



Media Release

For immediate release
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New campaign announces audience return to Outdoor spaces

The OMA has launched a joint industry campaign, *Spring into Out of Home*, celebrating the return of people to Outdoor spaces and places.

Based on mobility and consumer sentiment data, the campaign provides statistics on how people are returning as lockdown restrictions are lifted.

The data includes the increase in traffic – returning to 89 per cent of normal levels, and the increase in visits to shopping centres – up to 93 per cent of normal levels.[^]

The campaign also includes statistics which show that in New South Wales people are out and about at 85 per cent of normal levels, while people in South Australia are at 90 per cent, Western Australia at 95 per cent, and Queensland is almost back to normal at 98 per cent.[^]

In addition, consumer sentiment surveys show that four in five Australians agree that they generally feel happier to be out and about now, compared to before the COVID-19 pandemic;^{^^} 83 per cent say they intend to visit a café, pub, or venue; and, 58 per cent say they intend to take road trips.^{^^^} Consumer confidence is now at a two year high, jumping 11.9 per cent in October.^{^^^}

OMA CEO Charmaine Moldrich said “As the weather warms for spring, and COVID safety restrictions are slowly lifted, people are eager to get outside and start creating their new normal. We don’t know what that looks like just yet, but the data tells us that people are keen to travel, be in open spaces, and return to their CBDs.”

“*Spring into Out of Home* is our celebration in the simple pleasure that we are back out and about together, it is an optimistic and hopefully campaign. We want to remind advertisers that Out of Home is an effective mass reach channel, delivering audiences for their products and services,” continued Moldrich.

“While we are not completely out of the woods yet, it is heartening to see our members coming together to launch this campaign, in what has been a difficult year for our industry,” concluded Moldrich.

Participating OMA members include: BIG Outdoor, Bishopp Outdoor Advertising, goa, JCDecaux, oOh!media, and QMS Media.

The *Spring into Out of Home* campaign will run across digital signs nationwide during October and November; data for Victoria to be released shortly.

To find out more about the *Spring into Out of Home* campaign, please visit:
oma.org.au/spring

ENDS

FURTHER INFORMATION:

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^oOh!DataScience, DSpark, Retail and Roadside locations, total volumes week ending September 28 2020 vs. same week 2019. Excluding Victoria.

^^ oOh!media Pulse Report 2020, Australians aged 16+, n=3,726.

^^^ oOh!media Pulse Report. Timing: 1st-4th & 18th-19th May 2020. Research panel: Dynata. Australians aged 16+. Wave one: n=2,212. Wave two: n=423.

^^^^ Westpac-Melbourne Institute

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 DSpark

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