

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
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Brisbane Airport set to reach new heights with oOh! partnership

oOh!media has entered into a new long-term partnership with Brisbane Airport Corporation (BAC) extending the 18-year relationship between the two companies.

The new agreement will leverage oOh!'s leading capabilities in content, data, technology to deliver exceptional customer experience and will include unique new signage including what will be the largest digital airport billboard, real-time content delivery and data informed targeting.

Chief Executive Officer of oOh! Brendon Cook said oOh! was thrilled to extend its partnership with BAC and to drive new innovation and initiatives that exceeded the experience expectations of both corporate and leisure travellers.

“Brisbane Airport, which has been recognised as one of the world’s best airports for its size, is in a period of rapid growth and change,” Mr Cook said.

“We look forward to working with BAC to build on this momentum while continuing to drive innovation in how media assets can be used to enhance the entire customer journey.”

The BAC agreement, which includes exclusive rights for internal and external advertising for both the domestic and international terminals, cements oOh!'s leadership position in the airport environment.

Jennifer Andrews, Brisbane Airport Corporation Head of Retail and Commercial, said oOh! would help Brisbane Airport stay at the forefront of airport amenity both now and in the future.

“Brisbane Airport is committed to delivering our passengers with a unique and engaging experience and showcasing the best of Brisbane to the world,” Ms Andrews said.

“oOh! is an innovative leader in Out of Home and the broader media sector, with a unique approach to delivering high engagement with multiple media platforms throughout the passenger journey.

“We are particularly excited by oOh!'s proposal to introduce content throughout the airport to promote not only Brisbane city, but major events, as well as provide bespoke content and entertainment for our travellers which showcases the best of what Brisbane and Queensland has to offer.”

oOh!'s Chief Commercial & Product Officer Robbie Dery said the extension of the partnership meant that Brisbane Airport will benefit from oOh!'s comprehensive end-to-end audience proposition.

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"Advertisers continue to look for audience lead solutions and places a high value on being able to engage with them over a prolonged period of time," Mr Dery said.

"Our data capabilities enable advertisers to target and quantify specific audience segments in a high dwell environment, so they can tell their brand story over a prolonged period of time to engage deeper.

"With our end-to-end offering, they can also reach their audiences across multiple platforms, including on billboards on the roads leading into and out of the airport, while checking in, when going through security, at departure gates and when collecting luggage at the other end."

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About oOh!media: oOh! is a leading media company 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 across oOh!'s diverse network of more than 45,000 classic and digital signs across roadsides, retail centres, petrol convenience, airports, train stations, bus stops, office towers, cafes, fitness venues, bars and universities and integrating with experiential, social, mobile and online helping brands connect with their audiences through powerful integrated campaigns. 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 A World of Unmissable, advertisers can reach and engage with audiences anytime, anywhere.