

Media Release

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OMA Member, oOh!media has taken out the WOO Sustainability Award

Announced at WOO's annual Congress (5-7 June, 2024) in Hong Kong, it recognises innovation in reducing the environmental footprint of out-of-home advertising.

oOh!media won the prestigious honour for its collaboration with GALE Pacific to develop the sustainable material – Ecobanner by GALE Pacific, the only Australian-made, PVC-free, flexible banner fabric that offers a 100% capable closed-loop recycling solution for large-format billboard advertising.

The initiative was driven by oOh!media Environmental, Social, and Governance (ESG) team, in partnership with its printing arm, Cactus Imaging, which wanted a large format Out of Home solution that met the evolving sustainability demands of agencies and advertisers. Following extensive research with GALE Pacific, oOh!media adopted Ecobanner by GALE Pacific as its default product for compatible large format billboards, thereby compelling advertisers to consider sustainability when it comes to their advertising choices.

“Congratulations to oOh!media on this significant milestone. Out of Home generates the lowest carbon emissions compared to other media channels and it's inspiring to witness Australia take the lead on a global scale” said Elizabeth McIntyre, CEO, Outdoor Media Association.

“Our collaboration with GALE Pacific on Ecobanner exemplifies how innovation and sustainability can coexist, driving the Out of Home industry toward a more sustainable future. We're delighted to receive this honour in a category that celebrates the great work being done in sustainability by OOH peers around the world,” said Cathy O'Connor, oOh! CEO, who attended the WOO Congress in Hong Kong.

“We are thrilled oOh!media's use of Ecobanner by GALE Pacific has been recognised with the WOO Award for Sustainability. We're proud to have created a truly circular solution for the Out of Home space and honoured to play a part in this achievement. We are excited to continue our partnership with oOh!media and offer eco-friendly textile innovations to meet the growing demands of sustainable advertising,” said John Paul Marcantonio, CEO of GALE Pacific.

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).