

oOh! Media Pty Ltd
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28 October

News Release



Spring carnival flair exudes from Sally Hansen's retail ads

The glamour of Spring Carnival has extended beyond the trackside and into shopping centres across Sydney and Melbourne, with the launch of a new campaign for beauty brand Sally Hansen's Spring Collection nail colour range.

As part of the two week campaign running across oOh! Media's shopping centre advertising panels, 10 specially adapted shopaLites will feature larger than life 3D fascinators.

The pink feathers mounted onto these panels will bring the creative to life and create excitement in an environment where shoppers are looking to be inspired. The shopaLite panels will appear in key shopping centres such as Westfield Bondi Junction and Westfield Doncaster., and will be supported by more than 250 static and digital shopaLites, delivering over 6 million female shopper contacts, aged 16-39 throughout the spring carnival.

oOh!'s production department worked with Hyland Media's new creative division to evolve the concept and to produce a final prototype for Sally Hansen. Founder of Hyland Media Communication Group Virginia Hyland said "We have always collaborated closely with oOh! to develop impactful media and creative ideas. We are excited to see the Sally Hansen campaign come to fruition".

oOh!'s Head of Production John Purcell said "The challenge for the production team was to build a shopaLite that was unique to this campaign and would appeal to the right audience within the retail environment.

"Just like Sally Hansen, we are seeing more and more clients turning to us for our expertise in Away-from-Home innovations and special builds to create that extra "wow" factor as well as captivating and engaging with the right audience closer to the point of purchase" Said Mr. Purcell

The campaign will run for 2 weeks in New South Wales and Victoria starting from 21 October 2013.

Campaign:	Fashion of Spring Races
Client:	Sally Hansen
Media agency:	Hyland Media
Creative agency:	HM Communication Group
Media:	oOh!

For more information:

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About oOh! oOh! specialises in providing clients with creative media solutions to connect with more consumers while they are away from home. We do this through our diverse product offerings across road, retail, airport, experiential and place based media throughout urban and regional Australia and OOH businesses in New Zealand and Indonesia. The company also offers the largest digital advertising network in Australia.