

# oOh! UPDATE JULY 2015

## INDEPENDENT REPORT PLACES oOh! AMONG TOP MEDIA COMPANIES

oOh! is among the top five media brands in the country when it comes to media knowledge, innovation, negotiation skills, collaboration and professionalism according to the 2015 Media Benchmark Study undertaken by Roy Morgan Research for advertising and media trade publication, Adnews.

The Study, which canvassed the views of more than 730 industry professionals from advertising agencies, media agencies and marketers, placed oOh! fourth out of all media companies and categories in Australia - only behind Google, Nine Entertainment and Fairfax - and on par with Foxtel and Seven West - on the five criteria.

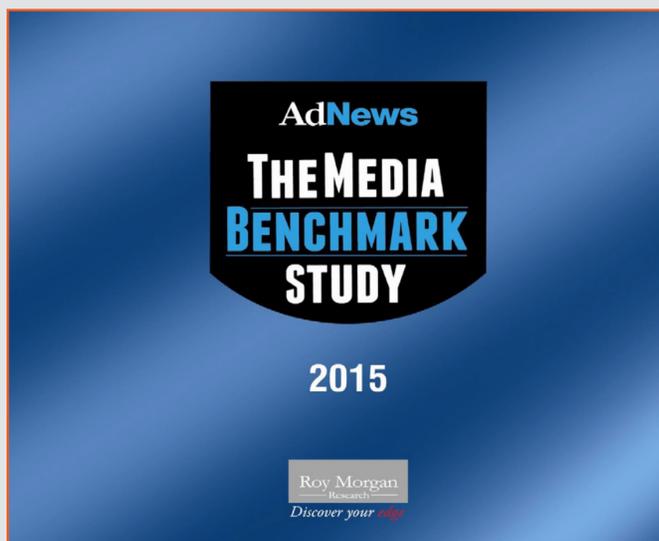
It also placed oOh! the overall top performer in the Out Of Home category, with 25 per cent of respondents nominating it as the stand out when it came to effective audience delivery, targeting ability and relationship building. The next highest performer in the Out Of Home industry attracted 13 per cent of nominations.

oOh! CFO and COO, Peter McClelland, said the study findings were testament to the high calibre team at oOh!.

"We have invested heavily in attracting and retaining the people that we need to execute on our strategy and achieve our growth targets," Mr McClelland said.

"It is great to see that 25 per cent of all agency and marketing professionals nominated us. This places us in good company, with Google and Facebook being mentioned by 24 per cent and 23 per cent respectively."

Details of the Adnews Media Benchmark Study can be found [here](#).



## ROADSIDE DIGITAL ROLL-OUT ACCELERATES

oOh! has now switched on its seventh landmark digital billboard in the past six months as part of the second phase of its strategy to build upon its network of more than 2000 digital signs across its Out Of Home environments.

The latest digital billboard can be seen on the Southern Cross Drive Mascot Road overbridge, on the major traffic corridor between Sydney Airport and the Sydney CBD. Other recent builds includes a digital billboard on Perth's major traffic corridor of the Mitchell Freeway and Australia's largest digital billboard located at Brisbane's Story Bridge.

These billboards form part of oOh!'s Signature Collection that boasts premium billboards in landmark locations in Australia's major capital cities. The Signature Collection also includes previously built digital billboards in Melbourne, Adelaide, Sydney and Brisbane. oOh!'s other large format digital inventory includes two of Australia's largest full motion digital billboards - "The Emporium" and the "The Bourke" in Melbourne, Victoria that has just commenced construction.

oOh! Group Director - Road, Noel Cook, said the company was well on track to achieve the planned digitalisation of our roadside billboard inventory as outlined in the company's IPO.

Keep an eye out for our this new landmark site.



## oOh! GETS BIGGER IN RETAIL ENVIRONMENT

oOh!'s large scale rollout of digital advertising panels continues across its market leading 500 plus shopping centres around Australia. This has been further boosted with the launch of three massive, full motion screens inside key, high-end mega shopping centres as part of the company's Evoke Network.

Completed in May, the new digital signs are located in some of the most prestigious retail centres in the country that are teeming with affluent and aspirational shoppers, including: Australia's fourth largest shopping centre, Highpoint in Melbourne; the large Melbourne Central; and, major Queensland regional centre, Indooroopilly Shopping Centre.

oOh!'s Group Director - Retail Blair Hamilford said: "Our digital retail offering, including our Evoke Network, is set to double this year as it is really taking off due to the dramatic impact it has with the screens really dominating in the high dwell time environment."

"Using the Evoke Network, advertisers can broadcast high definition video and full motion messages to over 6.7 million shoppers every 14 days, and can easily tailor messaging according to the time of day, date, news, events or weather."

The Evoke Network now includes 12 screens, with other centres including Chadstone (VIC), Chatswood Chase (NSW), Macquarie Centre (NSW) and Myer Centre, Brisbane (QLD) and adds to oOh!'s continued rollout of digital signage across its already market leading network of more than 2,000 screens in Retail, Road, Fly and Place-based environments.



## oOh! CEO APPOINTED TO BOARD OF GLOBAL OOH BODY

Chief Executive Officer of oOh!, Brendon Cook, has been appointed International Vice President of FEPE - the Global Out Of Home (OOH) industry body.

With over 35 years' experience in OOH advertising, Brendon Cook has been at the forefront of the OOH advertising business in Australia and New Zealand, creating a multi-award winning company and being actively involved in pioneering the industry's move into digital.

He is the first Australian to be afforded such a prestigious position.

"I am proud to be a part of the Board and to be the first Vice-President from Australia in the 50 year history of FEPE International," Mr Cook said.

"This is a true indication that Australian Out Of Home is on an international level playing field with fellow companies globally that are synonymous with embracing cutting edge technology and enabling brands to maximise engagement with Out Of Home's growing audiences."

FEPE (the Federation European Publicite Exterior) was founded in Paris in 1959 by Jacques Dauphin, the French pioneer of outdoor advertising.

"I am delighted that Brendon Cook, CEO of oOh!, has agreed to join the Board of FEPE international. Brendon's appointment brings a truly international connection to FEPE," said FEPE President Antonio Vincenti.

Mr Cook's appointment as Vice President of FEPE was ratified at the Annual General Assembly held in Budapest earlier this month.



## oOh! MEDIA'S FMCG COVERAGE GROWS WITH TWO CONTRACT WINS

oOh!media has won exclusive contracts with two shopping centre groups to increase its Retail Out Of Home (OOH) media offering in centres where the supermarket is the main draw card by a further 26.

The two contracts give oOh! long term rights to advertising in 20 centres co-owned by ISPT and the Coles Group Property, where Coles is also the major tenant, as well as 6 shopping centres in metropolitan and regional New South Wales and Queensland owned and managed by McConaghy Retail Pty Ltd where supermarkets are the major tenants.

Commercial Director of oOh! Retail, Blair Hamilford, said by increasing oOh!'s supermarket coverage with these contract wins, oOh! would provide FMCG advertisers with greater access to target and influence grocery buyers. oOh! is the largest provider of retail media solutions in Australia, and is on track to grow its network to 600 large, medium and local-sized shopping centres by the end of the year.

Mr Hamilford said: "A shopper will visit different sized shopping centers for distinctive purposes. We have all centre types covered so advertisers can appeal to a variety of shoppers and audiences, whether they are looking for inspiration for their weekly food shop, looking to update their wardrobe or meeting friends for a coffee."

"No other provider can deliver shoppers like we can. With access to the largest shopping centre network in regional and metropolitan Australia, no other provider can give advertisers access to all shoppers day in and day out," he said.

oOh!'s retail media solutions include over 8,200 state of the art digital and static screens that enable advertisers to tailor their advertising based on the time of day, temperature and other variables and can link their creative to mobiles, online and social media channels.



## oOh! MEDIA NEW ZEALAND BOOSTED WITH NEW GENERAL MANAGER AND CREATES A 'DIGITAL FIRST'

oOh!media has appointed Adam McGregor as General Manager of oOh! in New Zealand as the company gears up for its next phase of growth. Bringing almost 20 years of Out Of Home (OOH) experience, Mr McGregor was until recently the general manager of the outdoor industry body, Outdoor Media Association of New Zealand (OMANZ).

oOh!'s Chief Executive Officer Brendon Cook said the appointment of Mr McGregor as General Manager was an important milestone for oOh! New Zealand coming at a particularly busy time. "oOh! is currently investing dramatically in new products and technology that will enable advertisers in New Zealand to experience the best of the best. This combined with the appointment of Adam makes for a truly exciting time at oOh! New Zealand."

In other news, oOh! is set to build New Zealand's first full-motion digital retail banner as part of its contract to create the most advanced digital advertising network for Auckland's newest, high quality retail destination, the NorthWest Shopping Centre. The centrepiece of the Centre's digital network will be the large format double sided digital banner that will hang above and dominate the centre court of the new centre.

The network will also include 22 retail panels including its latest generation digital and static panels, all of which are NFC and QR Code enabled so advertisers can engage with shoppers beyond the panel via their mobile phone. CEO of oOh!, Brendon Cook, said the digital network being built for NorthWest will set a new benchmark for the future of New Zealand's Out Of Home (OOH) and Retail advertising.

oOh! is the leading provider of retail media solutions in New Zealand with a network spanning nearly three quarters of the country's main shopping centres and impacting nearly six million shopping visits a fortnight.

