

OMAC - A Central Resource for Information on OOH Media

OMAC continues to bring the advertising community tools and resources that will help make buying and planning OOH advertising easier. Here are some resources on our website, accessible to you 24/7.

A New Dynamic Mapping Tool that Allows You to View and Display Multiple OOH Operator Products and Networks - On One Map

OMAC has launched a new web mapping tool to help in the early stages of planning out-of-home media.

Response has been very positive, as the system is very easy to use and can produce a customized map that layers multiple OOH operators, their products and networks in one market. A PDF of the map can be generated, printed or inserted into client presentations, helping to quickly demonstrate the market coverage OMAC member companies can provide.

Found on www.omaccanada.ca, planners should go to the 'Market Profile' tab and click on 'Market Maps' to launch the system. Dynamic web maps are currently available for Vancouver, Calgary, Edmonton, Toronto and Montreal markets. Not only can users save and print their map, but they can also zoom-in to the arterial road level, and see satellite and hybrid view options. All OMAC member products and networks can be accessed, and the data reflects inventory as of January 2009. To try the new planning tool, follow this link:

www.omaccanada.ca/skins/omac/custompages/OmacInteractiveMaps/OmacEnglish.html
If you need assistance, click on the help button on the upper right of base map page or contact OMAC.

Need Proof that OOH Works?

The Case Study library is the most visited part of OMAC's website. If you're looking for evidence on the power and efficacy of OOH media, there are over 300 examples of how OOH has achieved advertiser's objectives. Once you've narrowed your search by country, category, year or client, scroll down the page to find the list of results your search generated. There is a full report for each case study including target, objectives, results and creative. The report can be saved as a PDF for presentation purposes.

OMAC Case Studies click here:

http://www.omaccanada.ca/en/oooh/case_studies/casestudyprocess.omac

Creating Effective OOH Ads

Effective OOH communication requires the expression of a concept with clarity and focus – often being succinct is more challenging than not. With this in mind, OMAC developed “How to Create The ‘OOH’ in Out-of-Home.” This online brochure has been designed to provide guidance on effective OOH creative: Tips on how to engage the consumer, the use of humor, ways to increase ad recall and distance testing are just a few of the topics covered in it.

OMAC Creative Brochure: <http://viewer.zmags.com/publication/8008a6ae#/8008a6ae/1>

The entire brochure or individual pages can be saved as a PDF, included in presentations or sent to a client. It's a fantastic resource to access when planning an out-of-home campaign.

Stats, Studies and Measurement

The website also offers a wealth of information on consumer's lifestyles, commuting habits and shopping behavior. OOH industry trends and other research that demonstrates the relevance of OOH. If you cannot find what you're looking for, please contact us.

CREA Awards – The Best of French Creative

The CREA Awards, held in Montreal April 8, honoured the best of Quebec French creative. The winners in OOH categories were:

Outdoor or Transit Grand Prize:

Agency: Taxi Canada
Client: Dairy Farmers of
Canada
Title: Cheese Grater

Indoor
Agency: Les Évadés
Client: Ztélé
Product: The Bionic
Woman

Public Services
Agency: LG2
Client: Ministry of Health and
Social Services

To see creative examples and all the OOH winners, go to the [Crea Website](#)

New Faces at OMAC

OMAC has added two people to the association to help increase the visibility of OMAC in the marketplace and to expand current initiatives. Luc Granger, Director of Marketing and Communications, Quebec, based in Montreal and Jacqueline Demchuk, Director of Marketing and Communications, based in Toronto. Please contact Luc or Jacqueline if you are looking for OOH information or would like a presentation.

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