

A WORLD OF UNMISSABLE



oOh!media Limited
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Lexus Melbourne Cup reaches new heights with in-flight first

Passengers caught mid-air at 3pm on Tuesday November 6 will be able to watch the race that stops the nation live on their devices as part of an unmissable campaign by new race sponsor and Victoria Racing Club Principal Partner Lexus.

In a first for in-flight entertainment, passengers onboard wi-fi enabled Qantas domestic B737 and A330 flights will be able to live stream the \$7.3 million Lexus Melbourne Cup race from their laptop, tablet or mobile phone while in the air.

The stream is part of a week-long Melbourne Cup campaign by Lexus, that also features live broadcast content and advertising to impact travelers as they journey through Qantas terminals and during their flight nationally.

The Lexus campaign will also see the race streamed live on oOh!'s screens in Qantas Clubs, Domestic Business Lounges and on the Collect and Connect TV screens at baggage carousels in Melbourne, Brisbane, Perth, Adelaide and the Qantas domestic terminal in Sydney.

Australia's most famous horse race will also be broadcasted on Australia's largest full motion digital billboard - The Bourke on Bourke Street Mall, Melbourne's popular shopping precinct. The Bourke will also carry a countdown from early Tuesday morning, counting down to the start of the race.

oOh! CEO Brendon Cook said the Lexus Melbourne Cup campaign - which runs from Saturday 3 – 10 November - embraced the full potential of the new opportunities available with Out of Home today, including data, digitisation and the ability to run content.

"This campaign by Lexus recognises that Out of Home is a public space medium that enables brands to captivate, gain deeper connectivity and inform audiences through innovative use of the new technology available," Mr Cook said.

"We are thrilled to take what is one of the key sporting events in the country to new heights through the live streaming on massive screens – in Melbourne city and airports nationally – through to devices 30,000 feet in the sky.

"This campaign is truly unmissable in terms of impact and scale, and really sets the bar in terms of promoting a major event."

oOh! was able to propose the inflight streaming option after recently being awarded advertising rights for Qantas' Inflight Entertainment earlier this year, which extended oOh!'s current Qantas partnership.

As a result of the Qantas partnership, oOh! provides advertising and content opportunities for advertisers to engage with travelers as they journey through Qantas Clubs and Domestic Business Lounges and at the baggage carousels with its innovative Collect and Connect TV.

Scott Thompson, CEO of Lexus Australia, said "when we entered into the 5 year agreement with the Victoria Racing Club we wanted to push the boundaries of what was possible through the partnership and to create exciting touchpoints on and off course."

"The campaign we are running with oOh! is a great example of this. We're proud to be sharing this extraordinary event with even more Australians."

To leverage the sponsorship, the Out of Home campaign will include three phases:

- **Pre-race:** creative across airport assets to build awareness and excitement for the Melbourne Cup, including a countdown to the race that stops the nation.
- **Race-day:** creative switching to use the oOh! Assets to live stream the race direct from Flemington.
- **Post-race:** where the creative across oOh!'s airport assets celebrates the winner of the Melbourne Cup.

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About oOh!media: oOh! is a leading media operator in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital solutions. Our connected offline and online media ecosystem makes brands Unmissable, with 20,000+ locations across roadside, retail, airports, office towers, cafes, fitness venues, bars, university and integrates with experiential, social and mobile online. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as world-best technological innovation, to give advertisers an added layer of campaign intelligence. With oOh!'s world of Unmissable, advertisers can reach and engage with audiences anytime, anywhere.