

The campaign reached more than 11.5 million Australians across four weeks
28 January - 24 February 2024



MARKET	AUDIENCE
SYDNEY	3,553,202
MELBOURNE	3,701,912
BRISBANE	2,461,071
ADELAIDE	775,555
PERTH	1,156,714

More than 18,250 Out of Home signs were measured.

Outdoor advertising is a cost-effective way to promote health initiatives to diverse audiences.

It is one of the most trusted channels used for broadcasting government and community awareness messages, including public health campaigns.

Now, with the opportunity of Digital Out of Home, the channel is even more accessible, enabling real-time communication to inform and interact with the community.

Outdoor advertising also offers location-based promotions, which will allow the Government to effectively target priority communities.

“Cost-of-living is impacting everyday Australians, which is why working with the Outdoor industry to promote affordable healthy eating is vital for us.”

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/



**Fresh veg,
deliciously affordable**
Campaign Report

The OMA's 2024 Healthy Eating campaign is our industry's largest campaign yet, valued at more than **\$12.3 million**.

Fresh veg, deliciously affordable focussed on encouraging Australians to make healthy choices with the consideration of cost-of-living pressures.

The *Fresh veg, deliciously affordable* campaign came to life in partnership with Health and Wellbeing Queensland and Nutrition Australia.

In 2024, members donated a record **\$12.3 million** in advertising value and the campaign featured on more than **18,250 advertising signs** across every state and territory in Australia over a four-week period from 28 January 2024 to 24 February 2024.

The campaign was multi-format and strategically placed across:



Buses



Office Lobbies



Roadside Billboards



Gyms



Retail

IAB Australia supported the campaign by promoting *Fresh veg, deliciously affordable* across digital sites Carsales, Nine, Pedestrian Group, REA Group, Seven West, The Guardian, Totally Awesome and Yahoo!

Results included a 27.3% increase in visits on the dedicated boostyourhealthy campaign website compared to the 2023

campaign, which saw a 503% increase in visits compared to the previous month.

The OMA commissioned an independent post-campaign survey. Results demonstrated that the *Fresh veg, deliciously affordable* campaign encouraged behaviour change, sparked conversations, and drove action.



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



The survey results highlight how government and Out of Home can work together to deliver positive behaviour change campaigns.

The Out of Home industry delivers significant value to communities across the country.

OMA members invest in local communities by developing and maintaining essential public infrastructure (such as bus shelters and pedestrian bridges) at no cost to taxpayers.

