory Affairs Committee Meeting:**  
10 August 2007

**Occupational Health and Safety Meeting:**  
13 August 2007



## State round up

### New South Wales

The OMA expects a decision soon on the review of State Environment Planning Policy 64 (Advertising and Signage) which plans changes to the regulation of outdoor advertising within transport corridors. These include the need of a public benefit test for some development applications.

The OMA put a submission to the Department which highlighted a number of ways that the draft policy and transport guidelines could be improved to meet all stakeholder requirements.

### Victoria

The OMA and several of our members recently met with the Victorian Advertising Signs Advisory Committee to discuss ways that the Victorian Planning Provisions could be improved.

The VPPs are the primary source of regulation for outdoor signage in Victoria, and have not been updated for around ten years. Issues discussed at the meeting included current and future developments in outdoor advertising like street furniture and digital billboards, zoning inconsistencies and areas where the permit processes could be streamlined.

The OMA is currently finalising a submission to the Committee for consideration in their Issues and Options paper, which will be released for comment in August or September of this year.

### Queensland

The OMA is currently in negotiations with Queensland Police to pilot a crime-fighting initiative, where OMA members would provide free outdoor advertising space to the Police for their use in getting out important messages about missing persons and unsolved crimes.

The outdoor industry has partnered in police support programs in the United States for many years, where public assistance generated by the use of outdoor media has led to the arrest of over eight fugitives since 2002.

With the introduction of roadside digital billboards, this program has been expanded to include the "Amber Alert" system which raises early awareness about missing children.

The OMA is hopeful of progressing our crime-fighting trial over the coming months.



Above: Missing persons billboard in the United States

## Vale Bill Clough

Many members of the outdoor industry bid a sad farewell to Bill Clough at his funeral in Melbourne on 21 July 2007.

Bill started his career in outdoor in 1965 with Levingston Posters and went on to pioneer a number of developments, including the first signs on Melbourne's Tullamarine and Monash Freeways.

After the purchase of Levingston by Australian Posters, Bill established in 1986 his own Melbourne-based company, All-ads, now run by his son Robert.

Bill will be well remembered for his tireless energy and commitment to the outdoor industry, particularly in his mentoring of young staff.

## Research underway on public attitudes

AC Nielsen has been commissioned by the OMA to conduct national public attitudes research towards outdoor advertising.

The last time any meaningful research was undertaken in Australia was in the lead up to the 2000 Olympic Games when around 70 per cent of respondents indicated support for the street furniture model.

A recent survey in Auckland, New Zealand, produced similar results with very few people regarding negative attitudes towards outdoor in general.

The OMA is now seeking to understand current Australian attitudes towards the regulated outdoor industry by conducting this independent research.

Over the past few months, AC Nielsen has been conducting focus groups in Sydney, Melbourne and Brisbane, and collating the results of around 600 questionnaires. The research is well underway, and we expect results within the next few weeks.

These results will be collated and provided to all members for their information and use as required.

## Useful Links

Please use the following links to access details on other industry information:

**The Advertising Federation of Australia**  
<http://www.afa.org.au/>

**Media Federation of Australia**  
<http://www.mediafederation.org.au/mfa.aspx>

**Australian Direct Marketing Association**  
<http://www.adma.com.au/asp/index.asp>

**Australian Association of National Advertisers**  
<http://www.aana.com.au/>

**Advertising Standards Bureau**  
[www.adstandards.com.au](http://www.adstandards.com.au)