

GETTING ROADSIDE



CHADSTONE, VIC

FOR BILLBOARD BUYERS AND PERFORMANCE MARKETERS

# They scroll past ads. They can't scroll past us.

Six pages. Two minutes. One very good reason  
to hit reply.

Independent. Australian-owned.  
Since the 1960s.

# Sixty years on the road. Still nobody's subsidiary.

Melbourne-made and Australian-owned. Classic and digital billboards plus our street-level Civic Guides network, across Victoria, NSW, Queensland, South Australia, ACT and Tasmania. Big enough to cover the country. Small enough to pick up the phone.

## National expertise.

590+ sites, one team.

## Local insight.

Planners in every market.

## Premium placements.

Large format is the whole business.

## Real results.

Measured, not asserted.



SOUTHBANK, VIC



CROYDON PARK, NSW



# Two starting points. One very loud result.

## IF YOU ALREADY BUY BILLBOARDS

**Good sites get seen. Great sites get remembered.**

- 01 Sharper site selection.** Planners who know every corridor, not just the map.
- 02 An independent alternative.** One team, direct access and faster answers than a multinational.
- 03 Classic and digital together.** Long-term presence where it counts, flexible digital where timing matters.

## IF YOU'RE PERFORMANCE-FIRST

**Your CPA is creeping. The fix is off-screen.**

- 01 Build the demand you harvest.** Familiar brands get clicked. Roadside builds that familiarity at scale.
- 02 Reach the people who scroll past.** A billboard can't be skipped, blocked or muted.
- 03 Measure it your way.** We'll set up a test against your existing channels, so the result shows up in your own numbers.

**Whichever side you're on, there's a plan with your name on it. Reply and we'll build it.**

# Unskippable. Unblockable. And it drives the click.

Out of home doesn't compete with your digital plan. It feeds it – people see the board, then pick up their phone.

## 75%+

of adults recently used their smartphone to engage with an OOH ad.

## 43%

of the actions that followed were online purchases. Over half were searches.

## ~90%

of adults noticed an OOH ad in the last month.

## 68%

of shoppers notice OOH on the way to the store. 42% say it shapes what they buy.

## 60%+

of TikTok, Instagram and Facebook users notice OOH reposted in their feeds.

## No.1

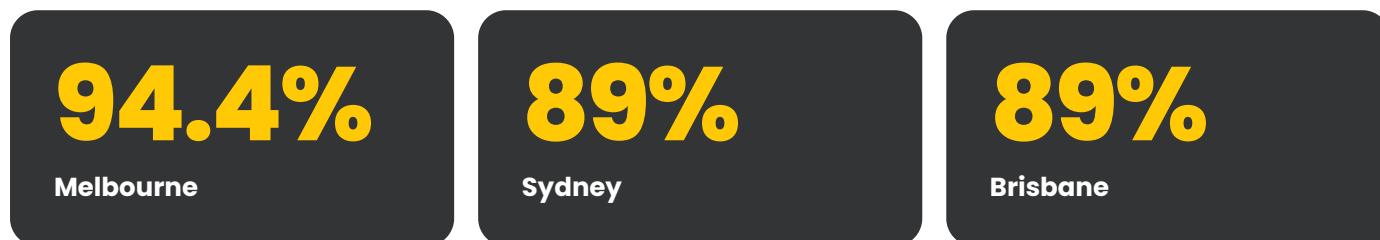
Billboards are rated more favourably than any other ad medium.

**Higher ad recall than TV, podcasts, radio, print and online.**

US data. Source: OAAA Out of Home Advertising Value Guide (Benchmarking, The Harris Poll, MAGNA, Morning Consult, OAAA, Solomon Partners).



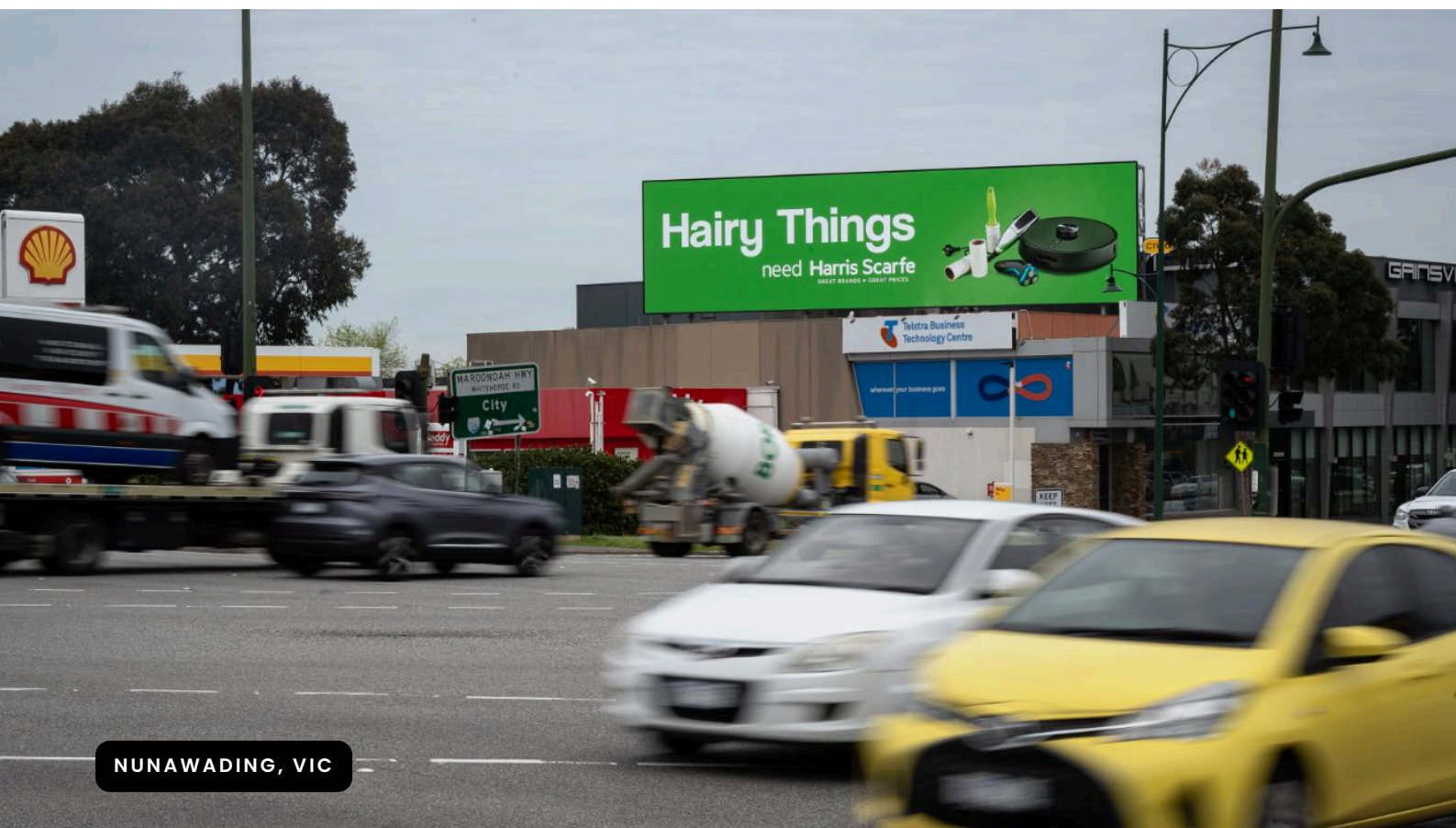
# Three biggest cities. 89% reach or better.



## REACH POTENTIAL BY MARKET



If your growth sits on the east coast, so do we.



# Your move. Hit reply.

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## 01

**Hit reply.** Your markets, your audience, your timing. Three lines does it.

## 02

**We build your plan.** Sites, reach and how we'll measure it – shaped around your brief.

## 03

**We walk you through it.** 30 minutes. No obligation. The plan's yours to keep.

Reply with **"Show me"** and we'll take it from there.

Civic Outdoor

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