

## Media Release

15 June 2010



### **oOh!’s WA growth is the tonic**

Following its major expansion in the Perth market over the past four years, oOh!media has appointed sales representation company, Media Tonic, to enhance its delivery to local clients and agencies.

General Manager of Sales for oOh!, Alastair Fysh, today said that Western Australia had been a key focus area for the company since 2006 as it had identified significant demand for marketers to gain greater connection with consumers through out-of-home advertising.

“We have invested heavily in infrastructure and have more than doubled our large format billboard inventory, introduced retail advertising in 58 shopping centres and continued to add regional billboards to our offering,” Mr Fysh said.

“The servicing of the market has been managed by Steve Danaher, National Manager – oOhroad!, who in conjunction with our interstate based product managers will continue to provide valuable assistance and expertise where required.

“Due to the growth in our plant and the market we decided to increase the intensity of the level of service we provide and appoint a dedicated on the ground presence. Media Tonic’s expertise in the Perth market provides us with a strong on the ground sales channel that will support our continued growth in the state.”

The Perth based company, run by David Fare and Mark Treasure, has extensive experience in the industry with both having backgrounds in media sales and management. In addition to oOh! the company represents a number of power brands in WA, including Multi Channel Network and Australian Traffic Network.

Mark Treasure said the appointment to represent oOh! at a local level was exciting given it was expanding its already strong market presence.

“We are confident that the market will respond well, to a trusted point of contact on the ground, such as Media Tonic who will support the expertise and inventory that oOh! offers,” Mr Treasure said.

“And through our portfolio approach, agencies and clients will gain an advantage in an increasingly fragmented media landscape.”

Kieran Geen, Business Director OMD WA, said the partnership between oOh! and Media Tonic was fantastic news.

“It combines a smart and aggressive outdoor media company which has rapidly expanding WA inventory, and aligns them with arguably the best connected media reps in town” Mr Geen said. “It is great to see a national media company recognise and invest in WA and we welcome the move as this will shake up the category. The true winners will be our clients.”

This view is also shared by Clive Bingwa, National Media Director 303 who said that Steve, Alastair and the oOh! team had done a great job servicing WA over the years.

“I am encouraged that oOh! has made the decision to continue to support the WA market, and have done it in a way that delivers an additional boost to a trusted local business, and more confidence to the WA media community.”

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