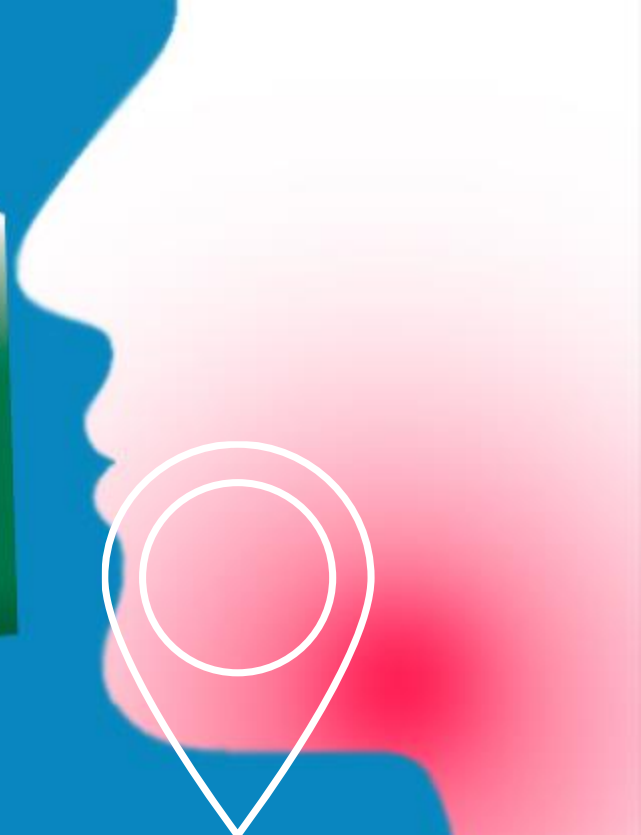


oh!
UNMISSABLE



Duro-Tuss

- Innovative content and sponsored content allowed Duro-Tuss to be fully integrated into a successful DOOH campaign during the peak cold and flu season.

LOCATE
by oh!



Campaign Showcase



Duro-Tuss

THE CHALLENGE

- To increase awareness and educate a 25-54 corporate audience to try the dual action cough syrup in the convenient tablet form.

THE IDEA

- Maximise message impact by strategically timing advertisement during the flu season. Ads ran when the “google fly index” hit high and around drops in local weather.

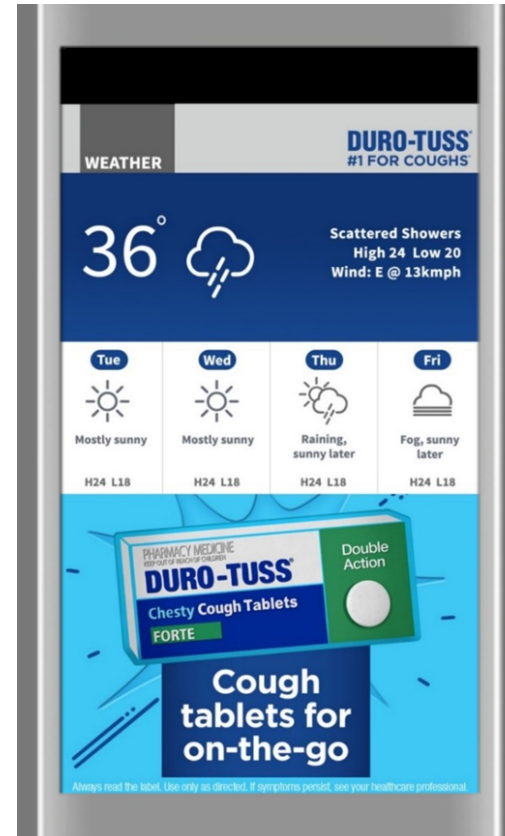
EXECUTION

- Strategically timed advertisements ran across four month period during flu season
- Weather sponsorship content ran in cold periods suggesting Duro-Tuss as the #1 solution

Campaign Showcase: Duro-Tuss



Lead-in



Weather Sponsorship

oh! UNMISSABLE



Centrum

- Centrum reached a busy audience to across Office and Café to drive awareness of the convenience of the new vitamin mints.

LOCATE
by oh!

Campaign Showcase



Centrum

THE CHALLENGE

- To drive awareness of the new Centrum Vitamin mints to working audience on the go in contextually relevant environments when they are most likely to need mints.

THE IDEA

- Targeted campaign across Office and Café reached a working audience as they were most likely to need mints, between meetings, after coffee, after lunch and as they head out to after work drinks.
- Creative created awareness of the new Centrum vitamin mints.

EXECUTION

- Campaign ran in 325 Office towers and 172 Cafes nationally reaching 1.5+ million audience.

Campaign Showcase: Cetrum



REFRESHINGLY COOL **NEW!**
ESSENTIAL VITAMINS + MINERALS
YOU CAN NOW ENJOY IN A MINT

B VITAMINS
ANTIOXIDANTS
VITAMIN D

Centrum VITAMINTS™
Refreshingly Minty Vitamins & Minerals

Great Taste of **Cool Mint** 60 Adult Minty Chewables
SUPPLEMENTED FOOD

Enjoy anytime, anywhere!

Use as directed in addition to a healthy diet. Limit of one mint per day. Not suitable for children. Supplemented Food.
Pfizer Australia Pty Limited, 38-42 Wharf Road, West Ryde NSW 2114, Australia.
Centrum® and VitaMints® are Registered Trademarks. ©Pfizer 2017. AU Toll Free 1800 555 057.

Cafe Creative

oh! UNMISSABLE



ING Direct

- ING Direct delivered a successful high-frequency campaign in CBD office locations with targeted messaging to the office audience.

LOCATE
by oh!

Campaign Showcase



ING Direct

THE CHALLENGE

- To drive awareness, enquiry and applications for ING Direct Living Super.

EXECUTION

- ING Direct's campaign appeared in CBD office locations across Sydney, Melbourne, Brisbane & Adelaide.

RESULTS

- 36%** of the audience recalled (prompted) seeing the ING Direct ad in office foyers.



We've made joining super simple. Simple enough to join during your coffee break – it just takes 5 minutes!



- ✓ Living Super offers the first Balanced option available to all Australians with no admin or management fees
- ✓ Pay no fees on Cash or Term Deposits held with ING DIRECT
- ✓ 24/7 access to your account

ING DIRECT Living Super
The way super should be.

> Visit ingdirect.com.au



Stock Company	S&P	ASX 200	Buy	Sell	%
RAMSAY HEALTH	64.3	60.63	63		0%
TINTO	58.25				
SMED	7.3				
RESOURC					

