



BILLBOARDS AUSTRALIA, YOUR OUTDOOR MEDIA PARTNER.



We plan, execute and optimise outdoor advertising campaigns that allow you to reach your ideal consumer across all audiences.

BILLBOARDS
DIGITAL
TRAINS
SCOOTER

RAIL PLATFORMS
AIRPORT
BUS SHELTER
PRINTING

RETAIL
BUS ADS
STREET POSTER
CINEMA



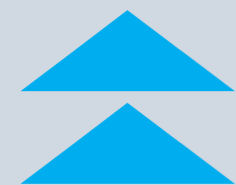
WHY OOH

‘Out of home’ Advertising.



9 out of 10

Australians leave home everyday



Brand Elevation

Billboards make brands seem **Bigger!**

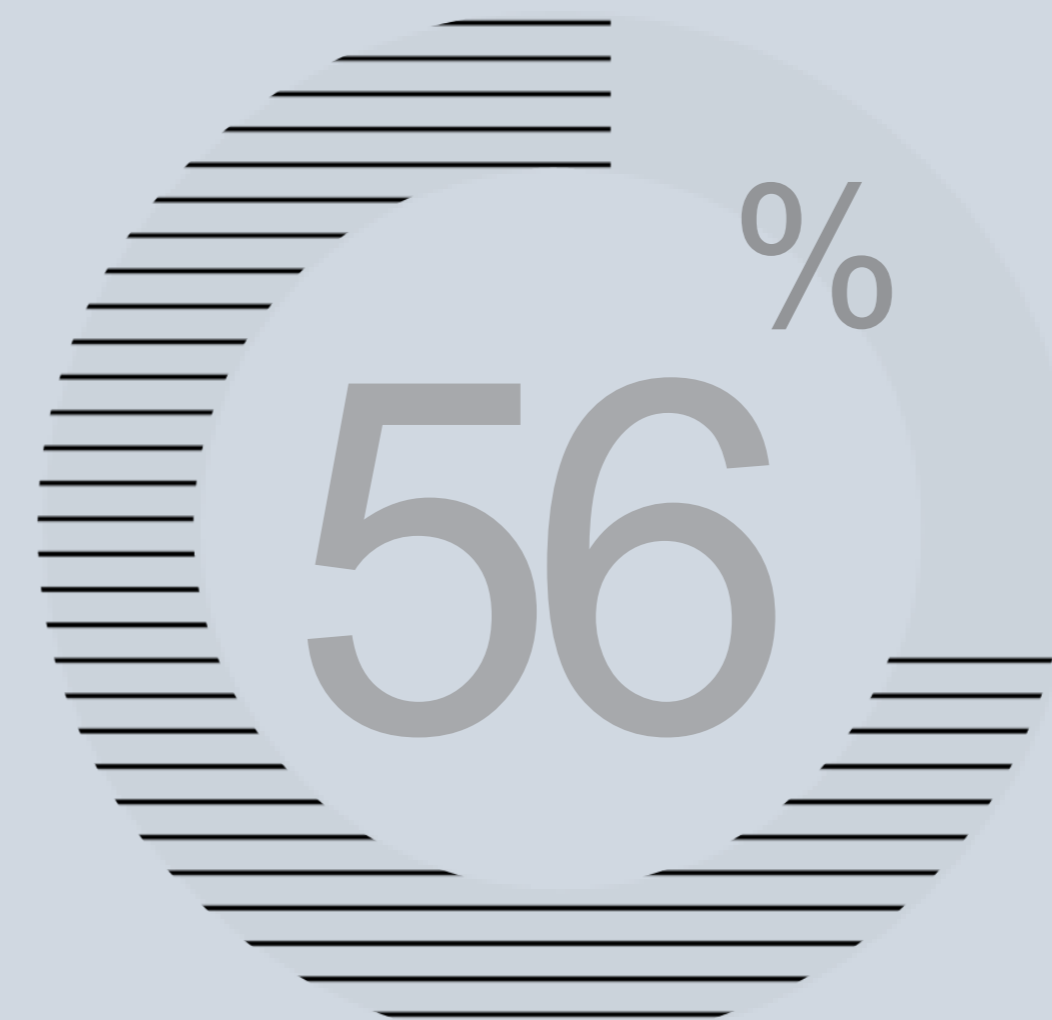
OOH delivers a much greater reach efficiency than TV and an ROI two times greater.

OOH requires less investment to achieve each percentage point of recall vs TV.

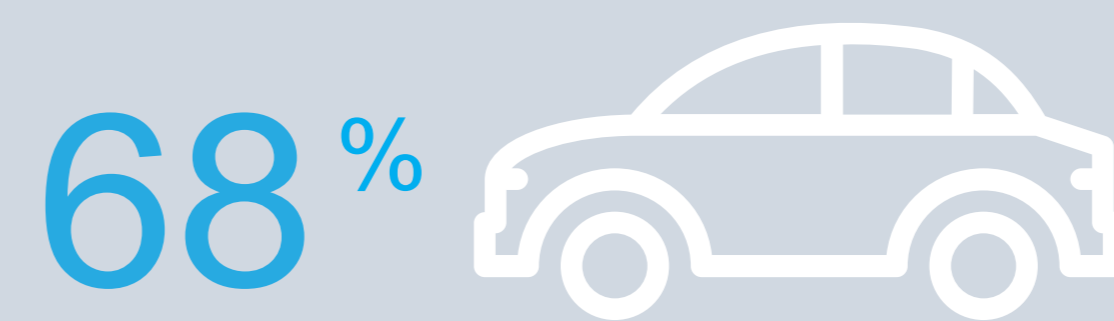
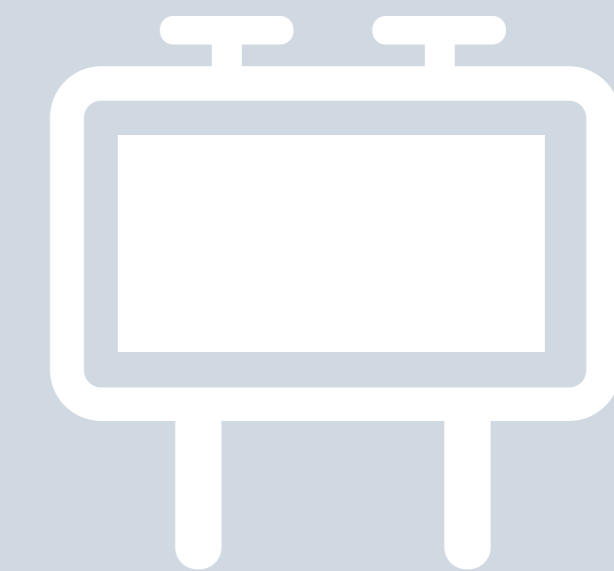
OOH extends the half life of a campaign by 30%

Combining OOH with other media formats has proven to expand ROI!

* Results are from a collation of 600 econometric studies.
Sources: OMA & Brand Science



of Australians say that ads on Billboards **get their attention.**



of car commuters see Billboards **at least once a week.**



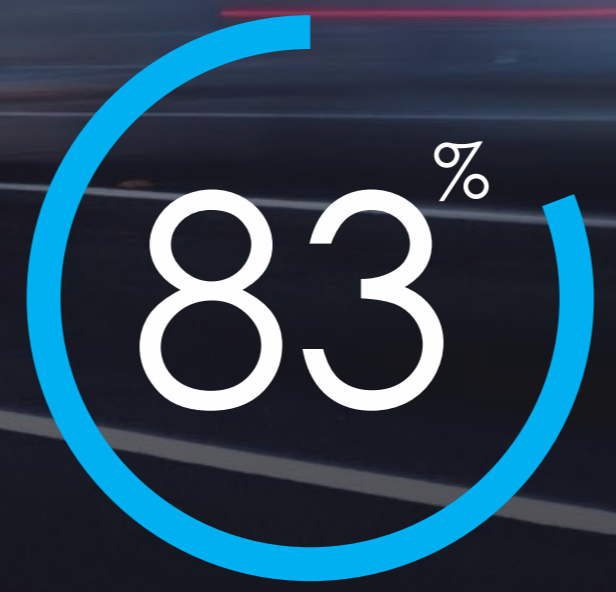
Frequency



LARGE FORMAT

BILLBOARD ADVERTISING

We maximise brand opportunity to reach the desired audience or location, by being the only outdoor advertising company to truly represent every site Australia wide.



Reach 83.3%
Of Australians
Each week.



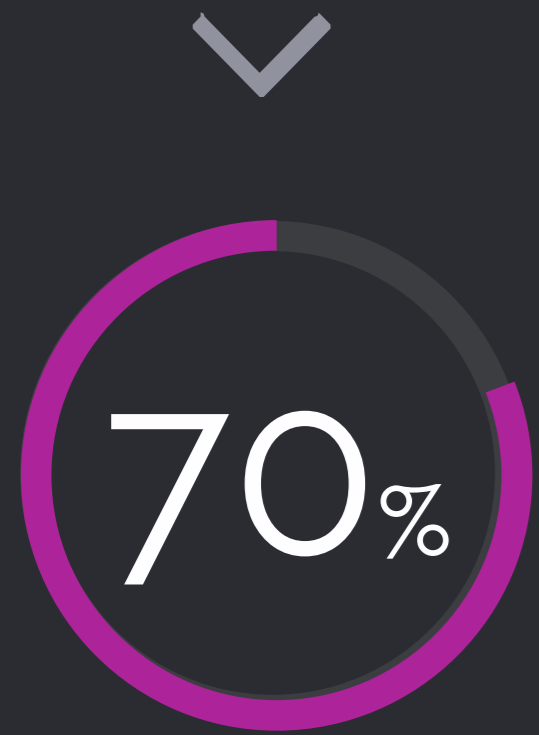
*Click here for
[Digital overview >](#)*



*Click here for
[Site overview >](#)*

RAIL PLATFORM ADVERTISING

Connect with all outdoor rail advertising products, from line by line digital billboards to platform billboards, full motion and audio enabled cross platform TV networks, complete 'station domination' and sampling packages.



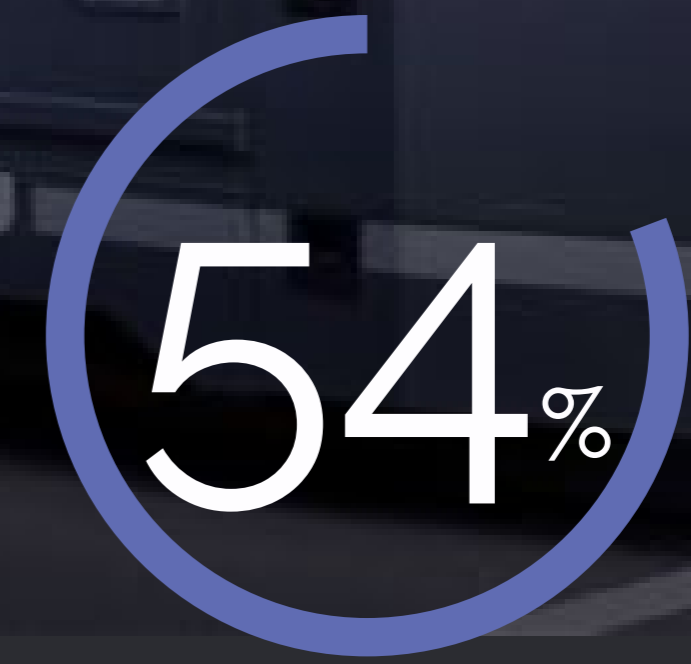
Of **RAIL** Commuters say they pay attention to ads on platform at train stations.


[Click here for Rail overview >](#)



TRANSIT ADVERTISING

TRAM / BUS / TRAIN



Recall seeing Transit Ads (in the past 7 days).

Transit advertising space is unavoidable to commuters and residents in major metro areas. We cover a wide range of transit options including bus, tram, and train media.



[Click here for Tram Wrap >](#)



[Click here for Tram Portrait >](#)



[Click here for SYDNEY LIGHTRAIL](#)



BUS ADVERTISING

TRAM / BUS / TRAIN

Transit advertising space is unavoidable to commuters and residents in major metro areas. We cover a wide range of transit options including bus, tram, and train media.



[Click here for METROBACKS >](#)



[Click here for FULLBACKS >](#)



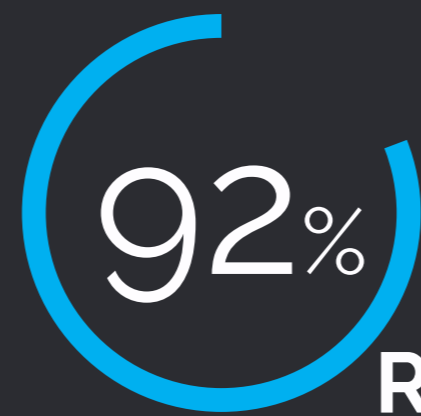
[Click here for BUS Overview >](#)

BUS SHELTER ADVERTISING

With over 16,000 panels, Ad Shelters are a broadcast media targeting people where they work, sleep and play. whatever your idea, we can help you create a customised campaign to push the boundaries.



Bus Shelter / Interactive Display / Digital Screens /
Tram Shelter / Street Talk.



Reach 92% of
Australians with **AD SHELTERS**



[Click here for
Ad Shelter overview](#)



[Click here for
Street Talk overview](#)

RETAIL ADVERTISING


With over 540+ shopping centres in Australia, retail advertising can deliver on multiple marketing objectives and retail proximity requirements.

Atrium Banners / Decals / Digital Screens / Shop Panels / Billboards / Sampling.

68%

Retail consumers are open to influence with 68% of purchase decisions made in the Centre.



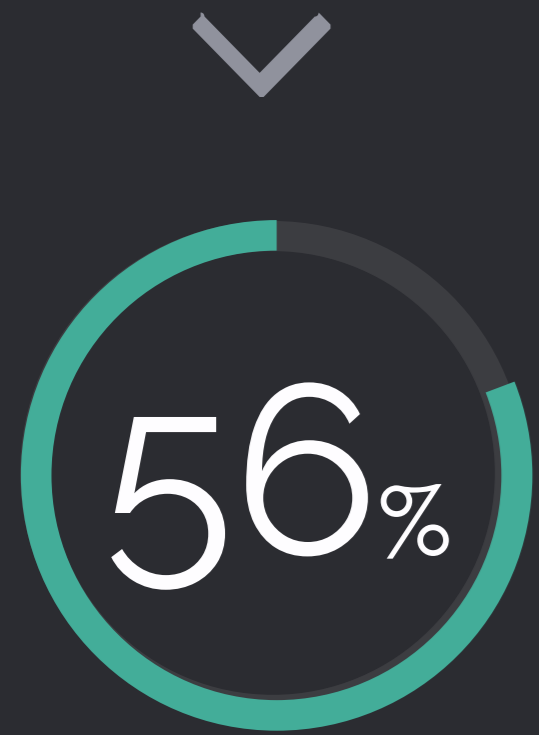

[Click here for Retail overview >](#)

AIRPORT


ADVERTISING

We cover all of the major airports Australia wide, right though to the smallest regional airports like Karratha or Mackay Airport.

Digital Screens / Baggage Claims / Lightbox / Qantas Lounge Panels / External Billboards.



56% of travelers have interacted with an ad at an airport.



[Click here for Airport overview >](#)

STREET POSTER ADVERTISING

The only legitimate network nationally
(via leasing contracts)

Media time in market is guaranteed.
Available in the 5 capital cities –

Posters are installed weekly and maintained
throughout each week.

Available in Portrait and Landscape sizes.



[Click here for
Poster overview >](#)



CONNECT WITH US.



BBA Digital

Helping our ooh clients in online media buying. We plan, execute and optimise data driven programmatic campaigns that allow you to reach your ideal consumer across all online platforms.

[Download overview here](#)

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w billboardsaustralia.com.au



Billboards Australia Pty Ltd

We connect brands with people. We deliver the right audiences, in the right locations, because we offer every billboard and ooh format type across all vendors, throughout Australia and New Zealand.

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THINK
BIG.



Billboards Australia

Outdoor Billboard Advertising.

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