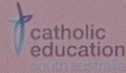
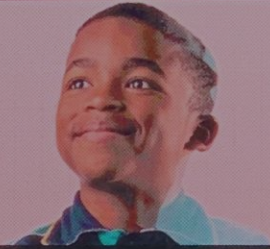


**CATHOLIC SCHOOLS
OPEN WEEK**
AUGUST 10-16

cesa.catholic.edu.au



RAISING
HEARTS
AND
MINDS



Catholic Schools Open Week 2021

oOh! Media Proposal

oOh! Representative: Rachel Girdler 08 8367 3225



Out of Home is still the medium that is hardest for Australians to actively avoid.

It is always there, with the ability to appear in our peripheral vision and broadcast instantaneous messages across high volumes of people.

RETAIL

oOh! is number one in SA for retail with a portfolio that delivers more than double the sales of any other provider.

- 100% walk by
- 86% of shoppers are open minded when in centre
- Excitement of shopping improves brand strength by 13%

SCALE

- 43 centres (more than 3 x nearest competitor)
- 41 metro & 2 regional
- Significant scale across local, medium & large, allowing brands to deliver reach with large centres, and drive frequency with the inclusion of local and medium.



ShopaLite

Positioned at the entrances and exits, main thoroughfares and in proximity or en-route to key retailers, ShopaLites ensure maximum exposure with shoppers and deliver 100% share-of-voice.

Ideal for:

- Targeted retailer proximity
- Maximum exposure
- Broadcast messaging

Coverage: National

Delivery: Classic

Key Feature: 100% SOV



ShopaLive

Positioned in main thoroughfares and in proximity or en-route to key retailers, ShopaLives ensure maximum exposure through dynamic creative.

Ideal for:

- Animated or multiple creative messaging
- Mass reach and retailer coverage
- Day part targeting, data feeds e.g. temp control etc.
- Creative flexibility

Coverage: National

Delivery: Animated

Key Feature: Dynamic

Ad Length: 7"



oOh! SA Retail Centres

- Aberfoyle Hub Shopping Centre
- Adelaide Central Market
- Adelaide Central Plaza
- Aldinga Central
- Arkaba Village Shopping Centre
- Armada Arndale
- Avenues Shopping Centre
- Athelstone Shopping Centre
- Brickworks Marketplace
- Brighton Central
- Castle Plaza Shopping Centre
- Clovercrest Village
- Colonnades Shopping Centre
- Elizabeth Shopping Centre
- Fairview Green
- Findon Shopping Centre
- Firlie Plaza
- Gawler Central Shopping Centre
- Gilles Plains Shopping Centre
- Hallet Cove Shopping Centre
- Harbour Town Adelaide
- Hilton Plaza
- Hollywood Plaza
- Ingle Farm Shopping Centre
- Kurralta Central Shopping Centre
- Mitcham Square
- Myer Centre Adelaide
- Murray Bridge Green
- Newton Central Shopping Centre
- Newton Village Shopping Centre
- Pasadena Shopping Centre
- Renmark Square
- Rostrevor Shopping Centre
- Sefton Plaza
- Southgate Square
- St Clair Village
- Station Arcade
- The Grove Shopping Centre
- Welland Plaza
- Westside Findon

Retail Media Investment Booking Details

SHOPALITE: STATIC PANEL/SHOPALIVE: DIGITAL PANEL

CESA NEGOCIATED MEDIA RATE	\$500+gst per panel, per fortnight
STANDARD MEDIA RATE	\$560+gst per panel, per fortnight
TIMING	Monday 2 nd August – Sunday 15 th August
INSTALLATION	Included
PRODUCTION	\$20+gst per poster (ShopoLite only) Artwork to be prepared by Catholic Education SA and approved by schools by 25 th June

Any bookings in excess of 5 panels (across Retail & Street combined) will attract a further 10% discount



Why Street?

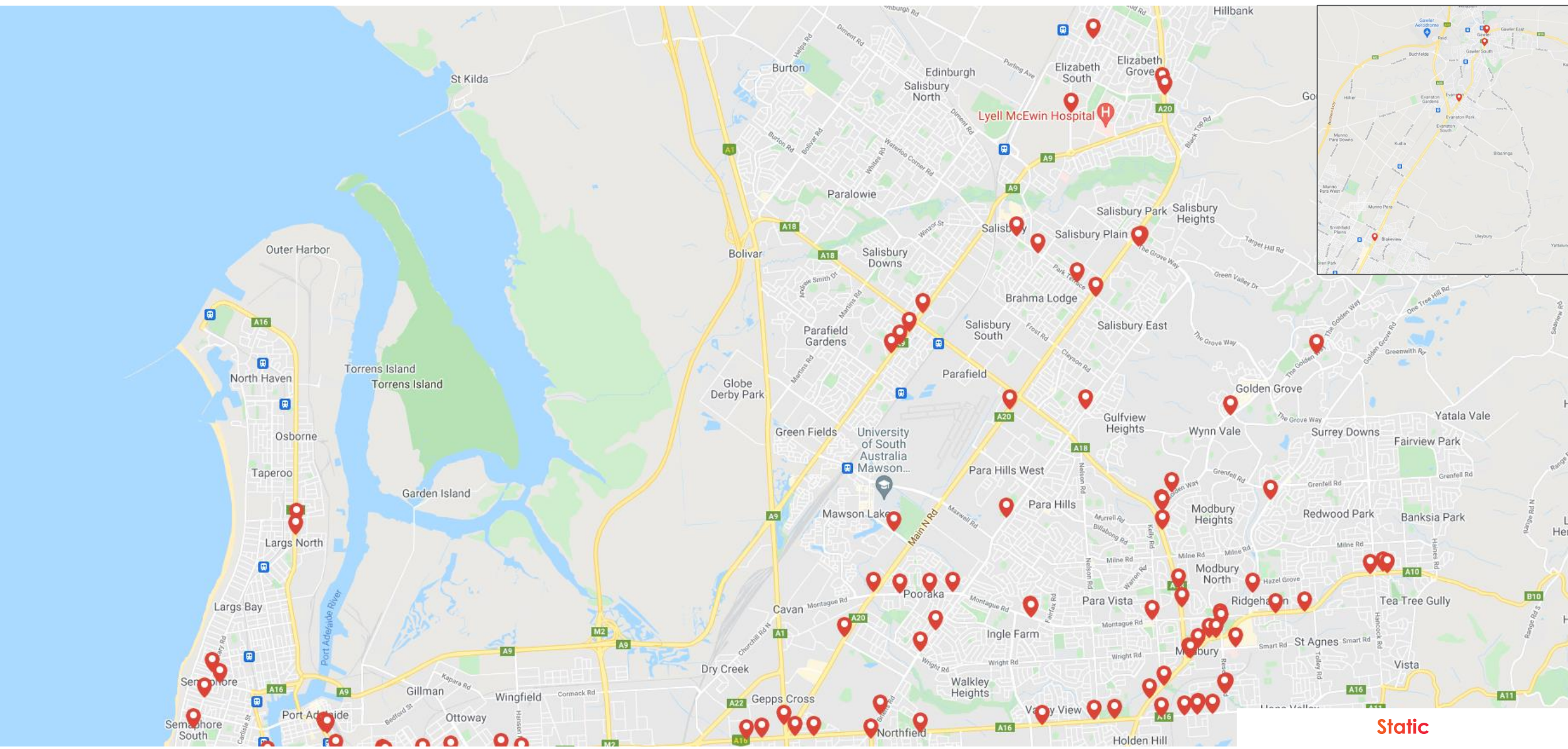
Street furniture dominates Adelaide with exceptional broadcast coverage

SCALE

- More than 1,200 classic SF assets
- 24 digital 'live' panels – CBD & Glenelg
- Granular coverage delivers on both broadcast & targeted marketing objectives

THE COMMUTE

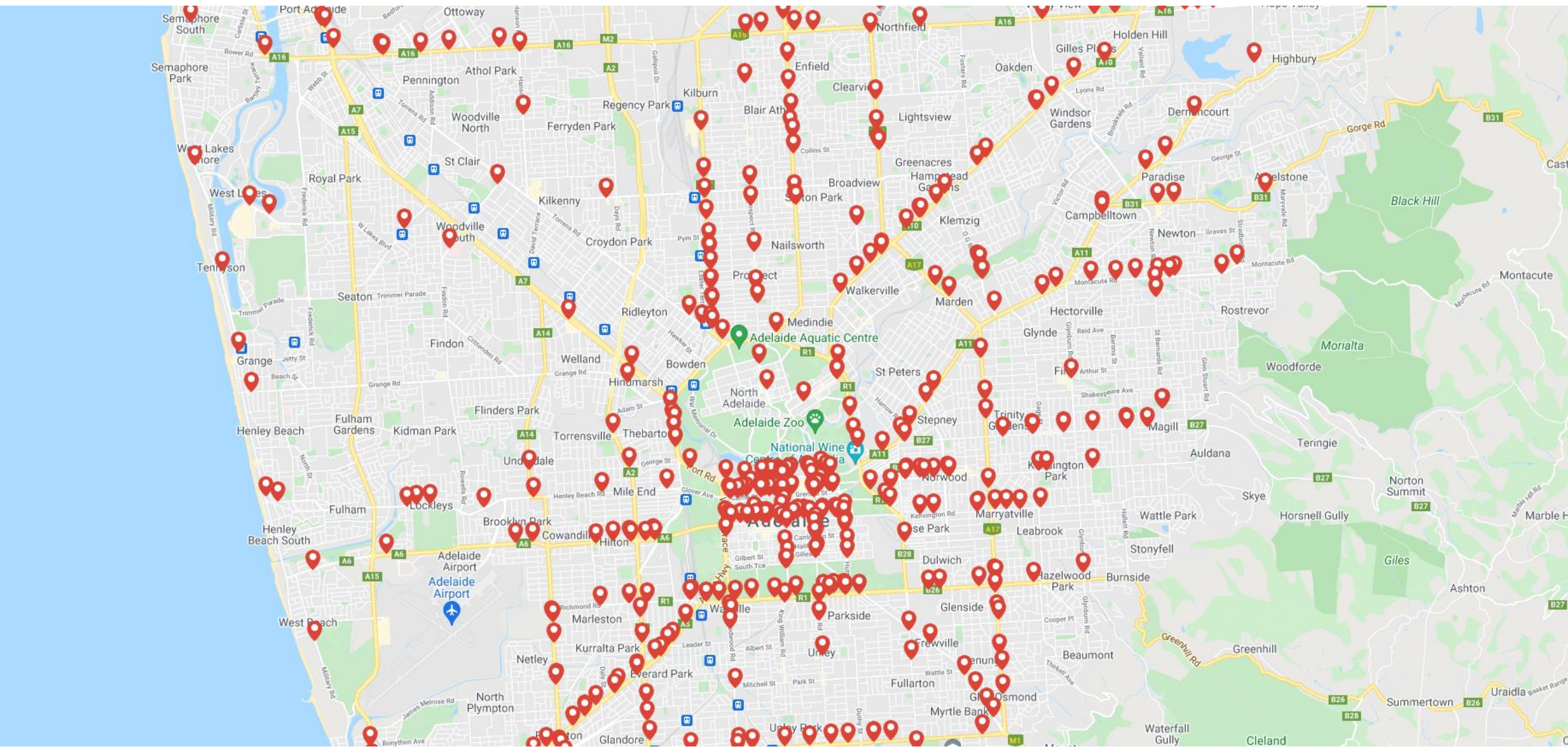
- Average commute is 12.7kms & over 70 minutes
- 94% of ppl travel to destinations outside of the CBD for work
- The top 5 commuting councils are: Charles Sturt, Port Adelaide, Onkaparinga, Marion, & Tea Tree Gully.



Static

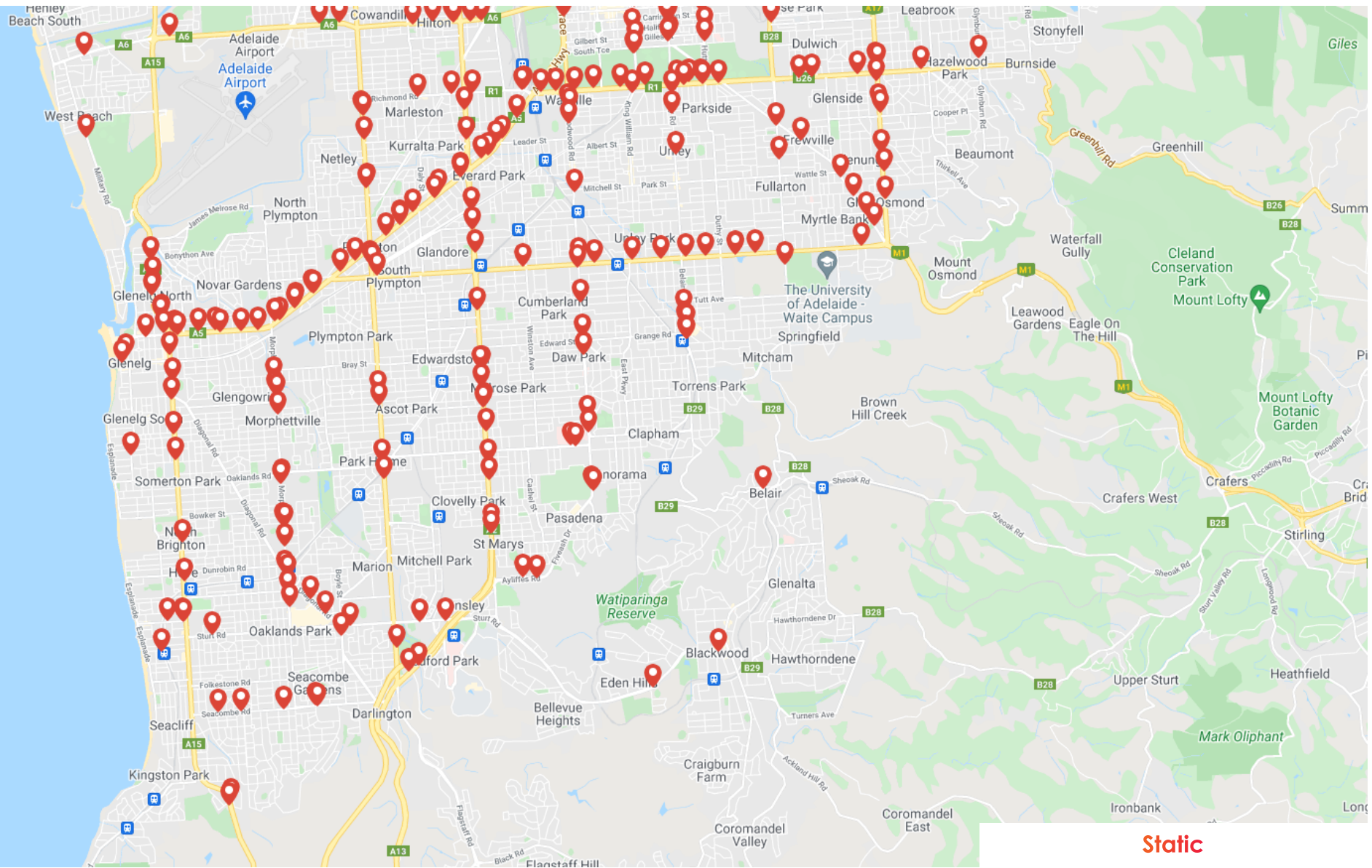
oOh! Northern Adelaide Street Furniture Coverage





oOh! Central Adelaide Street Furniture Coverage





Static

oOh! Southern Adelaide Street Furniture Coverage



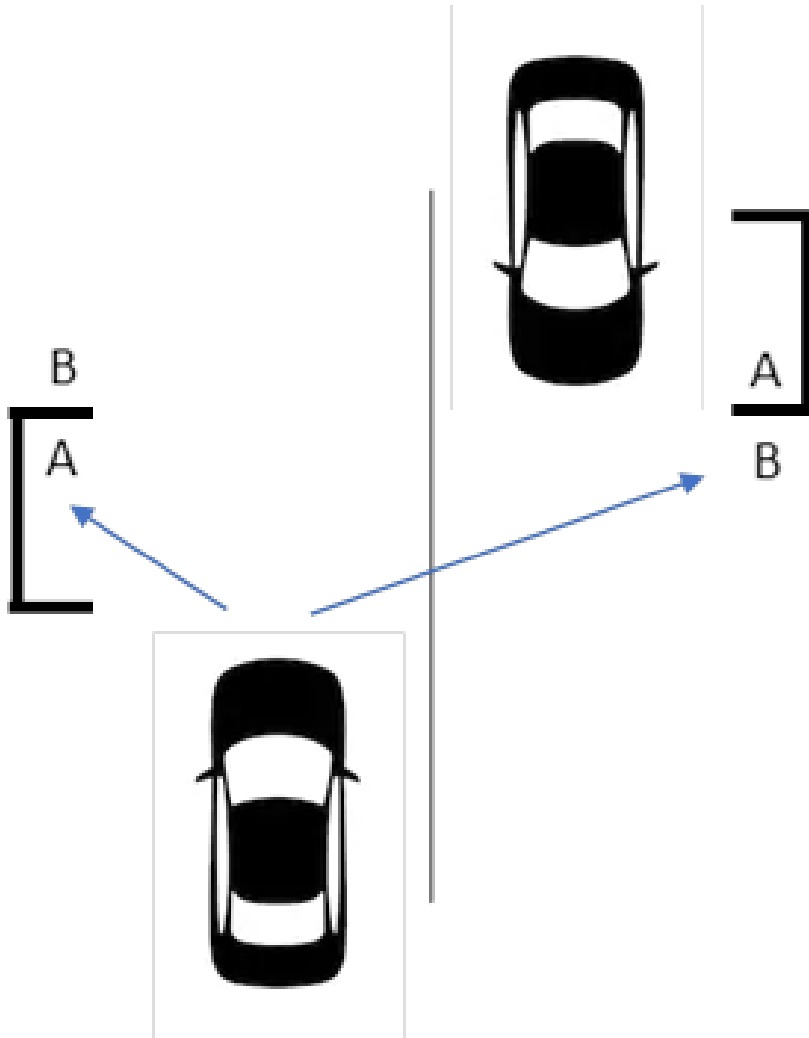
Street Media Investment

Booking Details

CESA NEGOCIATED MEDIA RATE	\$400+gst per panel, per fortnight
STANDARD MEDIA RATE	\$450+gst per panel, per fortnight
TIMING	Monday 2 nd August – Sunday 15 th August
INSTALLATION	Included
PRODUCTION	\$20+gst per poster Artwork to be prepared by Catholic Education SA and approved by schools by 25 th June

Any bookings in excess of 5 panels (across Retail & Street combined) will attract a further 10% discount

A/B FACING PANELS



- A panels are viewed on the left hand side of the road as you approach, on the inside of the bus shelter.
- B panels are viewed on the right hand side of the road as you approach, on the outer facing panel of the bus shelter.



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