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Outdoor Advertising
Case Study


Billboards Australia

Cornetto.

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: Enigma

Agency: Mindshare

Year: 2012

Objective: To measure the campaign recall by format across multiple demographics

Audience: Total People

Strategy: Large format, Digital, Portrait Sides & Fullbacks

Results:

This campaign resonated strongly with:

- Low income earners (\$25-50K) 45%
- CBD Worker 44%
- People 18-24 44%
- People 30-39 42%

Most effective format – Portrait Sides 28%



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e sales@billboardsaustralia.com.au www.billboardsaustralia.com.au

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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
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FEBRUARY

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APRIL

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JUNE

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JULY

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SEPTEMBER

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NOVEMBER

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SEPTEMBER

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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

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