

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
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Largest digital billboard in southern hemisphere lands at Brisbane Airport to coincide with \$40M redevelopment

The largest airport digital billboard in the southern hemisphere has gone live at Brisbane Airport. The 400sqm 'Big Morety' greets arriving passengers into Brisbane Airport which was voted the best in Australia by SkyTrax and accommodates nearly 23.8 million passengers a year.

Located on Moreton Drive and affectionally titled Big Morety, it will complement a wider roll out of some of the best in class digital screens across the airport precinct. This coincides with a \$40 million redevelopment of the Brisbane Airport Corporation (BAC) Domestic Terminal designed to deliver a high-quality engaging experience for travellers.

As part of the redevelopment and broader media strategy, innovative digital displays will showcase uniquely Queensland content, creating a sense of place and a true end to end travel experience.

Martin Ryan, Executive General Manager Consumer at Brisbane Airport Corporation (BAC), said oOh! has created a powerful media solution that complements the busy airport environment.

"The recent contract renewal with oOh!media was a perfect opportunity to review our media strategy across the board and look at innovative ways to incorporate imagery and messaging that appeals to our specific passenger mix while amplifying Brisbane Airports' 'uniquely Queensland' sense of place," Mr Ryan said.

"The digitisation of signage allows greater breadth of content scope than traditional static installations, allowing advertisers to refresh creative regularly, while also allowing BAC to provide a customer first approach.

"An example of this is the 'mindful moments' content that has been specifically developed by oOh!'s in-house creative team to guide passengers, who may have anxiety about flying, through meditation techniques and breathing exercises. So, it's not all about advertising messaging."

"Digital billboards and signs also provide a more sustainable and efficient way to engage with travellers and visitors, saving time, money and resources."

oOh!'s National Commercial Director for Fly, Elise Taylor, said BAC is evolving to reflect changing passenger expectations and, together with oOh!, are delivering world class advertising solutions across the entire airport precinct."

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“Drawing on our deep data and insights of the airport passenger, our extensive experience in airport media, and our investment in keeping at the forefront of innovation, our partnership with Brisbane Airport will really set the benchmark,” she said.

“With engagement key when targeting high value and time poor audiences, the ‘wow’ factor of Big Morety combined with the digital screen wraps on columns throughout the terminal and the mix of content carried across all of the screens, will further enhance the opportunity for advertisers to speak to passengers at each touchpoint in their journey.”

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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, gyms, 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.