

oOh!media Limited
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News Release



oOh! awarded for international excellence in airport advertising Moodie Davitt Awards

In a win for its world class innovation, oOh!media has been awarded best digital advertising campaign in the global airport Moodie Davitt Awards.

oOh!'s "Porsche Recognition Campaign", that displayed dynamic creative when a Porsche car passed by a roadside digital billboard at Melbourne Airport, was named among the best in the world in the airport advertising industry by winning the Best Digital Airport Advertising Campaign.

oOh! was also highly commended for its launch of the Halo sign in Melbourne Airport in the most impactful individual digital advertising execution category.

Robbie Dery, oOh!'s Group Director - Fly, said that the award win and the commendation demonstrated oOh!'s industry leading approach to airport advertising that is focused on enhancing the customer experience which delivers more value to advertisers.

"Both of these are great examples of oOh!'s ability to develop technology and produce contextually relevant campaigns powered by data and content to make them more engaging for the travelling audience," Mr Dery said.

"To have our work for Porsche and The Halo recognised as among the best in the world demonstrates that oOh!'s long term digital, data, content and mobile strategy continues to lead the way internationally," Mr Dery said.

The Halo sign is an Australian-first, 18m cylindrical digital sign that hangs in Melbourne Airport's shopping precinct that allows advertisers to display full-motion and sound advertising that is seen by all travellers passing through the T4 terminal.

The Moodie Davitt awards, now in their fourth year, recognise best practice in social & digital media among airports and their commercial partners globally.

For more information:

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About oOh!: oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our network is unparalleled, with a diverse portfolio of classic and digital signs across roadside, retail, airport and place based media offering in CBD office towers, cafés, fitness venues, bars and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.