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oOh!media Pty Ltd
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News Release



oOh! evolves with a new Away from home category and key appointment for greater reach

oOh! is set to further bolster its away from home advertising offering providing deeper engagement between advertisers and consumers with a new division to be headed by a leader in technology and marketing.

Warwick Denby has joined oOh!'s senior management team as Group Director - Business Strategy, and is responsible for a new Place Based Media offering – oOh! Place - as well as the national roll out of CloseBuys, a mobile app and website.

The new oOh! Place offering extends oOh!'s audience reach into cafes, pubs and social areas, providing both advertising and digital content, while the CloseBuys mobile app and website helps shoppers find specials from bricks and mortar retailers near them and already has made 180,000 app and online connections.

The appointment and creation of a new away from home category follows the finalisation of the integration of EYE Corp into oOh!, which has made oOh! the largest player in Australia's out-of-home advertising industry with the greatest reach of audiences away from home.

In addition to heading up oOh! Place and CloseBuys, Mr Denby - who has previously held senior product roles for Austar and Telstra-Saturn and most recently consulted to a number of start-up businesses to build a digital presence - is responsible for the business scope for all existing and new products.

Chief Executive Officer of oOh! Brendon Cook, said: "We have re-structured the business to better leverage away-from-home advertising opportunities using our existing oOh! Road, Retail and Fly products and our newly created place based media offering, oOh! Place.

"oOh! Place enables advertisers to connect to an additional 2.3 million consumers each week doing a variety of activities while they are away from home - such as grabbing a coffee, socializing, playing sport, relaxing in a pub or hotel or studying at university.

"This new away from home category has a strong emphasis on content and online engagement and connects in completely different ways to traditional out of home.

"Warwick's experience in tech start-ups, consumer marketing and business development will be a catalyst to provide new ways to connect advertisers to consumers through new technology, content and environments."

Mr Denby said oOh!'s vision for the OOH industry to broaden its reach into these growing place-based opportunities is truly innovative: "Consumers are spending more time away from home so now is our opportunity not only to deliver more than just advertising in these environments, but to forge deeper engagement between advertiser and consumers with digital content that can engage on another level."



oOh! Place will include:

- Café – digital advertising network located in over 350 CBD café environments;
- Social Sports – static, digital and online opportunities across more than 70 indoor sporting venues nationally reaching over ½ million healthy, active and social consumers each month;
- Study – a digital and static platform located in all major tertiary education campuses with the ability to reach 1/3 of the hard to reach 18-24 demographic;
- Venue – digital network throughout selected lifestyle demographic hotels around Australia highlighting “Bite TV” generated content channel;
- CloseBuys – in-house smart phone app and website that helps retailers and brands communicate offers and sales directly with local shoppers via their smart phone.

Mr Cook said: “Following the EYE acquisition, we have further bolstered oOh!’s credentials to provide the largest reach of people using traditional out of home formats, plus new opportunities to reach people during more of their daily activities.

“According to MOVE, each week with just our Road, Retail and Fly products – we can reach more than 93 million contacts per day – plus we can also deliver more audience with our regional offering as well as an additional 2.3 million each week with our newly developed Place based offering.

“While we continue to cover 95% of the regional billboards, our new metropolitan Road offering has grown by 50% which allows us to reach 12 million people - or 94% of Australians in metropolitan areas.

“With retail, advertisers can now reach more people for less, with our consolidated retail inventory delivering 60 per cent more reach compared to what clients were buying from oOh! last year. Plus it’s now easier to plan, book and schedule national campaigns, or make them more tailored with just the one phone call.

“These quantum increases in both the number of sites and audience reach will help drive the OOH category nationally, as it makes buying the medium a whole lot easier.”

To reflect the growth and restructure, oOh! is rolling out revised branding with the new tagline “a world away-from-home” to reflect the unique new opportunities oOh! now offers advertisers.

“The revised branding and the introduction of oOh! Place reflects our new business intent to extend our product range beyond traditional OOH formats, and to encompass much larger media opportunities available away-from-home,” Mr Cook said.



Post-acquisition, oOh! now has:

- The largest reach of any outdoor provider with over 93 million contacts per week across metropolitan billboard, retail and airport advertising formats.
- The largest digital advertising network in Australia;
- The largest inventory of both metropolitan and regional billboards;
- The only single OOH company in the world to offer place based advertising and content opportunities in locations such as university campuses, social sporting venues, cafes and lifestyle hotels from one sales team and all with the ability to reach an additional 2.3 million contacts per week*

*excluding Venue

Click [here](#) to view oOh!'s new brand video

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 and Indonesia. The company also offers the largest digital advertising network in Australia.