

oOh!media Limited
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AAMI's digital campaign pulses to the weather map's beat

AAMI's latest advertising campaign for its Roadside Assistance service harnesses oOh!media's digital media by scheduling creative to run according to the weather conditions.

AAMI's digital campaign has multiple creative executions based on sunny, rainy, cloudy and windy weather conditions with headers such as: "You'll be singing in the rain with AAMI Roadside Assistance" and "No matter what the clouds bring, we're here to help".

Each creative execution will run to match the weather locally using oOh!media's digital media weather triggering technology which uses a RSS weather feed from the Bureau of Meteorology.

Brendon Cook CEO of oOh!media said the weather triggering technology enables contextually-relevant connections between advertisers and motorists.

"It's a really smart concept for an insurance company to leverage the local weather conditions to attract attention, relate to the audience and promote its service."

AAMI Brand Manager Anthony Russell said, "By tapping into local weather conditions and dynamically serving ads to match, we're grabbing drivers' attention in an entertaining and relevant way which will increase recall for the advertising and brand.

"Weather is a natural fit for any insurance company, but our positioning of being '*not very insurancey*' enabled us to have a bit of fun with the advertising and we're all really proud of the finished product." Mr Russell said.

Together Starcom and oOh! have created stronger consumer connections for AAMI's Roadside Assistance campaign by optimising its coverage, content and technology.

AAMI's weather-triggered Roadside Assistance starts this week, across five states, for one month, in landmark roadside locations such as the spectacular new digital billboard in North Melbourne, Rundle Mall in Adelaide, Story Bridge in Brisbane, Mitchell Freeway in Perth and Southern Cross Drive in Sydney.

High-impact, classic billboard advertising will complement AAMI's digital creative to build and sustain awareness for the entire three months of the campaign.

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Media agency: Starcom

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About oOh!media Limited: oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable

location-based media solutions. Our network is unparalleled, with a diverse portfolio of classic and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafes, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.