

Media Release

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OMA and MOVE Welcome Two New Members: Revolution360 and Wrappr

The Outdoor Media Association (OMA) today announced that Revolution360 and Wrappr have joined the association.

Revolution360 is an innovative, national Out of Home media owner, specialising in Street Poster, Wall Mural and Experiential advertising. National Sales Director, Josh Fitzgerald said, "Revolution360 has been pioneering the Street Poster and Wall Mural landscape for more than a decade, offering unique, high-quality campaigns to our clients. We're thrilled about the opportunity to join the OMA and MOVE as it will further demonstrate the legitimacy of our assets and allow us to provide an ongoing, meaningful contribution to the industry."

Wrappr is a unique, nationwide Advocate OOH advertising platform that offers advertising on private vehicles, driven by local brand advocates. Co-CEO, Jonte Shaw said "Since it was founded in 2017, Wrappr has been working with many of Australia's biggest brands to provide them with access to hard-to-reach audiences and help them cut through in the right context. We're thrilled to become part of the OMA and MOVE community, especially with the upcoming launch of MOVE2, which is set to revolutionise Out of Home audience measurement."

OMA CEO Elizabeth McIntyre said, "We value our amazing members and are always excited to welcome more innovative Out of Home providers to our association. With the launch of MOVE2 on the horizon, we will soon be able to provide greater data granularity to our members, advertisers, and agencies, including seasonal changes and regional and place-based audiences."

OMA members have access to a range of benefits, including research and insights, collaborative industry campaigns, advocacy and representation to government, audience measurements and networking opportunities.

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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).