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oOh!media Pty Ltd
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News Release



Merger bolsters oOh!’s brand activation division

oOh! Media’s experiential offering has been expanded to cater for the increasing demand from marketers to gain greater connectivity with consumers away-from-home, with the company joining forces with Driving Edge.

The move, announced today, will see the team of Driving Edge merge with oOh!’s existing experiential division, oOh! Factor, to create a new brand activation division, called oOh! Edge.

Chief Executive Officer of oOh!, Brendon Cook, said since becoming the first OOH business in the world to have an experiential marketing team in 2004, there has been a significant increase in demand for innovative campaigns that integrate billboards with human interaction.

“Both businesses have proven successful in executing great campaigns and by bringing them together we will be able to deliver even larger scale creativity and experience,” Mr Cook said.

“Driving Edge bring with them great products, processes and people that complement our existing experiential offering and will place us in a stronger position to meet the growing demand for engaging consumer interactions.

“We look forward to the team joining us, with its founder Guy Marshall taking on the role of Chief Executive of oOh! Edge, to drive further growth in this already successful business.”

Commercial Director of Sales - Retail, Blair Hamilford, said the addition of the new team would also extend oOh!’s retail consumer engagement offering to include the CONNECT suite of 10 permanent kiosks in key Westfield Shopping Centres.

The CONNECT permanent kiosks are located in high traffic zones providing marketers with an industry leading platform for product sampling, demonstrations and the ability to create new brand experiences that inspire purchases.

“Driving Edge has built a significant reputation and customer base during its ten years in operation and partnering with them will broaden and deepen our retail consumer engagement offering,” Mr Hamilford said.

“With CONNECT, oOh! has even more of an opportunity to make an impact on consumers on their path to purchase in the retail environment, delivering unrivaled experiential expertise across many away-from-home platforms.



“This further enhances our position as the leader in the retail environment as we are able to offer a complete 360° retail solution including Casual Mall Leasing Centre Court and roaming activations, interactive retail ShopaLites, in-store and in-centre sampling and now the permanent CONNECT kiosks.”

oOh! Edge will continue to provide industry leading experiential expertise in environments such as Fly, Study and Retail by bringing together the best of both company’s specialist offering.

For more information:

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About oOh! oOh! specialises in providing clients with creative media solutions to connect with more consumers while they are away from home. We do this through our diverse product offerings across road, retail, airport, experiential and place based media throughout urban and regional Australia and OOH businesses in New Zealand. The company also offers the largest digital advertising network in Australia.