

Media Release

For immediate release | 16 May 2024

Brad Garbutt joins OMA as Marketing Lead

The Outdoor Media Association (OMA) is delighted to announce the appointment of Brad Garbutt as Marketing Lead. With a proven track record of marketing innovation and a love of the OOH industry, Brad brings a wealth of experience to the OMA team.

Brad joins OMA from a distinguished marketing career path, including Dell Technologies, Apple, Network 10, and News Ltd. His commitment to a collaborative approach and industry experience makes him a natural fit for OMA's dynamic environment.

"We are delighted to welcome Brad Garbutt to our team," said Elizabeth McIntyre CEO at OMA. "Brad's reputation for being a creative and commercially minded marketer precedes him, and we are confident that his unique skill set will further enhance our marketing efforts as we continue to drive the industry forward."

In his new role, Brad will play a leading role in developing strategic marketing initiatives to promote both MOVE and the OMA and support the mission of advancing the out-of-home advertising industry in Australia.

"I am honoured to join the team at OMA," said Brad. "OOH is a media channel that is constantly evolving. With over 12% growth in 2023, the increasing digitisation of the network and the incoming opportunity of AI all contributing to an exciting future for the OOH industry."

This appointment further strengthens OMA's commitment to innovation and excellence in marketing. Brad Garbutt will commence this role at the end of May.

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 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 enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

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