

oOh!media Limited
ABN 69 602 195 380



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Universal Sony Home Entertainment becomes the Christmas Gift Hero for shoppers and retailers

Universal Sony Pictures Home Entertainment Australia is making it easy for shoppers this Christmas to select and buy the best DVD presents with its new 'DVD Gift Selector' digital campaign on oOh!media's national EXCITE screen network in shopping centres.

Shoppers are encouraged to be a 'gifting hero' by interacting with the 'DVD Gift selector' to obtain an on screen recommendation of the most suitable Universal Sony DVDs to buy.

The shopper simply selects on oOh!'s EXCITE screens who they are buying for and what their favourite movie genre is such as comedy, drama, action and adventure, thrills, romance and documentaries.

The shopper is then presented with a shortlist of six suitable DVDs, from a collection of almost 90 movie and TV titles, about which they can either watch a trailer on-screen complete with audio or read the synopsis.

The shortlist of the most suitable DVDs and where to buy them at nearby stores such as JB Hi-Fi, Sanity, Big W, Kmart, Target, Woolworths and Coles is sent to the shopper via text or email.

Universal Sony's Director of Marketing & Corporate Strategy, Cindy McCulloch, said: "We passionately believe movies and TV series make excellent gifts for Christmas as they allow us to escape into wonderful worlds and new adventures. We worked with our Agency, Slingshot, and oOh! to create a category first execution to remind audiences of our profound love for truly great stories, and to make gifting easy."

Commercial Director of oOh! Retail Blair Hamilford said Universal Sony has created a clever interactive campaign that solves the dilemma for shoppers on what gifts to buy and where to buy them.

"The DVD Gift selector campaign is a smart way for Universal Sony to increase exposure of its DVD range and drive demand in-store.

"The campaign encourages greater engagement between consumers and brands by solving shoppers' problems, driving them in-store and to the Universal Sony website."

Universal Sony's Christmas gift selector campaign is running in some of Australia's busiest retail centres on oOh!'s EXCITE screen and Shopalive network and is part of the entertainment company's wider 'Escape' advertising campaign.

For more information: John Hanrahan, Lighthouse Communications Group – 0419 210 306

About oOh!media: 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 static 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.