



## Media Release

For immediate release  
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# Outdoor industry unites for global #OurSecondChance campaign

The global Out of Home (OOH) industry has today launched a campaign #OurSecondChance. The campaign asks simple questions about how we can make the most of the positive opportunities that have arisen out of the pandemic.

Broadcast on OOH signs around the globe #OurSecondChance is collaboration between World Out of Home Organisation (WOO) and the newly minted UK-based creative agency New Commercial Arts.

The OOH campaign will be run in conjunction with social media using the hashtag #OurSecondChance. It will include Twitter polls to garner a global audiences' feedback on the choices and opportunities presented in a world changed by the COVID-19 pandemic.

OMA CEO Charmaine Moldrich said "The pandemic has brought about many catastrophic changes that have uprooted all our lives, but this campaign looks for the silver lining. It asks us to reflect on the things that we hold dear to us, to consider how we can re-shape the world around us and come out of this into a better world.

"#OurSecondChance is the global Out of Home industry's endeavour to remind us of the wonderful things we may have re-discovered. Our families, our friends, our neighbours, the kindness of strangers, our planet. This is a unique moment when we can all recognise and share," concluded Moldrich.

WOO President Tom Goddard said "#OurSecondChance reflects the new post COVID-19 world, in a non-partisan way and highlights the opportunity it gives citizens across the planet to consider their priorities and aspirations.

"New Commercial Arts has produced a stunning campaign that shows the Out of Home industry at its best and most striking. It is a reminder to advertisers and agencies that, as the world re-opens for business, Out of Home remains the only true global broadcast medium," concluded Goddard.

Participating OMA members include: BIG Outdoor, Bishopp Outdoor Advertising, goa, JCDecaux, oOh!media, Paradise Outdoor Advertising, and QMS Media.

The #OurSecondChance campaign will be broadcast across five continents, in 10 languages, in 30 countries, with an estimated total media value of \$25M USD.

To learn more about the #OurSecondChance campaign, please visit:  
[worldooh.org/oursecondchance](http://worldooh.org/oursecondchance)

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**FURTHER INFORMATION:**

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**About the OMA**

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.