



Media Release

For immediate release
Friday, 26 July 2019

Media competition: \$5,000 cash prize to #LookUp

In support of the second round of the Out of Home (OOH) industry's 'Look Up' campaign the OMA has launched an Instagram competition offering a cash prize of \$5,000 and two runners-up prizes of \$1,000.

The competition is open until 1 September via Instagram posts tagging [@oma_australia](https://www.instagram.com/oma_australia) and including [#lookup](https://www.instagram.com/lookup).

The Look Up OOH campaign first appeared in January 2019, and is based on findings from world-renowned neural and systems complexity specialist Dr Fiona Kerr, which reveal that by looking up and out we can experience life-changing benefits of connecting with the world around us and each other.

Charmaine Moldrich, CEO, OMA says "It may seem counter-intuitive to run an online competition, but we were inspired when we saw how many people organically and unprompted claimed [#lookup](https://www.instagram.com/lookup) and posted photos around the January campaign. In fact, we tracked a rise in engagement on Instagram with [#lookup](https://www.instagram.com/lookup) by 250% and paid search for the key words "look up" increased ten times during the campaign. Since the OOH campaign drove people to engage online, we thought, why not build on that momentum?"

As well as a cash prize, the winner will see their image as part of the third round of the OOH campaign in January 2020.

"The Instagram competition is our first step to engage media and creative agencies with the campaign, and in September we'll share the neuroscience research and how it applies to Outdoor advertising at breakfast events with Dr Fiona Kerr," concluded Moldrich.

Visit lookup.org.au/win to learn more.

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FURTHER INFORMATION:

Julie Jensen, Marketing Director, Outdoor Media Association – T: 02 9357 9911

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.