



# MOVE



## How to use MOVE



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## What is MOVE?

**MOVE** (Measurement of Outdoor Visibility and Exposure) is the official provider of audience measurement data for the Australian Outdoor media industry.

## What does MOVE measure?

**MOVE** measures the following formats in the Primary Coverage Areas of Sydney, Melbourne, Brisbane, Adelaide and Perth (see over page for maps):

### ROADSIDE FORMATS

- Billboards over 25 square metres including supersites and spectaculars
- Billboards 25 square metres and under including posters
- Street - Bus/Tram/Kiosk/Free Standing Unit
- Street - Phone Booth
- Transit - External

### TRANSPORT FORMATS

- Airport - Internal
- Airport - Precinct
- Rail - Cross-track
- Bus/Rail - Platform/Concourse
- Transit - Internal

### RETAIL FORMATS

- Retail - Internal

## What will MOVE enable me to do?

**MOVE** will enable simplified planning and buying of Out-of-Home advertising faces across multiple formats.

## How do I access MOVE?

Go to [www.moveoutdoor.com.au](http://www.moveoutdoor.com.au) and click on the **MOVE SYSTEM** button, then enter your login and password. If you have forgotten your username or password or don't have one please contact **MOVE** on 02 9357 9944.

## ROLES

There will be many different roles within an agency so your access may differ from another user within your agency. These roles are:

- 1. User:** able to access the Snapshots and Plan by Format sections.
- 2. Campaign Analysis:** has full access to Plan by Company and reporting. Can receive and analyse proposals, and build their own campaigns using proposals and public packages. Has access to User functions.
- 3. Agency Campaign Manager:** able to access all proposals received within the Agency, as well as User and Campaign Analysis roles.
- 4. Admin:** can change any user roles within the agency and delete existing users. Note: Only **MOVE** is able to create new users.

## How do I use MOVE?

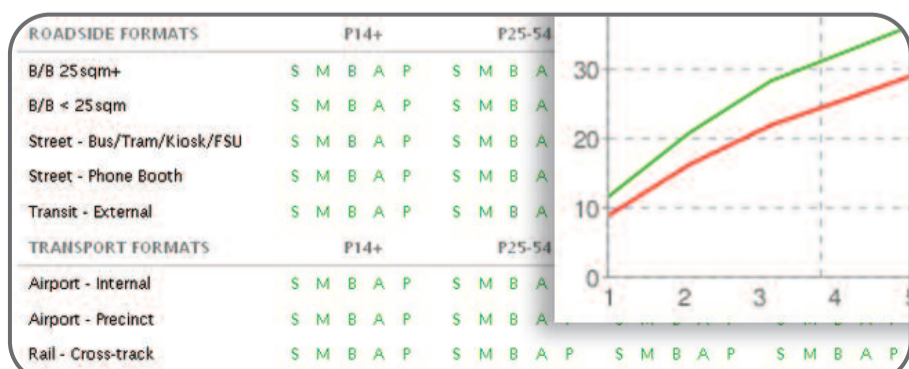
The system is simple and easy to use. There is an e-learning tool available which will take you through each of the tasks step-by-step. Go to [www.moveoutdoor.com.au](http://www.moveoutdoor.com.au) and click on the **MOVE E-LEARNING** button. If you require further training please contact **MOVE** on 02 9357 9944.

## What does the system look like?

### PLANNING & BUYING TABS

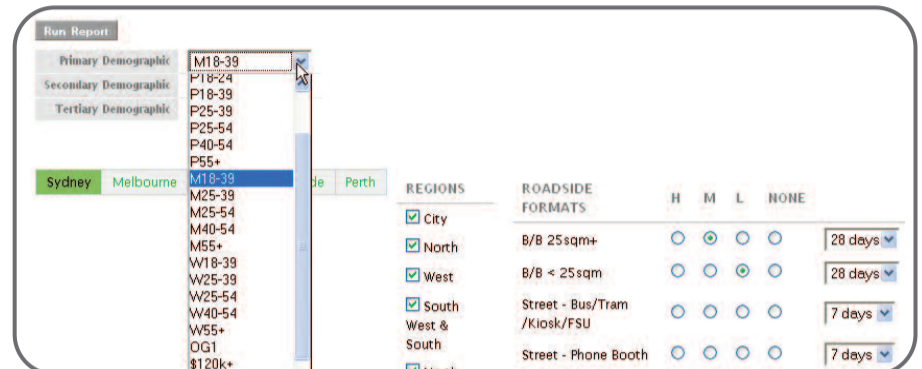
#### SNAPSHOTS

In **SNAPSHOTS**, you will be able to view reach curves by format for two durations commonly bought. This will be a useful tool for you to help ascertain which formats are best for reaching your campaign objectives.



#### PLAN BY FORMAT

In **PLAN BY FORMAT**, you will be able to view and cross analyse the reach and frequency of all the major Out-of-Home advertising formats by traditional Heavy, Medium and Light weights over 7, 14 and 28 days.



#### PLAN BY COMPANY

**PLAN BY COMPANY** enables you to look at generic published packages using examples of actual faces from different Out-of-Home operators and run reach and frequency results on them alone or combined with other packages.

#### Included Packages

Package Name	Company	Notes	Days	Faces
Adelaide Example			14	60

Adelaide			
Demographic	Company	Potentials (000's)	Faces
	MGB Ch 5-12		86
Total Reach %	58.1	Total Contacts (000's)	189
Total Reach (000's)	50	Average Frequency	3.8

#### PROPOSALS

You can brief an Out-of-Home media operator and receive the tailored proposal via **MOVE**. In your Campaign Analysis role, only you and your Campaign Manager will have access to proposals that have been sent to you. You can combine multiple proposals and generic published packages and run a reach and frequency report etc. Once run, the results can be viewed in the **REPORTS** section.

For rates, availability and for booking a campaign you still need to deal directly with your Account Manager at the relevant Out-of-Home operator.

Proposal Name	Sent By	Company	Sent To
Blockbuster Film Package	Rebecca Lea	APNAUS	Grant Guesdon
National, SF, Product Launch May 2010	Nicole Deakin-Moffatt	Adshel	Grant Guesdon

#### REPORTS

**REPORTS** is where you view the results of the proposals you have combined and run previously in **PROPOSALS** or from **PLAN BY COMPANY**. Included with details of the results are maps showing the coverage of your campaign's reach. You will be able to download the results.

