

Inside Outdoor

Providing news and analysis on the Australian outdoor media industry

January 2010

New appointments for OMA

The OMA has appointed its second Chief Executive Officer, the former Sydney Harbour Foreshore Authority (SHFA) Executive Director, Marketing & Events, Ms Charmaine Moldrich.

Ms Moldrich (right) spent one week in January for a handover from Helen Willoughby, then will start full-time from 1 March 2010.

Ms Moldrich has an extensive marketing and strategic management background in a wide range of areas, including the arts, heritage and planning. Prior to her role with SHFA, she spent nine years as the Director, Marketing & Business Development, with the Historic Houses Trust of New South Wales.



OMA Chairman Steve McCarthy said the Board was delighted to have found such an exceptional candidate within a short timeframe.

"Charmaine has the right mix of skills, knowledge and experience to take the OMA into its next phase of development," Mr McCarthy said.

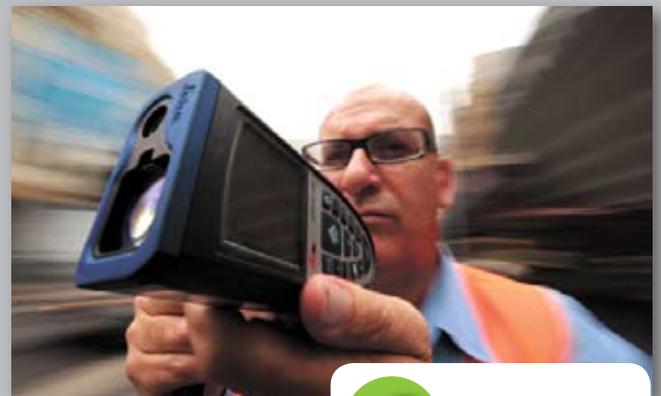
"We are looking forward to having her join our industry and work with the OMA team members to build upon the success of the last four years."



The OMA has also commissioned John Gandar (left), the former Chief Executive Officer of Research International, Australia & New Zealand, to project manage the transition of the MOVE audience measurement project to market. Mr Gandar has been appointed on part-time basis for an interim period of six months.

Mr Gandar has considerable experience in audience measurement research and has led major research projects on a national and global scale.

MOVE rollout programme



Outdoor media companies were this month delivered data for the final four markets of Melbourne, Brisbane, Adelaide and Perth, enabling a thorough review and testing of the complete system prior to the system's launch on 23 February 2010.

Analysis of these markets has proved largely consistent with Sydney results and has allowed operators to start preparing their packages ready for the system's launch.

Invitations for the five national breakfast launches are being sent to key stakeholders over the next two weeks.

At each launch event the industry's experts will explain how the system has been built and what it will deliver.

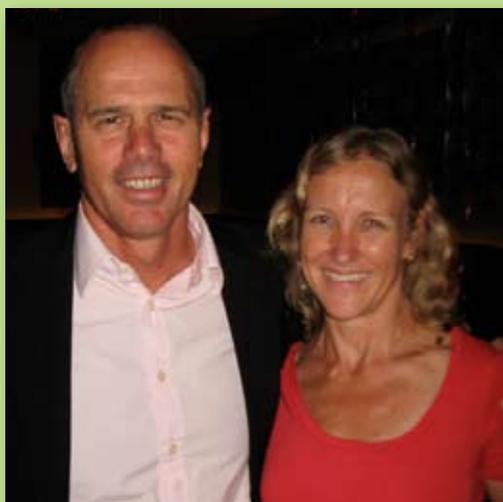
The MOVE launches will be followed by a series of agency presentations and training. All users will need to enter into Access Agreements with MOVE with the aim being to have these signed prior to launch.



Helen Willoughby farewell

Members of the outdoor industry farewelled Helen Willoughby, the Outdoor Media Association's outgoing CEO at the Clock Hotel in Sydney on Thursday 14th January. Steve McCarthy, Chairman of the OMA, congratulated Helen's achievements as the first CEO of the organisation and wished her well for her new appointment in Canberra at the Department of Education, Employment and Workplace Relations. In her farewell speech, Helen thanked the members and staff of the many outdoor media companies she has worked with, as well as Board members and other industry stakeholders. She commented that the industry had been through a significant period of growth in recent years and the imminent launch of MOVE would ensure the industry was well placed to grow its market share.

Right: Steve O'Connor (JCDecaux), Helen Willoughby (OMA)



Mike Veitch (VLC), Grant Guesdon (OMA), David Jerrard (VIEW)



Steve McCarthy (Adshel), Carolyn Samsa (OMA), Misty Cambrey (APN Outdoor), Daniele Del Monaco (EYE)



National regulatory affairs update

The Advertising Standards Bureau is conducting further research on the correlation between its Board's decisions and community standards regarding the portrayal of sex, sexuality and nudity in advertising.

The ASB has appointed Charmaine Moldrich from the OMA as one of five members of a Consultative Group which will provide advice around the research brief, appointment and findings. Other members are Former Victorian Senator, Lyn Allison, who was a member of the 2008 Senate Inquiry into the Sexualisation of Children; a Professor of Film and Television, Queensland University of Technology, Dr Alan McKee; Group Account Director, Clemenger BBDO, John McLaren; and the ASB CEO, Fiona Jolly.

It follows an early ASB commissioned study in 2007 by Colmar Brunton Social Research which found that with regards to sex, sexuality and nudity, community standards were at times more conservative than the Board's decisions.

The ASB aims to finalise this research by the end of February 2010.

A state by state breakdown will be provided in the February newsletter.

Skin donations to help Haiti

OMA members have generously donated 16 pallets of advertising skins to the Overseas Disaster Resources organisation to assist in their vital work helping overseas communities recover from natural disasters. Some of these skins will be sent to Haiti to provide shelter for victims of the recent earthquakes.

ad:tech Sydney (an OMA partner) is delighted to announce another outstanding international Keynote presentation. Babs Rangaiah is VP, Global Communications Planning for one of the most innovative companies in the digital space: Unilever. Babs joins agency Keynote Sean Finnegan, President, Chief Digital Officer, Starcom MediaVest. Entry to the Keynotes are FREE when you pre-register your place for ad:tech. Secure your spot and book with priority code ATOMA. For more information and to find out more about who you'll be meeting, check out www.ad-tech.com/sydney



Out There

Local

JCDecaux Innovate starts 2010 with a bumper January

JCDecaux has carried 5 Innovate campaigns in January including three Dispenser campaigns for ANZ, Pepsi and Network TEN, a Sensored Mirror campaign for Emirates and an Audio Wall as part of the much-publicised Telstra Trading Post campaign.



Dispenser units provide clients with the opportunity to place products directly in the hands of consumers and create an immediate impact. Across Sydney and Melbourne in January, JCDecaux Innovate has dispensed an array of products to consumers including sunscreen as part of ANZ's sponsorship of the Australian Open Tennis and Sydney Festival; DVD's and pedometers to promote Network TEN's 'Biggest Loser' and 'The Good Wife' and discount Pepsi vouchers.



International

OAA UK's controversial campaign raises awareness

The UK's outdoor marketing body, the Outdoor Advertising Association, this month launched a £1.25 million campaign, called **'Britainthinks.com'**, supported by the leading outdoor media owners. The campaign is designed to demonstrate Outdoor's ability to generate immediate response and aims to engage consumers to build strong online communities. The creative encompasses three separate and topical statements and a new website where consumers are encouraged to give their own opinions.

Opinions will differ about the campaigns technique and controversial taglines, but there is no doubt it started debate and gathered momentum quickly. The three campaigns created as part of its latest push to promote outdoor as an effective advertising medium included "CAREER WOMEN MAKE BAD MOTHERS" (pulled down shortly after launch due to community feedback), "EDUCASHUN ISN'T WORKING" and "1996. IT WON'T HAPPEN THIS YEAR" (in a reference to Britain's chances of winning the World Cup again this year).

When people see the ads and go onto the website Britainthinks.com, they're told the site "is an independent space where the opinions of the British public can be publicly expressed".

Of course the average person on the street has no idea that this is actually a clever campaign by the OAA to prove the strength of outdoor as a direct response medium that can drive people online.



Out-of-Home Ad of the Decade

Adweek Media USA named the Apple "Silhouettes" campaign the Best Out-of-Home Ad of the Decade in its "Best of the 2000s" competition. It was praised for the minimalist style in "achieving what in branding is the nearly impossible: defining a product without showing what it even looked like up close."

The work, created by TBWA\Media Arts Lab, easily cruised to the front of the pack in the Readers' Choice poll as well, winning 32 percent of the votes.

