



FOR IMMEDIATE RELEASE:

## **oOh!media Supports #SendingLove initiative and makes Brothers feel closer while worlds apart.**

***User-generated messages of love and unity are being displayed on digital Out of Home screens worldwide and Brothers over 9000 miles apart are sending messages of love during Covid-19 pandemic.***

Brothers John and Stephen Skelton were born and raised near Newcastle in the UK, John moved to Australia nearly 20 years ago and now lives in Perth with Wife Judith and daughter Sarah. Their hearts warmed when they saw an oOh!media Billboard in downtown Perth with Stephen sending love from their UK home town.

Stephen said “We talk every other day on the phone but I wanted to do something really special to say I’m constantly thinking of them and how they are coping as a family in these difficult times – and it doesn’t get more special than a huge billboard!”

John said “It was such a great surprise to see Stephen on a billboard in Perth. He explained how he achieved it, and we decided to reciprocate with sending love via a billboard in Newcastle. It really is amazing and has put a huge smile on our faces”.

John and Stephen’s international message-sharing was made possible locally by Australian business oOh!media, a leader in Out of Home media, as part of a global campaign by London agencies Talon Outdoor and Grand Visual.

“#SendingLove” is a new global initiative promoting messages of love that unite communities all over the world during the fight against the effects of COVID-19. Launched by outdoor specialist Talon Outdoor, the socially-enabled DOOH campaign is facilitated by The World Out of Home Organization (WOO) and many of its member organisations and runs on advertising space donated by over 70 media owners across 153 cities making it the biggest UGC campaign ever to run on digital Out of Home.

The campaign encourages participants to send love to those in places they cannot travel to, by getting creative with the heart-hand symbol and uploading their pictures and locations to [www.sendinglove.to](http://www.sendinglove.to). Participants are then given the option to donate to the global COVID-19 Solidarity Response Fund before receiving a photo of their picture playing on-screen in their chosen city to share with friends and family across social channels.

The system developed by Grand Visual geo targets messages to the chosen city, connecting communities to messages of love from afar in a show of global strength and solidarity.

Brendon Cook, Chief Executive Officer of oOh!media said “We are delighted to be involved and helping display messages of love and unity from around the world to the people of Perth, Melbourne, Sydney, Brisbane and Adelaide. Despite the

constraints of lockdown, it is incredible to see the Out of Home community coming together to fight the effects of COVID-19, and social distancing in particular, with a campaign that connects and reassures people that we are in this together."

ENDS

**For further enquiries please contact:**

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**Campaign Images:** [Here](#)

**Campaign Video:** [Here](#)

**Participating Media Owners:** Alight Media, ALPHA MEDIA GROUP, AMS, Asiaray Advertising Media Ltd., Atracta, BackLite Media, BARAM Original Advertising, Beijing Voyage advertising company, blowUP media Belgium BVBA, blowUP media GmbH, blowUP Media Netherlands, Branded Cities, Bravo Outdoor Ltd, Chongqing Tiandi advertising company, Clear Channel Finland, Clear Channel France, Clear Channel Netherlands, Clear Channel Northern Ireland, Clear Channel Poland, Clear Channel UK, Clear Channel Belgium, Clear Channel Italy, COMUNITAC, CS Digital Media, Dalian Vastitude Media Group, Dongfang Meichen Advertising Company, DWP media Group, Exterion Media Spain, Global, Goldbach, GRANDI STAZIONI RETAIL, Grupo Redext, In and Out Company, JCDecaux Central America, JCDecaux, North America, Jiangxi xinfan Advertising Company, Jonathan Levine Phoenix, KEVANI, Lamar Advertising, Liquid Outdoor, LUMO Digital Outdoor, Media Staffing Network Scottsdale AZ, Narnia OOH advertising company, Neo Advertising SA, New Tradition, Nyxsys Philippines, Ocean Outdoor Denmark, Ocean Outdoor Finland, Ocean Outdoor Nederland, Ocean Outdoor Sweden, Ocean Outdoor UK, Ocean Outdoor Norway, oOH!media, Orb, Outcomm, PAS.COMMUNICATIONS, Phoenix Metropolis Media, Primedia Outdoor, Q-Advertising Co., Ltd. , Nonthaburi Thailand, QD Biaobang Advertising company, QMS Media, Rent A Sign, Representative, Selvel Advertising, Shenzhen Jingchen advertising company, Ströer Media Deutschland GmbH, Tractor Outdoor, Urban Vision, Warexpo ,Wuhan Hanguang Top-Result advertising company, Zhejiang fengsheng advertising company.

## About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The company's extensive network of more than 37,000 digital and static asset locations includes [roadsides](#), [retail centres](#), [airports](#), [train stations](#), [bus stops](#), [office towers](#), [cafes](#), [bars](#) and [universities](#).

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand, and had revenues of \$649 million in 2019. It also owns digital publisher [Junkee Media](#), printing business [Cactus](#), and experiential provider [oOh! Experiential](#).

The company invests heavily in technology, and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at [oohmedia.com.au](http://oohmedia.com.au)

### **About Talon**

Talon Outdoor is an independent Out of Home media specialist and a significant player in the Out of Home agency sector with a focus on delivering smarter, creative, technology-led and integrated OOH communications. Combining independence with a collaborative approach, Talon promotes open working between agencies, clients and media partners.

Talon has achieved the Campaign Best Places Number 1 Medium sized UK Company to Work For and has also featured in the Sunday Times Fast Track 100, as No. 1 in Best Companies and in LSE's 1000 Companies to Inspire Britain.

Talon handles the Out of Home media for several of the UK's leading advertising brands through Omnicom Media Group UK agencies, along with other agencies including AMS Media Group, JAA, Havas Media Group, Goodstuff, Ptarmigan Media and Republic of Media.

Talon has offices in London, Manchester, New York and San Diego, plus several other US cities, and has built an OOH planning and buying network covering US, Europe, Asia and Latin America covering 75 markets.

### **About Plexus**

Part of the Talon group, Plexus is our Global OOH Network. International OOH planning and buying requires creativity, agility and genuine expertise. Our Plexus teams in London and New York serve as centralized hubs connecting over 20 Talon and partner offices around the world, ensuring we can plan, buy and execute client campaigns in over 75 markets globally.

### **About Grand Visual**

Grand Visual is an award-winning production company providing creative services for digital OOH. Made up of experts in creative, technology, production, storytelling, and digital marketing, Grand Visual craft compelling stories which maximise the effective use of digital OOH for advertisers and agencies around the globe.

### **About The World Out of Home Organization**

The World Out of Home Organization (previously FEPE International, established in 1959) is the only global Out of Home Association, working to promote and improve the OOH industry on behalf of our members.

Board members include the major International companies - JCDecaux and Clear Channel - as well as Ströer, Pikasso, and more recently blowUP media, OUTFRONT Media from the US, oOh!Media from Australia and Selvel One from India. Alooh and the OAAA are also represented.

WOO are members of EASA and ESOMAR in Europe as well as a founding member of ICAS, the global organisation for advertising self-regulation. We actively work to help our membership with legislation issues within their own countries as well as advising on wider industry matters.

WOO International also aims to lobby for Out of Home advertising with Government and local authorities, international organizations, opinion formers and other elements of the communication media.