

Media Release

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A Healthy Return for Out of Home's Fresh Veg, Deliciously Affordable Campaign

The Out of Home (OOH) industry is driving real behaviour change in promoting healthier eating habits, with Outdoor Media Association (OMA) members donating more than \$41 million in advertising value since 2021 to encourage Australians to eat more vegetables.

The latest initiative, *Fresh Veg, Deliciously Affordable* was developed in partnership with Health and Wellbeing Queensland and AUSVEG to promote how adding just one extra serve of vegetables benefits health, budgets, and local growers.

In 2025 alone, OMA members contributed \$10.6 million in advertising value for the national campaign, which ran from 25 January to 23 February, reaching over 9.8 million Australians.

The campaign was strategically placed across all Out of Home formats.

An independent post-campaign survey commissioned by the OMA and conducted by Dynata confirmed the campaign's effectiveness in driving behaviour change:

One in three people recalled the creative, and among them:

- **92% of parents** were encouraged to include vegetables in meals, lunchboxes, or snacks.
- **80%** felt motivated to make healthier eating choices.
- **77%** were more likely to purchase vegetables on their next shop.
- **77%** saw vegetables as a convenient way to improve health.
- **72%** were encouraged to visit the boostyourhealthy.com.au website for more information.

Elizabeth McIntyre, OMA CEO, said: "These results reinforce how Out of Home advertising drives positive consumer behaviour, supports government initiatives, and promotes community wellbeing. It also demonstrates the power of collaboration between government, industry and Out of Home in delivering meaningful public health campaigns."

"The evidence is clear: eating more vegetables is one of the smartest and most affordable things you can do for your health. We're proud to continue working with the Outdoor Media Association to amplify this life-changing message," added Dr Robyn Littlewood, Health and Wellbeing Queensland CEO.

Michael Coote, CEO of AUSVEG said, "It's fantastic to see such positive results driving real behaviour change and encouraging Australians to eat more vegetables. AUSVEG is proud to partner with the Outdoor Media Association on this important campaign. Eating more vegetables is a simple choice that delivers big rewards for your health, your hip pocket, and Aussie growers."

The Out of Home industry remains the only medium in Australia with an industry-specific policy, restricting occasional food and drink advertising around schools. The OMA National Health and Wellbeing Policy, launched in 2020, was a world-first initiative, setting a national standard for responsible advertising.

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Further Information:

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About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.
MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).