

Media Release

For immediate release | 7 May 2024

Brendon Cook, OAM, Inducted into the OMA Hall of Fame for Outstanding Contributions to the Out of Home Industry

Brendon Cook, a visionary leader and pioneer in the Out of Home (OOH) advertising industry has been honoured with induction into the Outdoor Media Association (OMA) Hall of Fame for his remarkable achievements and lasting impact on the industry in Australia.

With a career marked by unparalleled dedication and strategic foresight, Brendon Cook has continuously pushed the boundaries of innovation and business growth. His profound understanding of business strategy, coupled with a relentless pursuit of excellence, has shaped the landscape of Out of Home advertising in Australia and New Zealand.

As the founder of oOh!media, Brendon spearheaded the industry's transition to digital, positioning himself at the forefront of OOH advertising innovation. Under his leadership, oOh!media experienced exponential growth, driven by strategic acquisitions, organic expansion, and the introduction of pioneering advertising environments to capitalise on the digital revolution and evolving consumer behaviours.

Brendon's tenure at oOh!media has been nothing short of extraordinary, marked by two successful ASX listings, private equity ownership, and nearly 40 strategic acquisitions. His visionary leadership transformed oOh!media from a two-person startup to a powerhouse with over 800 employees, solidifying its position as the market leader in the industry today.

“Brendon Cook's induction into the OMA Hall of Fame is a testament to his unparalleled contributions and unwavering commitment to driving innovation and growth in the Out of Home advertising sector,” said Elizabeth McIntyre, CEO at OMA. “His visionary leadership and transformative initiatives have left an indelible mark on the industry, and we are thrilled to honour his legacy.”

In addition to his groundbreaking work at oOh!media, Brendon has also served as an ASX Director for over 16 years, played a pivotal role as the International Vice President of The World Out of Home Organisation, and contributed to the digital publishing landscape as a Founding Director and shareholder of ilearning.

Brendon Cook's induction into the OMA Hall of Fame is a well-deserved recognition of his outstanding achievements and enduring impact on the Out of Home advertising industry. His legacy will continue to inspire future generations of industry leaders to innovate, adapt, and drive positive change.



Charles Parry-Okeden and Brendon Cook, OAM

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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 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).