

Media Release

For immediate release
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***The Art & Science of Outdoor Media* reveals what happens when we ‘Look Up’**

The Outdoor Media Association (OMA) has released *The Art & Science of Outdoor Media* report demonstrating how Outdoor advertising can work with the human brain to create meaningful and resonant connections.

The Art & Science of Outdoor Media report was launched at a series of breakfasts, in Melbourne, Brisbane and Sydney. The report showcases the research findings of the Out of Home (OOH) industry’s branding campaign – Look Up, which first appeared on signs nationwide earlier this year.

The Look Up campaign is built on the research of world-renowned neural and systems complexity specialist Dr Fiona Kerr, which shows that the simple act of ‘looking up’ can have life-changing benefits for the brain and encourages connection with the world around us and each other. Dr Kerr’s research also suggests that these connections help with long-term memory encoding, particularly if there is an emotional hook.

OMA CEO Charmaine Moldrich, said, “The Look Up breakfast events were the pointy end of this campaign, bringing Dr Kerr’s research full circle to media agencies, creative agencies, and advertisers. The report details some of what happens in the brain to cause OOH to be remembered, spark conversations, inspire curiosity, and even change behaviour. When you Look Up you see lots of things, including signs, brands, and information relevant for your daily life. Dr Kerr’s findings help us understand how the brain takes in these messages, and what happens next.”

“As well as being a timely and important message that the canvas of Outdoor media can amplify, the Look Up campaign also demonstrated the power of digital and multi-format executions to make the best use of context. We matched the creative to the environment which only increased its impact, and helped ensure recall,” Ms Moldrich said.

The breakfasts concluded in Sydney today and featured Dr Fiona Kerr as the keynote speaker and a panel of market-specific media experts, moderated by veteran journalist Stephen Brook, who discussed the implications of her findings to Outdoor advertising.

Participating panellists included:

Melbourne—Karly Leach, Head of CMO Advisory, Marketing, Media and Communications at Deloitte and Sergio Brodsky, Head of Strategy and Innovation at Nunn Media.

Brisbane—Michael Branagh, Group Executive, Global Marketing Tourism and Events Queensland and Meqa Smith, Competitive Strategist at The Unforgettable Agency.

Sydney—Peter Horgan, CEO of Omnicom Media Group and Brent Smart, CMO of IAG.

Each panel was joined by Peter Pynta, CEO APAC of neuromarketing and neuroanalytics company Neuro-Insight.

The report may be viewed at oma.org.au The Look Up campaign will continue into 2020. Contact info@oma.org.au for more information or for individual presentations.

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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.

About MOVE:

MOVE is Australia's premier quantitative audience measurement currency for Out of Home (OOH) media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).