

FACT SHEET

Our ambition

Out of Home is rapidly evolving and increasingly complex, with a wide range of environments and formats for advertisers to navigate. This course delivers best practice foundational knowledge to help teams plan, buy, and evaluate OOH campaigns with confidence.

Our ambition is to ensure MFA members build strong, consistent, and up to date expertise in Out of Home, enabling the industry to deliver smart and effective campaigns.

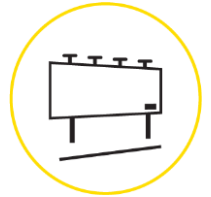
Who should participate?

The certification has been designed for people of all levels, who want to understand the foundations of Out of Home advertising.

1

OOH reaches people as they move through daily life

Out-of-Home provides consistent exposure across commuting, shopping, and social environments, contributing to broad audience reach and reinforcing brand presence in real-world settings.



2

Digital has expanded the OOH capability

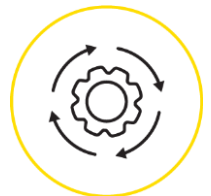
The growth of digital sites has provided greater flexibility for advertisers, including faster creative updates, daypart targeting and the ability to tailor messaging to different locations and contexts.



3

Australian content developed collaboratively across MFA Media Agency members

- 25+ Out of Home subject matter experts created and tested the content.
- Aligned best practice standards and learning outcomes.



Who is the MFA (Media Federation of Australia)?

We are the industry body representing media communication agencies to clients, industry, media owners and the general public. The MFA membership represents over 90% of all media agency placed media billings in Australia. What that means is that 90% of the advertising that you see, has been strategically placed and negotiated by one of our member agencies. We are an Alliance of Australian media agencies who represent the Common Interests of our industry.

WHAT IS IT?

Learning outcomes

To understand:

1. The Out of Home (advertising) landscape
2. Correctly understand key terms and calculations used in buying and planning
3. How OOH is measured (MOVE) and key metrics
4. The planning process
5. The buying process
6. Evaluation, measurement methods, tools, and reporting
7. Basic creative considerations

How to succeed

We recommend setting up:

- Weekly study groups;
- Mentors to check in and ask questions; and
- Completing the practice exams at the end of the course



Achieving certification

- An exam result of 80% or more
- Once you pass the exam, you will receive a certificate and badge that you can post on your email signature and LinkedIn profile

The foundations program

6 x Out of Home Courses

Landscape, Measurement, Planning, Buying Process, Campaign Reporting and Creative Considerations

10 Week Semester (inc. Study Weeks)

- A new course will launch each week online
- Time required varies based on existing knowledge and learning styles
- Plan for 2-5 hours per week
- A combination of videos, study guides, quizzes and practice exams

1 x Exam

- 80% to pass, closed book
- 100 multiple choice questions

Semester Timetable

Week	1	Landscape
	2	Measurement
	3	Planning
	4	Break
	5	Buying Process
	6	Campaign Reporting
	7	Creative Considerations
	8	Study Week
	9	Study Week
	10	EXAM