

A WORLD OF UNMISSABLE



oOh!media Limited
ABN 69 602 195 380

4 July 2018

News Release

Tourism Tasmania and Schweppes integrate Online, Out Of Home and Experiential with oOh!

Integrated Out Of Home campaigns that combine data and insights, a diverse Out Of Home ecosystem, and native content is set to grow significantly, with media company oOh!media expecting such campaigns set to triple within the next six months.

Adam Cadwallader, Group Director of Locate by oOh! said with the media landscape changing and attention spans getting shorter, there has been an increasing number of brands looking at a more holistic approach to Out Of Home advertising, where they are utilising oOh!'s mix of classic and digital signage in multiple environments, in addition to native content, coupled with online, social and experiential components.

"Out Of Home campaigns are no longer just about creative on a digital or classic billboard, there is data used to plan and native content and experiential used to engage in locations that are contextually relevant, with online and social across a variety of mediums and environments to amplify," Cadwallader said.

"Unlike days of old, a fully integrated Out Of Home advertising campaign can now be assembled, created and delivered, with oOh! giving brands never seen before reach, results and convenience."

Cadwallader said the recent fully integrated campaigns for both Tourism Tasmania and Schweppes Australia's new ALT soft drink range, attest to that and follows on from the Qantas Assure campaign that is showcased in oOh!'s A World of Unmissable events.

"oOh!'s investment in technology, inventory, content development and data and analytics, provides advertisers with a powerful combination that enables them to reach the right audience at the right time and with the right message to deliver results.

"Tourism Tasmania and the ALT campaign are both great examples of how to fully utilise oOh!'s 360-degree Out Of Home ecosystem to effectively reach and engage meaningful audiences," Cadwallader said.

Working with Initiative Melbourne, oOh! provided Tourism Tasmania with a "Pop Up Book" activation spread across three environments, integrating content and competition.

The *Feed your curious* campaign included the use of oOh!'s assets across Road, Fly, Locate by oOh!'s Office towers and Retail, as well as oOh!'s experiential arm EDGE and content provider THE UPSIDER providing carefully curated content inspired by Tourism Tasmania and contextually relevant to the CBD office workers. Mobile EXCITE panels were also placed in Office towers featuring the map of Tasmania in digital format, coming to life with sound and video with touch, offering the user the opportunity to register and win prizes.

John Fitzgerald, CEO Tourism Tasmania said: "Tourism Tasmania worked closely with oOh! to develop an innovative and tactical hands-on experience that connects consumers with our latest Feed Your Curious campaign. oOh! created a magical life-size Tassie pop-up story book with an

ability for consumers to explore, touch, smell and taste the best of what the state has to offer that also provided a unique and surprising out of home experience.”

The collapsible and reusable pop-up story book used immersive 2D layered display to showcase Tasmania’s highlights, including the MONA, spectacular scenery, oyster bars and gin distilleries.

The pop-up book showcased Tasmania’s regional attractions and identities and allowed for Tasmanian characters integral to the story, such as the chocolate raspberry producer or gin distiller, to offer samples to passersby.

The *Keep Doing You* campaign, brought to life by oOh!, Junkee Media and working with Carat Melbourne for Schweppes Australia’s new ALT soft drink range, celebrated everyday people who are unashamedly themselves through stories that were amplified via Junkees targeted student publication, oOh!’s on campus digital network, social media and on-campus experiential campaign activity.

“Locate by oOh!’s Study network, UniJunkee and oOh! EDGE, worked together in unison to launch ALT in a compelling way,” Cadwallader said.

“Unique and authentic content for the *Keep Doing You* campaign was sourced and curated by Uni Junkee, with the content and advertising then running across oOh! Locate’s Study network in 90 universities nationally.

“The *Keep Doing You* campaign activation did not stop there. oOh!’s experiential team EDGE put 40,000 ALT samples in the hands of millennials across five universities, including the University of Sydney and Deakin University, during ‘O-Week’ earlier this year,” Cadwallader said.

-ends-

Media contact: Stephanie Atkinson, Lighthouse Communications Group – 8262 8989

About oOh!media: 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 portfolio is unparalleled, with a diverse portfolio of static 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.