oOh!media wins coveted metropolitan billboard contract

oOh!media’s Sydney metropolitan billboard portfolio has just received a boost, with the company today securing a new long term contract with NSW Roads and Maritime Services (previously Roads and Traffic Authority) for 27 big billboard sites, including some of Sydney’s most prized locations.

The contract win, which cements oOh!’s position as one of the largest providers of big billboards in metropolitan and regional Australia, includes 10 new overbridge faces being built on the F5 and F3 motorways and 17 existing sites, including two sites on Southern Cross Drive that are considered among Sydney’s top five sites.

The new sites will give advertisers access to an increasing number of drivers on the F5, the main arterial road to the South Western growth corridor of Campbelltown and the Southern Highlands and of course Melbourne, and the F3, the main corridor between the Central Coast and Newcastle, where oOh!’s billboards dominate with daily traffic around 70,000 vehicles per day.

CEO of oOh!, Brendon Cook, said this contract win, combined with oOh!’s continued investment in inventory and research has contributed toward its national billboard growth strategy to help advertisers benefit from the increased time Australian’s spend on the road. With 77% of consumers saying they see billboards everyday / several times a week, advertisers have a huge opportunity to get their message out on the road and to the masses.

“This contract is a fantastic win for the company and further cements our leadership position nationally.” Mr Cook said.

“Over the past couple of years we have been growing our inventory as a result of the burgeoning out-of-home sector and securing new contracts such as the Roads and Maritime Services tender, making it easier for advertisers to book effective national campaigns.”

“The F3 and F5 traffic corridors connects the metropolitan and regional audience which continues our ability to deliver a truly Australia wide coverage.”

“Our recent Mr Big research study into what consumers think and feel about big billboards confirms they deliver cut through, contribute to a brand’s credibility and status, and provide mass reach.”

“What’s also important to understand is that billboard audiences are increasing with people spending more time travelling, unlike other media which is fragmenting into smaller markets as the internet and more free-to-air, digital and pay-TV channels come online”.

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About oOh!media Group Ltd oOh!media specialises in providing clients with creative out-of-home solutions across its diverse product offerings of road, retail and experiential media throughout urban and regional Australia.