

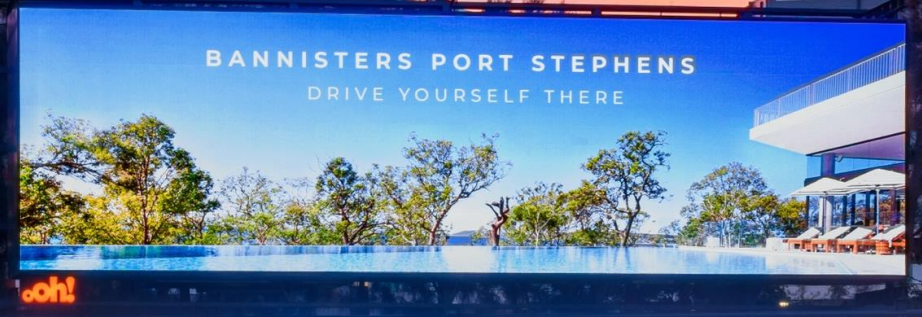


Easy and not overseas-y.
Local 24/7 call centre.

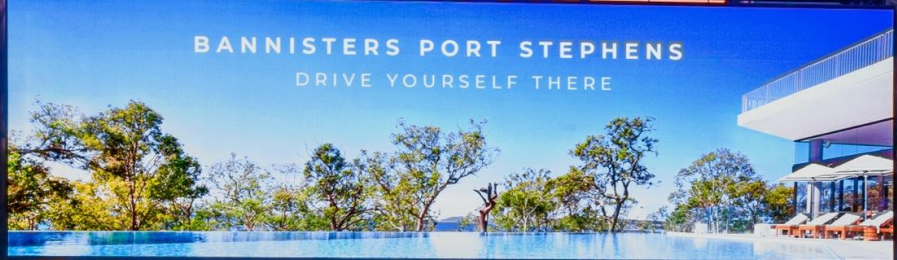


bankwest
bank less

Bankwest is a division of Commonwealth Bank of Australia ABN 48 131 123 134 673, Australian credit licence 236462.



BANNISTERS PORT STEPHENS
DRIVE YOURSELF THERE



Science of Out of Home

Effective Use of Data

A central image of a human brain with glowing blue and orange neural activity patterns. The brain is set against a dark background with glowing orange and blue lines representing neural connections. The left side of the brain is associated with logical and analytical functions, while the right side is associated with imaginative and emotional functions.

Left

**Logical
Analytical
Mathematical
Organised
Process**

Right

**Imaginative
Aesthetic
Emotional
Expressive**

**Industry
Measurement**

**Proprietary
Measurement**

**Data led
creative**

**Proprietary Ad
technology**

**Generative
AI**



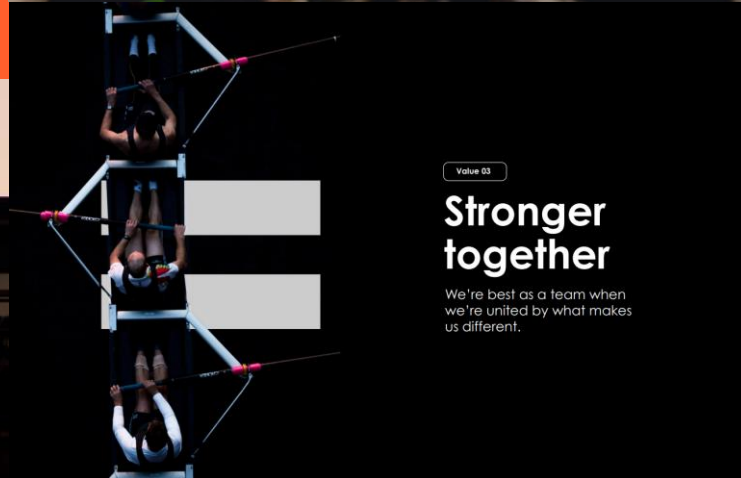
Making Public Spaces Better
& Brands Unmissable



Value 01

Grow sustainably

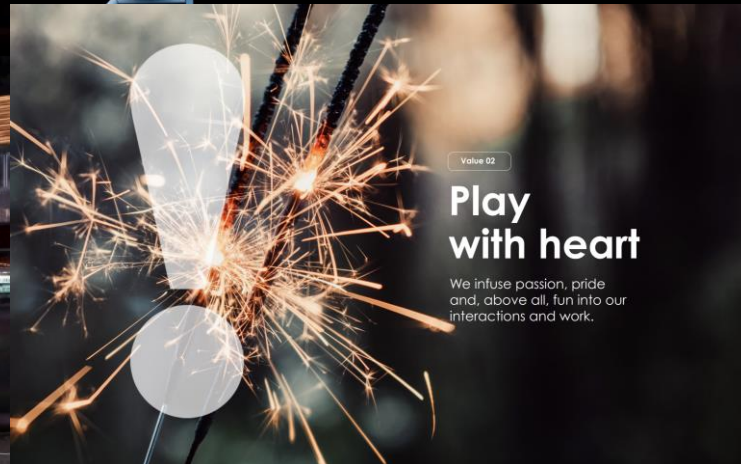
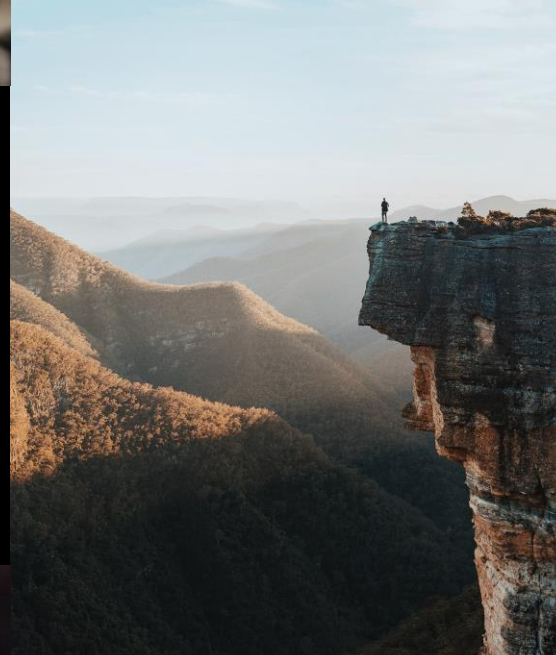
We get better – personally, professionally and as a business – every single day.



Value 03

Stronger together

We're best as a team when we're united by what makes us different.



Value 02

Play with heart

We infuse passion, pride and, above all, fun into our interactions and work.



**‘A systematic enterprise that builds
and organises knowledge in the form
of testable explanations and
predictions about the universe’**

At Hyundai, we're
not waiting to
electrify the future.



Imagine that

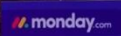
IONIQ 5

 HYUNDAI



Why Out of Home?

50

 monday.com

Don't wait 'til pigs fly.
Start breaking new records
with monday.com today.







\$17.1M Investment

Measurement of Outdoor Visibility and Exposure

City
Chatswood
Milsoms Point
North Sydney

commuter drives runner
professional gym wear
walks to work foodie fitness
apartment decor CBD traveler
homeowner male, 28
Samsung Galaxy income: \$85k-\$90k
healthy living shops frequently
grocery shopper athletic wear
Melbourne, VIC mens fashion
vegan

The milk you choose matters

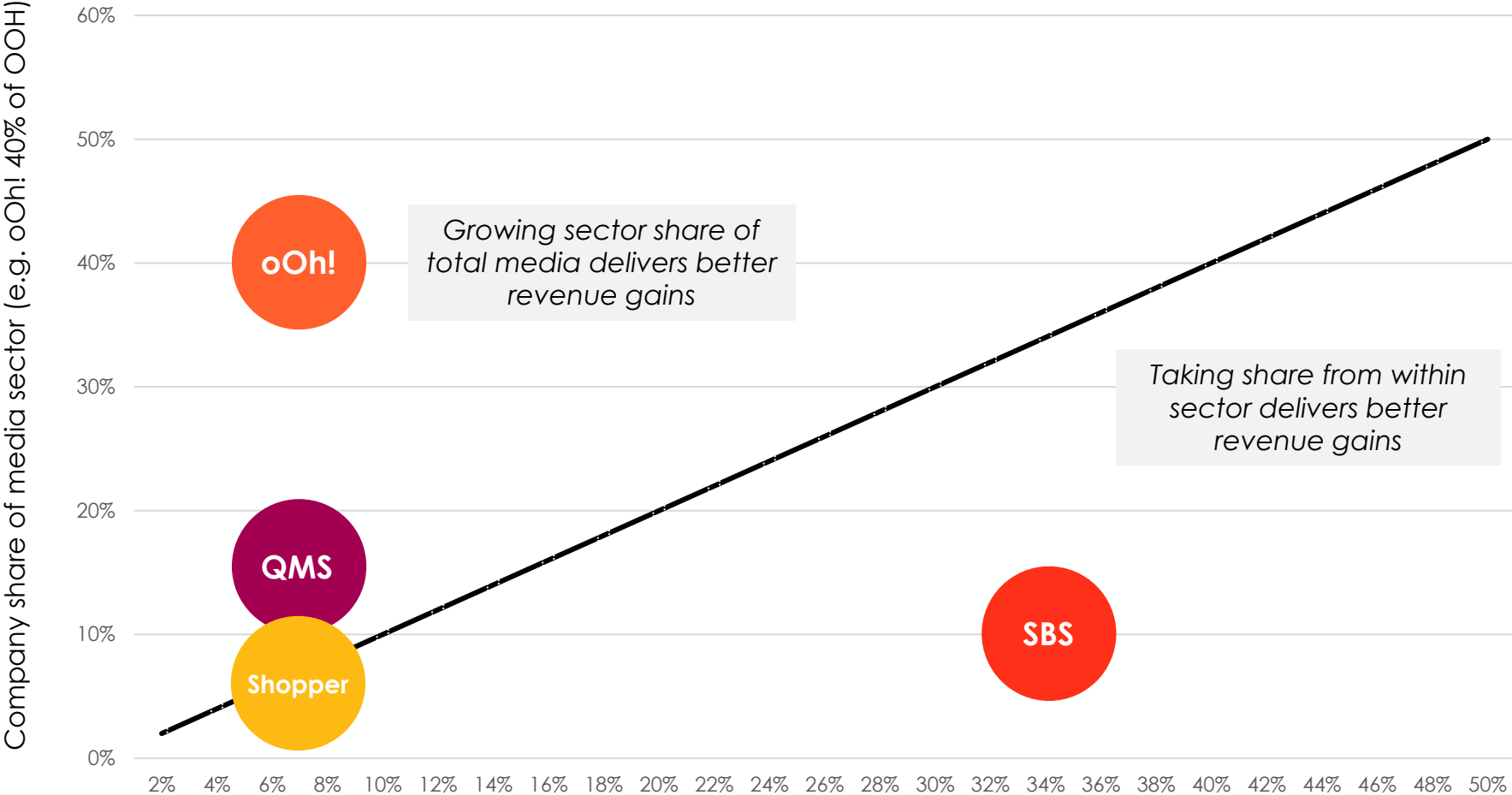
Try Almond

MILKLAB ALMOND

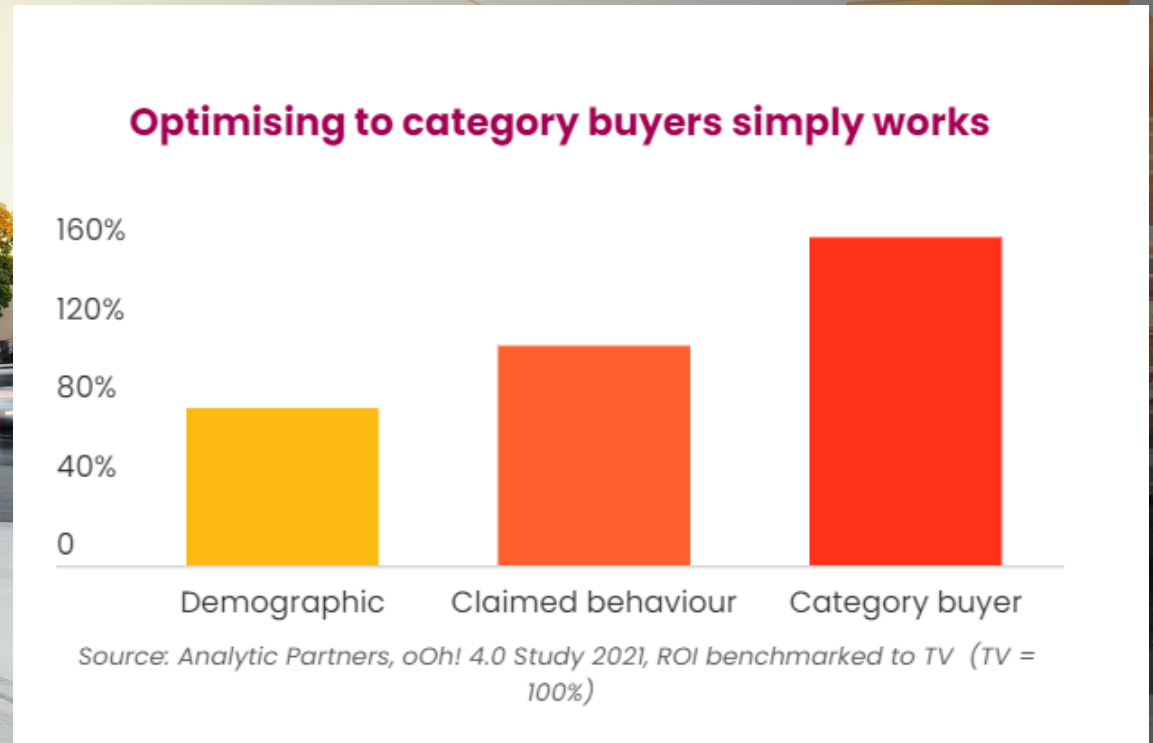
Ask your barista for
MILKLAB

www.milklab.com.au

Incentive to take sector vs grow sector share



Sector share of total Media e.g. OOH 6.5% of Media



80% of
Australians

2.5B
transactions

18M consumer
journeys



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

QANTAS		DEPARTURES					14:46	
Flight	Destination	Scheduled	Boarding	Gate	Remark	Walk		
QF2174	Port Macquarie	15:45	15:25	1 C		4 mins	↻ 21*	
QF447	Melbourne	16:00	15:55				↻ 17*	
QF536	Brisbane	16:00	15:40	12		5 mins	↻ 21*	
QF469	Melbourne	16:15	15:55	3		2 mins	↻ 17*	
QF449	Melbourne	16:30	16:10	11		5 mins	↻ 17*	
QF1578	Sunshine Coast (Maroochy...)	16:30	16:10	8		4 mins	↻ 21*	
EK5569	Perth	16:35	16:15				↻ 16*	
EK5765	Adelaide	16:40	16:20				↻ 17*	
QF1483	Canberra	16:40	16:20				↻ 17*	
QF1517	Canberra	16:55	16:35				↻ 17*	
MU4263	Brisbane	17:00	16:40	5		2 mins	↻ 21*	
EK5453	Melbourne	17:00	16:40	4		2 mins	↻ 17*	
QF451	Melbourne	17:15	16:55				↻ 17*	
QF2192	Moree	17:15	16:55				↻ 23*	
EK5028	Toowoomba	17:25	17:05				↻ 21*	
QF542	Brisbane	17:30	17:10				↻ 21*	

THE EDGES THAT SHAPE YOU
THE FUSION COLLECTION



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK
GEORG JENSEN
ESTABLISHED 1904

SYDNEY | MELBOURNE | BRISBANE | ADELAIDE | PERTH | CANBERRA

Uplift in buyers

New buyers

Market share shift

Brand Penetration

Age

Affluence

State split

Price Promotion Dynamics

Online/Offline Purchase

Number of brands active during promotion



40 campaigns
21 FMCG
19 Retail

**+57% increase
in number
of buyers**
3.5x greater
than broader
category

**+82% increase
in number of
buyers in post
period, 5.4x
greater than
broader
category**

**8% increase in
proportion of
new customers,**
64% greater than
the broader
category

41% ROI
in OOH

GAME OF THRONES
HOUSE OF THE
DRAGON
STREAM IT ON
BINGE

HBO ORIGINAL

vodafone

Swanston St

POLY

oh!
unmissable

POLYGRAPH™

Retail

Brands that used full motion capability

187% increase of buyers

5X the number of new customers

Predict your bills with Bill Sense.
That's an app-vantage.
Available with an Everyday Account.

Can lives here

Category	Value
Gas	12.50
Electric	8.75
Water	15.00
Other	10.00

Street

Brands that had a larger logo and less than 6 words

206% increase in number of buyers

164% increase in the number of new customers

oh!

Make money moves with CommBank.

Pay. Save. Grow.

Can lives here

© 2015 CommBank. All rights reserved. CommBank is a registered trademark of CommBank. All other trademarks are the property of their respective owners.

AFL TOYOTA PREMIERSHIP 2022

MELBOURNE DEMONS

LIVE 1ST QUARTER

20	1
3.2	0.1

DEMONS v. LIONS

BRISBANE LIONS

UNNINGS

Kick goals in the veggie patch this September

BUNNINGS warehouse

afl.com.au

oh!

8:70

Botany
ort Botany



**Industry
Measurement**

**Proprietary
Measurement**

**Data led
creative**

**Proprietary Ad
technology**

**Generative
AI**



AI

OUTDOOR

INTERNET

RADIO

MAGAZINES

TELEVISION

NEWSPAPERS

**AUSTRALIA'S FLAVOURFUL
SECRET!**



TASTES LIKE
AUSTRALIA



The future of Out of Home is bright