



## Media Release

For immediate release  
Monday, 20 January 2020

# Nationwide survey reveals that people are 'Looking Up' more

The Outdoor Media Association (OMA), has today released survey results from the industry-wide Look Up campaign, showing that people are Looking Up more.

The campaign first appeared on signs in January 2019 and is based on findings from world-renowned neural and systems complexity specialist Dr Fiona Kerr. Dr Kerr's research found that the simple act of 'looking up' can have life-changing benefits, by encouraging connection with the world around us and each other. The Outdoor Media Association ran the campaign for a second phase in July 2019.

The research garnered from the January campaign which ran for four weeks showed that the campaign was recalled by 33 per cent of people and of those people, 50 per cent said they were making an effort to Look Up more, and 30 per cent talked to a friend or family member about the campaign.

The research gathered from the second phase in July where the campaign ran for eight weeks showed a substantial increase in engagement with 45 per cent of people recalling the campaign; 67 per cent saying they were making an effort to Look Up more and 48 per cent talking to a friend or family member about the campaign.

OMA CEO Charmaine Moldrich, said, "We are very happy with the results of our Look Up campaign. It is something that obviously resonated with the public. The results speak for themselves with more and more people engaging with the campaign and changing their behaviour. We are pleased that we are inspiring people to Look Up more. When you Look Up you not only see lots of things - including signs, brands, and the world around you - but it helps your brain to make more connections."

Moldrich continues, "The research from the 2019 campaign has reinforced what we know to be Out of Home's strengths: its effectiveness in brand building and behavioural change, as well as its ability to drive people to seek more information online."

The results of the 2019 campaign are available on the OMA website and include proof of online engagement including an increase in organic and paid search by 10 times.

As a result of the campaign's success in 2019 the OMA and its members will continue to inspire the nation with this simple message. The Look Up campaign will be launched today on digital signs nationwide for four weeks. Included in the

2020 creative will be the three images that won the Instagram competition held in July 2019, which was open to members of the advertising industry.

Contact [info@oma.org.au](mailto:info@oma.org.au) for a presentation of the campaign results.

**ENDS**

**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).