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Providing news and analysis on the Australian outdoor media industry

Outdoor on track with audience measurement

The Outdoor Media Association (OMA) has selected VIEW, a consortium of Australian and international research companies, as the preferred candidate to develop a new audience measurement system for the national market.

The VIEW Partners comprise:

- Cuende Infometrics, Spain's leading designers and developers of audience measurement systems and marketing research tools;
- Veitch Lister Consulting (VLC), an Australian owned company with expertise in travel demand modeling and transport planning for governments and the private sector;
- TNS, an international research company with extensive experience in the outdoor industry; and

- VIEW, a wholly Australian owned company responsible for system delivery.

OMA President Chris Tyquin said the decision to enter into contractual negotiations with VIEW had been endorsed by the Australian Association of National Advertisers, the Advertising Federation of Australia and the Media Federation of Australia, who formed part of a Joint Industry Committee overseeing the tender process.

"This will be the first time an outdoor measurement system is to be tailor made to cover all the major formats," Mr Tyquin said.

OMA Chief Executive Officer Helen Willoughby said development of the new system was expected to commence before the end of the year.



OMA President Chris Tyquin

"Our aim is to draw on the breadth of experience offered through this consortium to develop the world's most advanced measurement system for the outdoor sector," Ms Willoughby said.

"Cuende Infometrics and TNS have been at the forefront in developing a number of international audience measurement tools, while VLC and VIEW bring essential local knowledge and expertise to the project."

NRMA credits outdoor campaign with funding boost

The National Roads and Motorists Association (NRMA) has credited the \$1 billion funding boost to road funding in this year's Federal Budget largely to its successful 18-month "Fix Our Bloody Roads" campaign.

The campaign, developed by Leo Burnett Sydney, combined outdoor media with a proactive website to provide motorists vital statistics about deaths and injuries on the State's major highways as a way of initiating action.

The outdoor advertisements won the Best of Category in the OMA's inaugural ONE Awards in 2005 because of their "incredible impact" within the environment in which they were run.

Billboards from the "Fix Our Bloody Roads" campaign



12% growth for Outdoor Industry

Outdoor media revenue grew 12 per cent during the 2006 April-June quarter compared to the previous year, bringing in \$374 million over a 12 month period.

OMA Chief Executive Helen Willoughby said the double-digit results continued a three-and-a-half year trend of increasing revenue growth.

Ms Willoughby said the rise in sales reflected greater confidence among advertisers to use outdoor as part of the media mix, or as the dominant medium to gain maximum impact in a particular locality.

The strongest growth in the outdoor market continued to be in the street furniture category, followed by posters. Large format and transit recorded a slight downfall in revenue over the period.

First round finalists for ONE Awards

The effectiveness of using humour to engage audiences was evident in the first round judging of this year's ONE Awards for outdoor advertising.

Finalists and highly commended entries were chosen from four segments – cross-format, large format, street furniture and transit.

The winning finalist for large format was the Bisley Workwear "Want Hipsters? Lose Weight" advertisement, with IKEA's witty advertising campaign around the opening of a new store in Adelaide receiving the highly commended vote.

In Street Furniture, Carlton Draught's play on the pretentiousness of the fashion industry placed it among the

finalists, although there was no 'highly commended' result.

Transit had no winning finalist, but SBS received a highly commended for its 'English Fan' bus promoting coverage of the 2006 World Cup Soccer.

Meanwhile, the cross-format finalist went environment with "Green Choice", followed by the South Australian Government's "Be Active" campaign in the highly commended category.

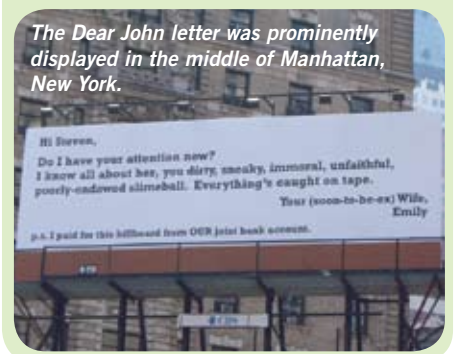
The judging panel, headed by the Executive Creative Director of Foote, Cone & Belding, Michael Simons, found large format to have provided the best selection of creative material.

Out there

It may not be the most traditional use of outdoor media, but it was certainly effective.

This Dear John letter was prominently displayed in the middle of Manhattan, New York, attracting plenty of free publicity and public commentary.

Turns out the outdoor advertisement was not a personal payback, but part of a viral publicity campaign to promote a new American reality TV show. Similar advertisements ran on outdoor media sites in Chicago and Los Angeles.



Upcoming events

ONE Awards: second round of entries are now open. Enter online at www.oma.org.au

Marketing Committee Meeting: 14 August, 11 September, 9 October 2006

Regulatory Affairs Committee Meeting: 4 August, 11 September, 9 October 2006

OHS Committee Meeting: 18 August 2006

OMA Board Meeting: 28 August 2006

Please use the following links to access details on other industry information:

The Advertising Federation of Australia
<http://www.afa.org.au/>

Media Federation of Australia
<http://www.mediafederation.org.au/mfa.aspx>

Australian Direct Marketing Association
<http://www.adma.com.au/asp/index.asp>

Australian Association of National Advertisers
<http://www.aana.com.au/>

Advertising Standards Bureau
<http://www.advertisingstandardsbureau.com.au/>

State round-up

New South Wales

School Zone Alerts

The OMA has submitted a joint industry funding proposal as part of the RTA's call for Expressions of Interest to develop 100 new school zone alert systems throughout New South Wales.

Outdoor members have suggested that the new safety infrastructure could be partially or fully funded from signage fees obtained through reciprocal media display rights on state government owned land within zones where third party advertising was permitted under state planning law.

Goulburn City Council

Goulburn City Council is presently considering a Development Application by one Member to replace existing highway signs with a new and improved structure.

While the senior planners have recommended the application not be approved, at least one Councillor has publicly expressed concern about the strength of the planners' arguments.

The matter is to be again considered at the Council's next public meeting in mid-August.

Queensland

Queensland Rail (QR) leases

Queensland Members with sites on QR land should by now have received their approvals for renewal of the majority of their leases. For those sites that have not been renewed, QR has advised it would liaise with individual operators about their options.

Economic Benefit Study

Members have received copies of a survey prepared by Urban Economics to assess the economic contribution the industry makes to the State of Queensland.

A report outlining the overall economic benefits of the industry will be collated and distributed to members, prior to public release. Consideration will then be given to expanding the survey nationally. It is hoped that this initial report will be available by the end of September.

Victoria

City of Melbourne

The City of Melbourne continues to push for tougher regulations around outdoor media despite the absence of public concern, and the benefits the industry brings in terms of infrastructure and maintenance funding.

Its new policy on bus and tram shelter advertising makes the provision of transport infrastructure less commercially viable for outdoor operators.