

THINK
BIG.

THE COURSE IS
YOURS TO OWN

TAFE
Western
Sydney
TAFE
open.

Call 131 870

enrol@tfe.com.au

Online
degrees
with the
best of b
worlds.

University of
Western Australia
UWA ONLINE

uwsonline.edu.au



Outdoor Advertising
Case Study


Billboards Australia

Hungry Jacks.

Outdoor Billboard Advertising – Case Study

Outdoor Media
Insight.



74%

of consumers
see Billboards
Everyday



Outdoor
Media

is the biggest
driver of web
traffic for young
people



Billboards Australia

Campaign: Premium Choices

Agency: Maxus

Year: 2012

Source: APN

Objective: To measure the awareness and brand impact of the 'Premium Choices' outdoor campaign and compare it to the same campaign on FTA

Audience: People 18-54

Strategy: Outdoor - Large Format & Transit and FTA TV

Results:

Outdoor in comparison to the FTA component, saw significant positive impact across all brand metrics.

- Prompted Brand Awareness +58%
- Outdoor added 17% Unique Awareness
- 61% purchase intention of 'Premium Choices Range'



THINK

BIG.



Billboards Australia

Outdoor Billboard Advertising. p 1300 750 922 f +61 3 8080 6626
e sales@billboardsaustralia.com.au www.billboardsaustralia.com.au

THINK
BIG.

Outdoor Calendar 2015

JANUARY

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

MARCH

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SEPTEMBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



■ Billboard posting date

Printed creative to be received one week prior to booking start date.
 Campaign instructions, including approved artwork required three weeks before the booking media start date.
 All media bookings start on Mondays

THINK

BIG.



Billboards Australia

Outdoor Billboard Advertising. p 1300 750 922 f +61 3 8080 6626
e sales@billboardsaustralia.com.au www.billboardsaustralia.com.au

THINK
BIG.