



## **oOh! wins International Airport Advertising Award for Google campaign**

oOh! has won an International Moodie Award for the Best Concourse Advertising 2014 for its Australian Google Play campaign.

The Google Play campaign was a world first, enabling travelers to control and interact with Google's digital advertising at Australian airport terminals to download songs and books onto their mobile devices from the Google Play store.

Chief Executive Officer of oOh! Media Brendon Cook said: "We're delighted to receive this award that shows Australia's Airport Advertising is the best in the world.

"We have access to leading edge technology, and when combined with innovative creative generates outstanding results for everyone," he said.

'The Moodies' airport digital, mobile and social media awards' attract submissions from all over the world, and stem from The Moodie Report, an international publication published out of London, specializing in all-things airport around the world.

The Moodie Report Founder & Chairman Martin Moodie said: "The 'Moodies' were created to champion and reward thought leadership, innovation and consumer interaction in the social media environment. The [winners](#) of this year's awards rank among the best exponents of social and digital media campaign anywhere in the world, across any industry.

"We would like to offer our warmest congratulations to the [winners](#) of 'The Moodies' and to also thank all the entrants this year who delivered an incredible array of high-quality nominations for the judging panel to deliberate over," Moodie added.

[http://www.moodiereport.com/document.php?c\\_id=6&doc\\_id=38884](http://www.moodiereport.com/document.php?c_id=6&doc_id=38884)

### **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. The company also offers the largest digital advertising network in Australia.