



Media Release

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For immediate release

Out-of-Home cleans up at Media i Awards

The Out-of-Home (OOH) industry wowed them all at last night's annual Media i Awards. OMA members JCDecaux, oOh!media and APN Outdoor all received awards, with oOh!media's Adelaide sales team taking home the prestigious National Sales Team of the Year award. This is the second year that oOh!media have won this award.

JCDecaux won Sales Team of the Year in NSW, again for the second year in a row.

In the OOH category for Sales Representative of the Year, JCDecaux's Kinsey Yuen claimed the NSW prize for the second year in a row, oOh!media's Nathan Robertson won for SA, Leanne Lakoumentas in QLD and Kate Murphy for the second year running in VIC. Phil Dada from APN Outdoor claimed the prize in WA.

oOh!media was one of the two most awarded media companies of the night, taking home five awards.

More than 1200 agency personnel voted in the awards, which recognise the important role of media sales representatives in the media and advertising industries. The recognition of excellence for OOH sales representatives is rewarding and inspiring and testament to the great relationship between the industry and agencies nationwide.

Charles Parry-Okeden, CEO Media i said "These awards not only recognise the professionalism and excellence of sales individuals and teams, but the success they achieved for clients in collaboration with media agencies."

"We're extremely proud of our industry and the awards it received last night", said OMA CEO Charmaine Moldrich. "To see so many gongs for our members is evidence of their continued hard work to grow our industry and their dedication to the future of OOH. Being recognised by your industry peers two years in a row is outstanding".

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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.