

A woman with long dark hair is shown in profile, looking upwards. Her right hand is raised to her head, and she is wearing a brown leather watch. She is wearing a dark, sleeveless top. The background is dark with some blurred vertical lines, suggesting an outdoor setting at night or in low light. The overall mood is contemplative and aspirational.

LOOK UP

YOUR INVITATION TO JOIN A MOVEMENT

WHAT IS IT?

When was the last time you stood in a coffee line and instead of looking at your phone, you looked up?

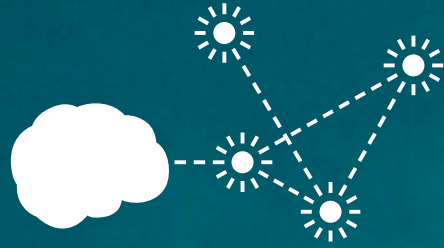
Scientists have discovered looking up is good for our brains, our bodies, our relationships, and our shared experience of the world.

LOOK UP started in 2019 with an invitation on Outdoor signs nationwide. In 2020, we are reminding people to LOOK UP, and to share their experiences and the life changing benefits of looking up with others. It's one moment, one glance, one breath, to connect with the world around us and each other.

The LOOK UP movement was conceived by the Outdoor Media Association in partnership with experiential agency Glider Global, and is founded on the work of neuroscientist Dr Fiona Kerr.

THE FACTS

**GREAT THINGS
HAPPEN TO
YOUR BRAIN,
AND YOUR LIFE,
WHEN YOU
LOOK UP AND OUT**



**WHEN YOU LOOK UP AND OUT
YOUR BRAIN FORMS
CONNECTIONS, INSIGHTS,
CREATIVE IDEAS AND
AHA! MOMENTS**



**WHEN YOU LOOK UP YOU
CHANGE YOUR BRAIN,
AND OTHERS TOO**



**WHEN YOU LOOK AT SOMEONE
IN THE EYES YOU LIGHT UP
EACH OTHER'S BRAIN**



**WHEN YOU LOOK OUT YOU
SHIFT THE HORIZON SO YOU
CAN THINK LONGER TERM**



**WHEN YOU LOOK UP
IT BUILDS EMPATHY, TRUST,
HOPE AND BELONGING**

LOOK UP IS FOR EVERYONE

You are invited to be part of the LOOK UP movement and help inspire others to do the same.

Looking up is one of the most simple things we can do, yet it has some of the most profound effects for us as human beings and as a society.

Looking up literally grows our brains. It lights us up, the people we connect with and the world around us.

Visit LOOKUP.ORG.AU to watch the movement amplify and to download the white paper *The Art & Science of Looking Up*.

EMIS ORIGINALS

HOW TO GET INVOLVED

A close-up photograph of a hand holding a small, clear, rectangular object, possibly a piece of glass or a small container. The hand is positioned in the center-left of the frame, with the fingers curled around the object. The background is a bright, hazy sky with soft, wispy clouds, suggesting a sunrise or sunset. The lighting is warm and golden, creating a strong lens flare effect that radiates from behind the object held in the hand. The overall mood is inspirational and hopeful.

- 01 Take an inspiring LOOK UP photo and share it on Instagram using #LOOKUP**
- 02 Share the research and videos available at LOOKUP.ORG.AU through your personal and professional social channels**
- 03 Share this LOOK UP Engagement Kit with others in your network**

IMAGE IDEAS

We encourage you to post and share on social media when the outdoor campaign is live in JAN and FEB. Here are some examples to get you started.



EXAMPLE POSTS



- 01 “Feeling inspired: looked up and out on my commute this morning. #LOOKUP”
- 02 “Connected with a fellow commuter today. #LOOKUP”
- 03 “I’ve heard that looking up helps grow your brain. #LOOKUP”
- 04 “Shifting my horizon and thinking long term today by looking up and out. #LOOKUP”

LOOK UP

IT'S A LOUD SNAP OF THE FINGERS
AND A BREATH OF AIR
A WELCOME REMINDER
AND A CIRCUIT BREAKER IN LIFE'S DAILY FLOW
WHEN THE BUSY BECOMES YOU
AND YOUR HEAD IS DOWN
IT'S A PAUSE. SOME SPACE. SOME TIME
A MOMENT OF REALISING YOU'RE ALIVE
A MOMENT FOR YOU
TO BE
TO BE HERE. REALLY HERE
TO SEE ALL THERE IS TO BE SEEN
TO CONNECT
TO BE OPEN
TO LIVE LIFE TO THE FULL
LOOKING UP
TILTED. OPENED
TO ENJOY ALL THE FULLNESS THAT CAN BRING

CONTACT



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OUTDOOR MEDIA ASSOCIATION
T 029357 9900 OMA.ORG.AU



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