

oOh!media Limited
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News Release



The power of OOH and radio combine for high-impact campaign for ahm health insurance

In an Australian first, a collaboration between the Australian Traffic Network (ATN) and oOh!media will see simultaneous messages delivered to commuters via Out Of Home and Radio for health insurer ahm.

Starting today for one week, the campaign will synchronise ahm's Out Of Home and sponsored traffic report advertising, across six strategically located digital billboards and ATN's commercial radio traffic reports in Melbourne.

During peak hour traffic, oOh!'s roadside digital billboards will show an uninterrupted ahm ad for six minutes at both the top and bottom of the hour at the same time as the ATN traffic reports air on radio.

Brendon Cook, oOh!media CEO, said that the collaboration, jointly conceived by ATN and oOh!, is a great example of realising the potential of Out Of Home and radio advertising working together.

"Here is a unique opportunity for a client, being able to align two media channels for a captured audience using the same messaging in a contextually relevant way. Working together has allowed us to bring this opportunity to life."

Kelly McIlwraith, Marketing and Strategy Director for ATN, said: "Our high-interest traffic content offers a great synergy with billboards as the two are consumed while the consumers are on the road.

"So working collaboratively with oOh! and media agency Posterscope to create an Australian first campaign was incredibly exciting."

Bryan Magee, Managing Director of Posterscope, said 'We know from internal research that our audience has a high propensity to listen to the radio simultaneously whilst consuming OOH, making the combination the perfect mix for optimum impact. Working collaboratively with Carat, oOh! & ATN ensures we can place the consumer at the heart of the strategy, using a multi-channel approach to strengthen the overall message for ahm.

Amanda Romeo, Head of Marketing at ahm Health Insurance, said: "ahm is delighted to participate in this Australian Out Of Home and Radio advertising first. This type of cross channel alignment helps ahm achieve greater exposure and deliver a stronger brand message to commuters and is great to see ATN, oOh! and Posterscope making this happen for us."

For more information:

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About oOh!: 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, cafés, 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 experiential, social and mobile online channels to provide clients with greater connections with consumers.