

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
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oOh!media vies for LEGO Masters title with bus shelters around the country

oOh!media has taken on the ultimate LEGO® challenge of transforming bus shelters in major cities across the country into works of art, as part of an integrated Out of Home campaign for Nine's new hit TV show, LEGO Masters.

The multi-format campaign combines Commute by oOh! Street Furniture assets with oOh!'s extensive network of classic and digital assets across the retail, roadside, office and cafe environments.

oOh!media's Chief Customer Officer David Scribner said the eye catching special builds and creative content across oOh!'s other formats exemplifies how an integrated campaign can fully utilize oOh!'s Out of Home ecosystem to effectively reach and engage meaningful audiences.

"The LEGO Masters bus shelters are unmissable to commuters across Brisbane, Sydney, Melbourne, Perth and Adelaide, and the integration with retail, roadside, office towers and cafes will deliver a campaign reach of close to 8.3 million."

"Whether you're a LEGO® enthusiast or not, the campaign is capturing the attention of Australians through its creative impact and scale. This is no doubt supporting the strongest launch of a reality format by any network this year," he said.

Nine's Group Marketing Director, Karen Madden, said the special-builds across Commute by oOh!'s Street Furniture assets helped bring the LEGO Masters campaign to life.

"oOh! has helped us take LEGO Masters from the small screen to the streets of major cities around Australia, by creating a high-impact and tangible execution brick by brick and making bus shelters LEGO® Masterpieces," she said.

The network's brand new series, puts 8 pairs of 'brickheads' against each other in a quest to win the title of LEGO Masters and \$100,000 in prizemoney.

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Campaign credits

Client: Nine Entertainment Co

Creative: In house – Nine Entertainment Co

Media owner: oOh!media

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About oOh!media: oOh!media is a leading media company across Australia and New Zealand that creates deep engagement between people and brands through Unmissable Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across our diverse network of more than 30,000 locations across Australia and New Zealand helping brands connect with their audiences through powerful and integrated, cross format campaigns. Our unparalleled reach combined with industry best data, insights, media planning tools and technological innovation gives advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.