



MEDIA KIT 2021



We're Shout Out Loud.

We're seen wherever you and your brands need to be, offering tailored street level advertising to suit campaigns of any size and budget.

Cut out the noise of traditional advertising.

Go straight to the streets.

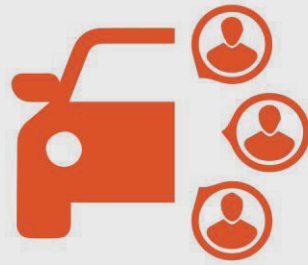
**OVER 15
MILLION
AUSTRALIANS**



AGED **15+** SEE OOH ADVERTISING
SUCH AS POSTERS OR BILLBOARDS
ACROSS AN AVERAGE WEEK.



BELIEVE **OUTDOOR**
ADVERTISING IS EFFECTIVE



**OVER 6
MILLION
PEOPLE DRIVE TO
WORK WEEKLY**

WITH THE AVERAGE COMMUTE BEING BETWEEN

45 & 70
MINUTES

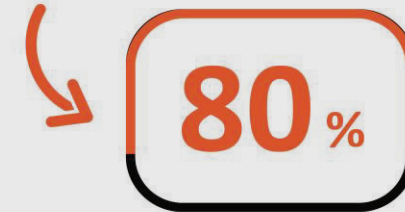
OUTDOOR ADVERTISING CAN
BOOST **MOBILE INTERACTION**
WITH BRANDS BY UP TO



REPORT NOTICING
OOH
ADVERTISING OF ALL SORTS

LARGE FORMAT OUTDOOR
ADVERTISING COSTS LESS THAN

AND



OF **TELEVISION** ADVERTISING

Source: Roy Morgan Single Source, October 2012-June 2019, Average annual interviews n=15,123.

Base: Australians 14+. Rolling annual data for these questions is available from March 2016



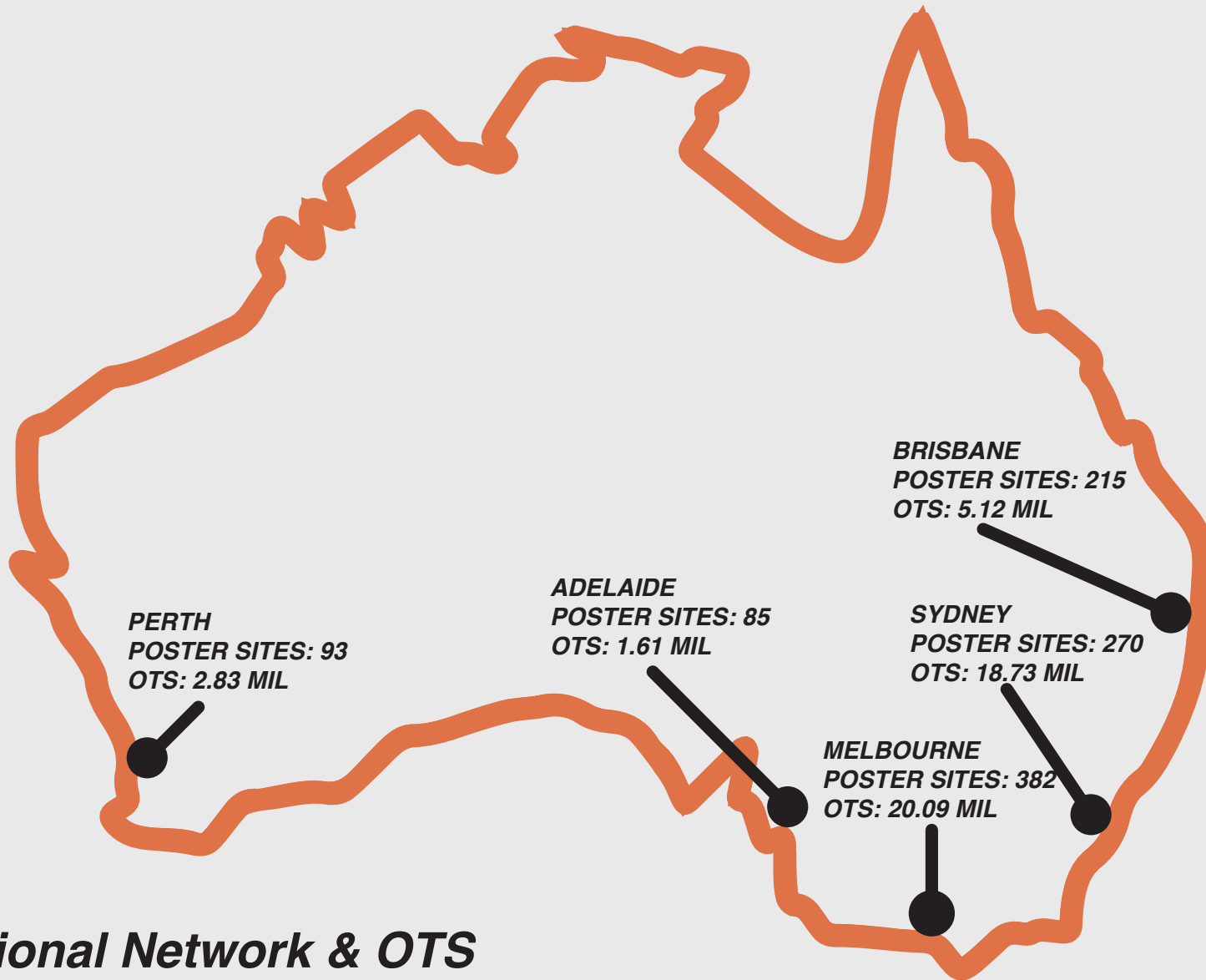
STREET POSTERS

Want a street-level campaign that's seen by tens of thousands each day?

We operate a network of in-your-face locations across Melbourne, carefully selected to capture lines of site whilst maximising vehicular, pedestrian, cyclist and public transport traffic.

Our sites are legally rented from developers and landlords, guaranteeing your campaign sustained visibility and impact.

Reach your audience where they are and where they're going.



NATIONWIDE COVERAGE

Need to go national?

We're part of a comprehensive network of affiliate outdoor poster sites across 5 capital cities.

Carefully curated sites with close proximity to entertainment, nightlife, retail and sporting hubs allows us to engage with a diverse range of consumers at a highly targeted street level.

National Network & OTS

Source: RMS NSW, VIC ROADS, QLD GOV, SA GOV, TRANSPORT WA *** OTS based on cumulative weekly vehicle volume data



MEGAPOSTERS

Megaposters are mini billboards that can be used as an eye catching exclamation point to your campaign and are placed at select high traffic locations.

Twice as high and twice as wide as a standard street poster.

Go mega and stand out!



SUPERSITES

Got a campaign that needs to go even bigger?

Our larger sites in high-traffic locations can be used to house a seamless set of individual posters that combine to display a single creative.

We can offer traditional out-of-home advertising options at a fraction of the cost to smaller brands that are often priced out of the larger format outdoor market.



GUERRILLA

Got an idea that breaks the mould?

We can help you make it a reality. From street art and floor stickers to small and large scale projections, our ambient media can turn the most out-there concept into a campaign.

Unconventional times call for unconventional advertising.



PEER TO PEER

Need to engage your target demographic where they live, shop and work?

Our street teams will get your brand into the venues and suburbs you need with peer to peer distribution at high traffic locations.

Take your message to the people!



PRINT

Print is where we cut our teeth and print is where we still excel.

Onsite high speed presses allow us to print posters, flyers, postcard, brochures and more at the fastest possible turnaround times.

No minimum order, no fuss.

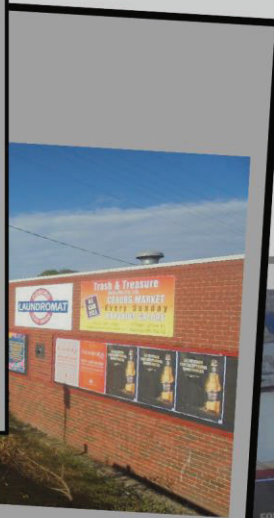
From posters to flyers, stickers to banners, we do it all.



CCA COCA-COLA AMATIL

COCA COLA AMATIL – MILLERS GENUINE DRAFT CAMPAIGN

DURATION 4 weeks
MARKET Melbourne / Perth



STREET POSTERS - MELBOURNE



MEGAPOSTER - MELBOURNE

REPORTING

All campaigns are completed with a Post Campaign Report that provides an executive summary and proof of posting photos.



WHO WE WORK WITH

Here's just some of our clients we love working with.

We'd love to work with you too.





CONTACT

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