



goa
get noticed

PROPOSAL

2015



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get noticed

**CELEBRATING OVER 30 YEARS
OF LEADING THE MARKET**



**IN OUR 34 YEAR HISTORY
WE'VE WORKED WITH OVER**

5,000

LOCAL BUSINESSES

GET NOTICED

Underneath our logo are the words 'get noticed'. At goa, this is something that we live and breathe every day.

Because our business is shaped by your requirements and results, we know we need to dedicate all of our effort and expertise to getting you noticed. That's how we've been leading the market for over 30 years.

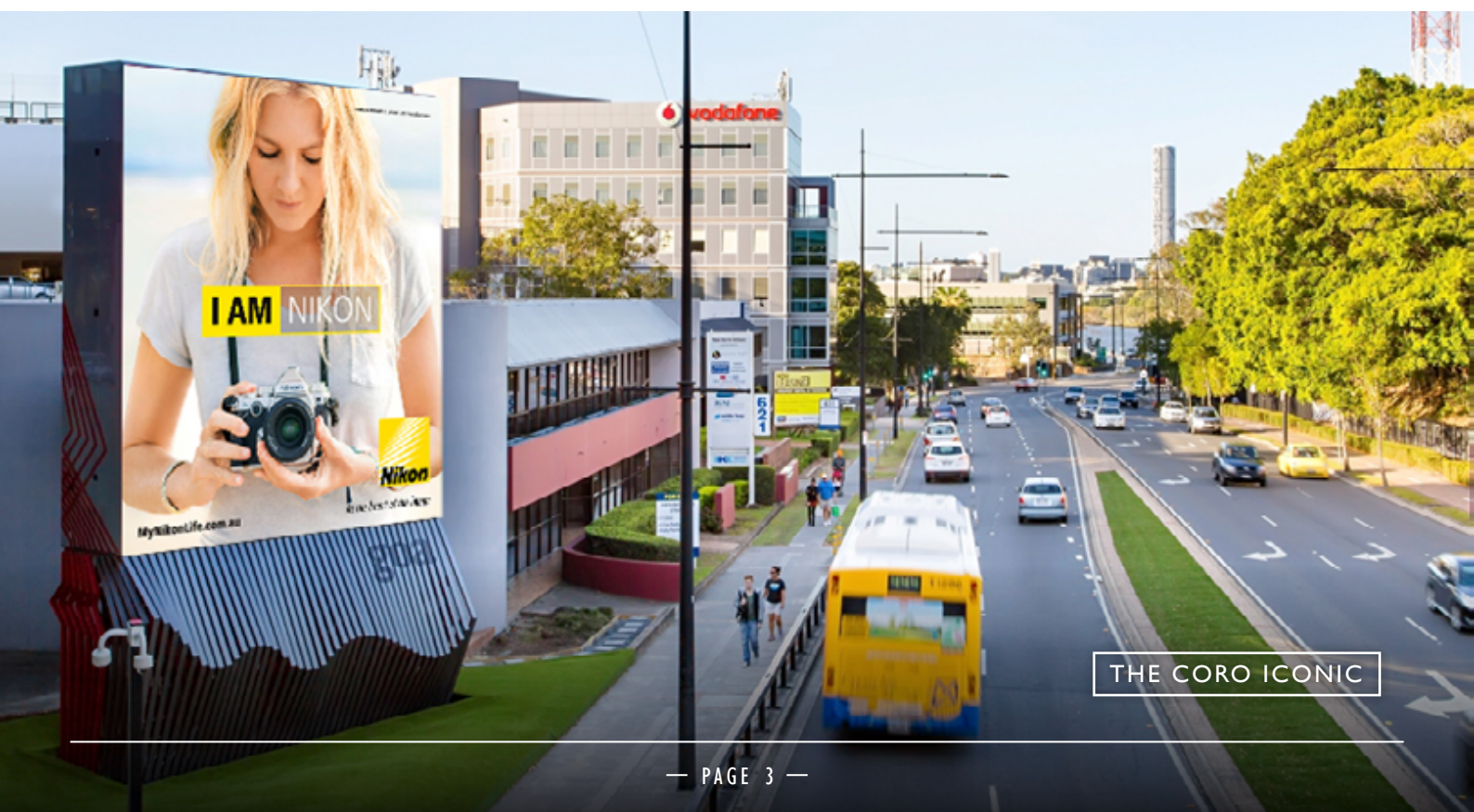
SEARCH 'GOA GETNOTICED' ON YOUTUBE FOR VIDEOS

WHO WE ARE

Established in 1983, goa is a Queensland based, family owned media company specialising in billboards and signage with over 150 years' collective experience. With goa's head office in Bowen Hills Brisbane, goa also has additional sales offices in Sydney and Melbourne. goa's owners work actively within the business and are contactable 24/7.

WHAT WE DO

We are in the business of getting our clients noticed. Our clients range from small business to some of the most prominent brand names in Australia. For over 30 years we have led the industry in Australia with innovation in the areas of technology, research and design. goa was the first to adapt our digital network deliverables to a unique social media platform. It has underpinned success in the past and will underpin success in the future.



THE CORO ICONIC

DIGITAL FORMATS

THE ICONIC SERIES



The Milton Iconic



The Coro Iconic

THE GRID



The Grid Landscape



The Grid Portrait

STATIC FORMATS



Classic Static



Static Extensions



EMC Supersites



X-Track



Regional



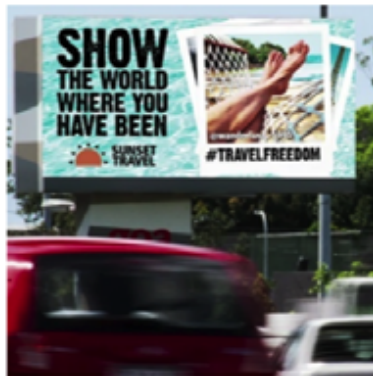
Trivision

OUR PIONEERING SPIRIT

goa pioneered the development of large format digital in Australia, building key partnerships, considerable buying power and laser-like precision in project management along the way.

goa also pioneered market-first technology **goa connect**, enabling advertisers to broadcast user-generated and client-controlled content, live, to a potential audience of 375,000 people daily.

GOA CONNECT



LOCATIONAL



LIVE UPDATES

OUR COMMUNITY PARTNERSHIPS

Being a family owned business, our long held belief has been that we each have an obligation to make the world a better place and that profits are not necessarily to provide shareholders with the freedom to do what they want to do, but to do what they should do.

As such, we use the flexibility afforded to us by this technology to support a number of community groups, arts organisations and charities, such as:



Queensland Police Service - Amber Alerts



Brisbane Festival - Awareness Campaign



Vinnies CEO Sleepout - Awareness Campaign



Queensland Music Festival - Keys to the City 2015

OUR PEOPLE

As individuals, courtesy, manners, respect, charm and a sense of humour can take us some way in life. Add focus, loyalty, trust, honesty, discipline, attention to detail, a strong work ethic and a clear understanding that near enough isn't good enough and we can go a lot, lot further. Sustainable success is rarely achieved in isolation. Ultimately, the best performing individuals are those who are team players, who know when to lead and know when to follow. Every day, what we do and how we go about it reflects all of goa's collective wisdom. Every day goa strives to provide prompt, professional service, advice and delivery that is recognised as being the best in the market and, most importantly, focused on effectively and efficiently getting our clients noticed.

MEL MAGGS

DEVELOPMENT MANAGER

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Mel Maggs is proud to have been a goa team member since 2008, and is responsible for maintaining and growing relationships with property owners and regulatory authorities, and the facilitation of growing goa through new exciting outdoor locations.

Helping to facilitate goa's growth takes patience, long term vision, and the ability to call upon a realm of experience. From early radio media years to selling and constructing large signage and outdoor advertising solutions throughout Queensland, with a quirky sense of humour, Mel enjoys developing long term relationships in the broader outdoor advertising arena. Utilising her core skills, Mel is securing and creating new and exciting outdoor advertising locations unmatched in the current marketplace. With patience and team work, Mel helps goa deliver on the promise of professionalism and long term successful associations.



THE MILTON ICONIC