

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
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oOh! announces new sales appointment to help lead growth

Hot on the heels of the launch of it's A World of Unmissable platform, oOh!media has announced the appointment of a new Business Manager to help further drive the delivery of even greater customer-focused value propositions in New Zealand.

In the new role, Kirsty McLean will be responsible for working across oOh!'s market-leading Out of Home portfolio to deliver advertisers with multiple audience-led campaign solutions to achieve their advertising objectives.

Ms McLean is no stranger to the media industry, holding a strong background in media agency planning and audience strategy for companies including MEC, Mediacom, Dynamo and NZME.

Head of Sales for oOh! New Zealand, Ben Gibb, said Ms McLean's account management and client service skills gave her a unique understanding of the agency pressure points and what was required to effectively and efficiently respond to client needs.

"We are thrilled to expand the oOh! family and have Kirsty bring her knowledge and skill set to the mix," he said.

"Kirsty's planning and strategy background will allow her to project an agency lens on her responses, giving her the perfect edge required to create targeted and unmissable solutions for our clients."

Ms McLean said she was excited to be joining oOh! at such a pivotal time and looked forward to sharing her experience to help oOh! drive its market leading position further.

"I'm thrilled to be working with such a talented group of people within a smart-thinking company and given the opportunity to provide advertisers with truly unmissable, integrated Out of Home advertising solutions – something that hasn't really existed in this market before," she said.

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About oOh!media: oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 30,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.