

**Outdoor Media Association**

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## Media Release

# 54% of people say they are *more* aware of Outdoor advertising over summer

In a quest to find out if people's behaviour changes over summer, the Outdoor Media Association (OMA) conducted an Omnibus survey to 1,500 people earlier this month.

Findings include:

- 54% say they are more aware of Outdoor advertising over summer. The most enthusiastic demographics were people who have kids and people 18–24
- 33% say they watch less TV over summer
- 21% say they spend less time Online

“We know that people are spending over summer; retail spending increases steadily each month. But, correspondingly, total ad spend takes a sharp dive. We wanted to highlight this opportunity for advertisers, that summer is an uncluttered time of year and also the perfect time to use Outdoor,” says Charmaine Moldrich, Chief Executive of the OMA.

The OMA research follows on from a study released by oOh! Media and Leading Edge Research<sup>1</sup>, which revealed that over the summer months:

- 83% of people spend more time outdoors
- 80% visit the shops more
- 66% visit cafes more

“It's common sense, really. Of course people are spending more time out and about with the longer, warmer days. They are also spending more time traveling and shopping as they have more leisure time. All of which are prime places for Outdoor advertising,” says Moldrich. “We have seen advertising spend decrease at this time for over 10 years, it's as if advertisers are sending their brands on holidays when it is actually the best time to be outside broadcasting to a cashed up and relaxed population with time on their hands to shop.”

More information at [www.summerwillnotbetelevised.com.au](http://www.summerwillnotbetelevised.com.au)

**ENDS**

### **FURTHER INFORMATION:**

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### **Editor's Notes:**

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939. The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services. The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

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<sup>1</sup> [http://www.oohmedia.com.au/oohpen\\_season](http://www.oohmedia.com.au/oohpen_season)