

# A WORLD OF UNMISSABLE



## MEDIA RELEASE

oOh!media Limited  
ABN 69 602 195 380

## **oOh! FURTHER ENHANCES ITS OFFERING IN THE WEST WITH NEW STATE OFFICE**

oOh!media has set up a new dedicated office in Perth to enable advertisers to better leverage its expanded offering including more than 3,000 Out of Home panels in Western Australia and advanced strategic tools to optimise performance.

Following the addition of Commute by oOh! (formerly Adshel), oOh! has more than doubled its footprint in the State, with its portfolio in Western Australia now including 850 digital panels and more than 2,150 classic signs.

The dedicated local team, to be headed up by Mark Treasure, will ensure advertisers will further benefit from oOh!'s investment into data, content and innovation to drive greater engagement and campaign performance.

Mr Treasure, who for the past eight years has been managing oOh!'s offering in the state under its representation agreement with Media Tonic, leads the team as Sales Director of WA reporting into oOh!'s National Sales Director Tim Murphy.

oOh! Chief Executive, Brendon Cook, said with the company's national network having now increased to more than 30,000 signs and advertiser demand growing in the State, a dedicated team was required that could focus on the continually evolving the Out of Home medium that the company offered.

"The Media Tonic team has done a tremendous job over the past eight years in helping take oOh! to the next level in Western Australia and has been a great contributor to our clients' business success," Mr Cook said.

"This is evident by the fact that Mark has been appointed in the leadership position and the ongoing collaborative relationship we will have with David Fare and the rest of the Media Tonic team.

"This is an exciting step forward for the business in WA and will result in us being able to ensure advertisers can leverage oOh's Unmissable opportunities."

Mr Treasure, who remains a Director of Media Tonic, said he looked forward to further embedding himself in the oOh! team and being part of the fast-paced evolution of the business and the exciting future it had.

"oOh!media has evolved into new media business with a leading network of Out of Home advertising solutions backed by innovation, data and insights to help advertisers maximise their campaign performance," Mr Treasure said.

"I look forward to helping West Australian advertisers realise the unmissable opportunities they have through our quality network and powerful tools to ensure their investment is amplified."

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The new oOh! office will include the Commute team from WA and former Media Tonic employees who had previously represented oOh! business, and is located at 344 Hay St, Subiaco (the old Initiative building).

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**Media contact:** John Hanrahan, Lighthouse Communications Group, 0411 212 965

**About oOh!media:** oOh!media 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 Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 30,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, 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 leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.