

The campaign reached more than 12 million Australians across four weeks (29 January – 25 February 2023) and aligned with “back to school” campaigns.

12,337,747
Australians

| MARKET | AUDIENCE |
|-----------|-----------|
| SYDNEY | 3,873,770 |
| MELBOURNE | 3,843,124 |
| BRISBANE | 2,465,782 |
| ADELAIDE | 1,000,247 |
| PERTH | 1,154,825 |

More than 1,850 Out of Home signs were measured.

We use our signs to keep people informed and connected, acting as public noticeboards in our cities and suburbs.

In 2022, OMA members donated more than \$126 million in advertising space to more than 200 not-for-profit organisations including arts, sport and charities nationwide.

Outdoor signs are a canvas for local businesses to advertise their products and services, be a source of information for local events, and contribute to placemaking by giving back 50 per cent of revenue to government and landlords through rent, taxes and profit shares.

“We’re committed to addressing health issues and promoting the importance of veggies in everyone’s diet, which is why it’s so rewarding to be working with the Outdoor industry to achieve this goal.”

Dr Robyn Littlewood
Chief Executive
Health and Wellbeing Queensland

For further information please contact our team at info@oma.org.au or visit oma.org.au
healthyoutdoor.org/



BUY IN SEASON FOR HEALTHY RETURNS

Campaign Report




OMA's 2023 Healthy Eating campaign was the biggest one yet, valued at \$8 million. It ran in partnership with Health & Wellbeing Queensland and Nutrition Australia with the support of Woolworths and IAB Australia.

The Outdoor Media Association has taken an active step in supporting government efforts to curtail obesity with our third healthy eating campaign, *Buy in Season for Healthy Returns*.


The goal of the campaign is to encourage Australians to eat more vegetables.

Buy in Season for Healthy Returns was a concept that considered cost of living concerns and promoted vegetables that were seasonal and more cost-effective.


The campaign was multi-format and included advertising on:




Buses




Trains



Retail



Roadside Billboards

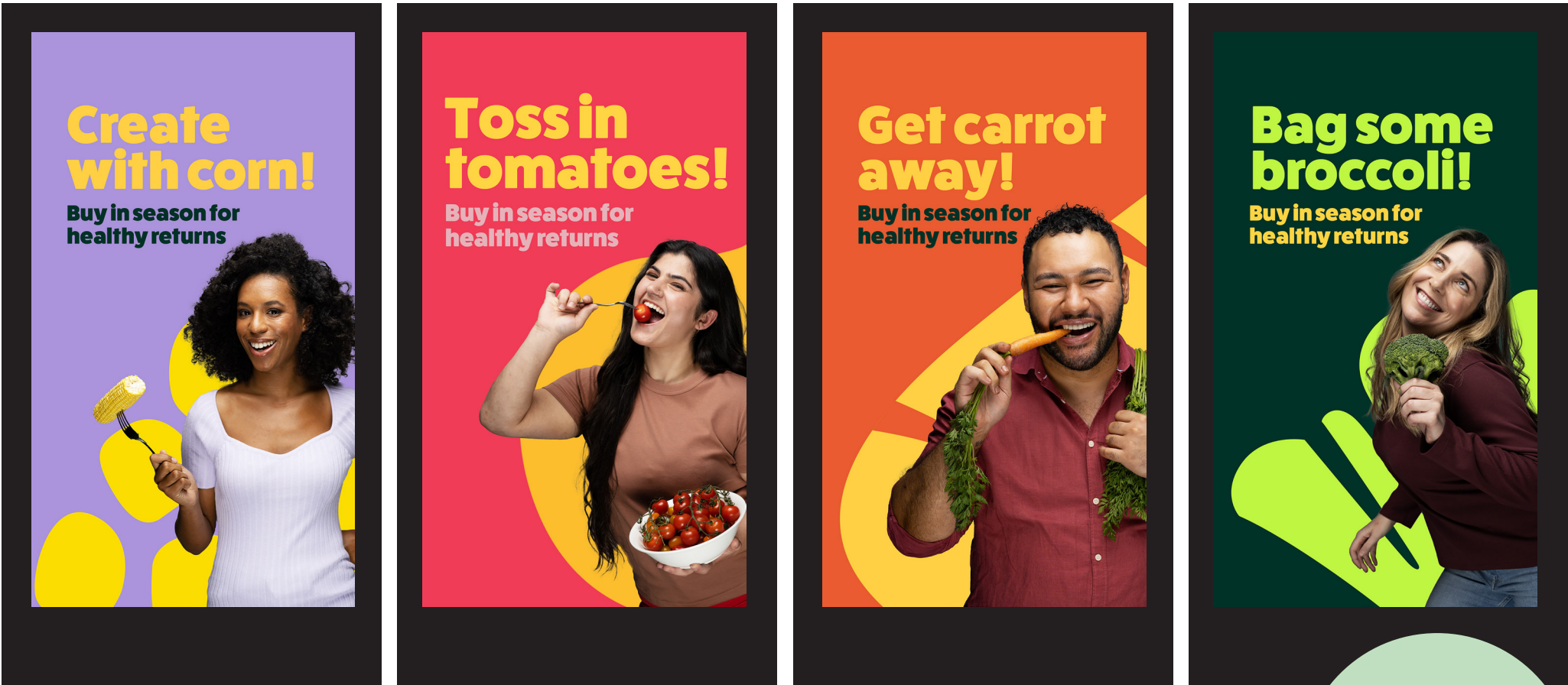


Health Clinics

Woolworths supported the campaign by promoting *Buy in Season for Healthy Returns* across their in-store screens and digital and print catalogues.

IAB Australia supported the campaign by promoting *Buy in Season for Healthy Returns* across digital sites Carsales, Nine, REA Group, The Guardian, and Yahoo!

Results included a 503% increase in visits on the dedicated [boostyourhealthy](#) campaign website compared to the previous month and 277 media pieces across online, print, radio and TV.



The *Buy in Season for Healthy Returns* campaign was remembered, encouraged behaviour change, sparked conversations and drove action.

1 out of 3 people remembered the campaign, and out of those who remembered:

81%

were encouraged to purchase veg

82%

were made concious to eat more veg

84%

were encouraged to lead a healthy lifestyle

41%

talked to someone about the campaign

70%

visited the [boostyourhealthy](#) website