

oOh!media Limited  
ABN 69 602 195 380

13 July 2015

## News Release



### **oOh!media's FMCG coverage grows with two contract wins**

oOh!media today announced it 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 managed by McConaghy Retail Pty Ltd and owned by McConaghy Properties 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.

"This is a lucrative opportunity for advertisers, as research by the Leading Edge demonstrates oOh!'s retail assets have the highest return on investment of all OOH media and this is particularly pertinent for brands within the FMCG category who want to influence grocery buyers close to the point of purchase," Mr Hamilford said.

"Grocery buyers are heavily influenced by advertising on our network. We know that retail media both on the path to and at the point of purchase not only gets noticed, but gets results - and these additional new centres boosts our supermarket presence," Mr Hamilford said.

A recent oOh! Retail campaign for Lindt demonstrated that a media campaign just prior to the point purchase changed shoppers' perception of Lindt to being an everyday brand (up 134%). The study also found that the medium drove sales for the new Lindt variant by 5.7 times and delivered a 10 per cent incremental increase in sales, compared to the campaign running on TV alone.

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.

#### **For more information:**

Stephanie Atkinson, Lighthouse Communications Group - 0408 204 304

**About oOh!:** oOh! specialises in providing clients with Unmissable creative media solutions that connect with more consumers while they are away from home. We do this through our diverse product offering across road, retail, airport, café, venue, study, social sports and experiential opportunities, throughout urban and regional Australia as well as OOH channels in New Zealand. oOh! also has the largest audience-reaching digital advertising network in Australia that creates Unmissable impact for brands.