

## Media Release

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For immediate release | 14 May 2024

# Outdoor Media Association Celebrates Success of 2024 Healthy Eating Campaign: 'Fresh veg, deliciously affordable'

The Outdoor Media Association is proud to announce that the 2024 Healthy Eating campaign 'Fresh veg, deliciously affordable', focussed on encouraging Australians to make healthy choices with the consideration of cost-of-living pressures.

In collaboration with Health and Wellbeing Queensland and Nutrition Australia, the 'Fresh Veg, Deliciously Affordable' campaign reached unprecedented heights. With a record-breaking \$12.3 million in advertising value donated by OMA members, it was showcased on over 18,250 signs across every state and territory in Australia during the four-week period from 28 January to 24 February 2024.

An independent post-campaign survey commissioned by the OMA through Dynata, revealed the significant impact of the initiative, showcasing its effectiveness in driving behavioural change and sparking meaningful conversations:

One in three people remembered the campaign and out of those who remembered:

- **91%** of parents felt prompted to incorporate vegetables into their children's meals and lunchboxes.
- **82%** expressed motivation to lead a healthier lifestyle.
- **79%** were encouraged to view vegetables as a cheaper and healthier alternative to occasional treats.
- **77%** reported being encouraged to purchase more vegetables.
- **69%** of respondents were inspired to seek further information.

OMA Chief Executive Officer Elizabeth McIntyre says, "The survey results highlight how government and Out of Home can work together to deliver positive behaviour change campaigns, and value-based impact to communities, our Members all play an imperative part to help achieve these results".

Dr Robyn Littlewood, Chief Executive of Health and Wellbeing Queensland furthers the importance of the campaign by stating, "The cost of living is impacting everyday Australians, which is why working with the Outdoor Media Association and their members to promote affordable healthy eating is vital for us".

Out of Home advertising stands out as one of the most trusted channels for broadcasting government and community awareness messages. The success of the 'Fresh Veg, Deliciously Affordable' campaign underscores its effectiveness in reaching diverse audiences and promoting public health initiatives.

The campaign creatives were designed by JCDecaux Creative Solutions and participating OMA members included: Australian Outdoor Sign Company (AOSCo), BIG Outdoor, Bishopp Outdoor Advertising, Cartology, Civic Outdoor, EiMedia, Gawk Outdoor, goa, Go Transit Media Group, JCDecaux, JOLT, Lumos, Motio, nettlefold, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS, Stockland, The Media Shop (TMS), Tonic Media Network, TorchMedia, Total Outdoor Media (TOM), Val Morgan Outdoor (VMO) and Vicinity Centres.

## **ENDS**

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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).