



201 Leichhardt Street,  
Spring Hill - Inbound  
**4000 0025**



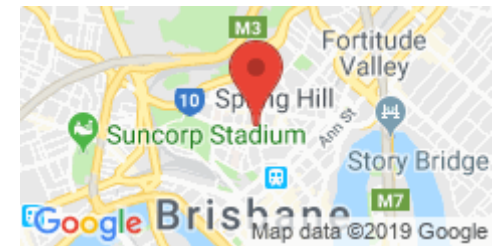
Brisbane CBD



6.40m x 7.60m



Digital



**MOVE #158867**

Demo	Reach (PCA) Brisbane	People (28 days)	Frequency (Average)
P14+	3%	82,000	5.6
P25-54	3.1%	42,000	6.1
OG1	4.5%	28,000	6.3

[www.goa.com.au](http://www.goa.com.au)

The Spring Hill billboard is the first wall mounted Iconic series to be installed by goa. It is located on the south facing external wall near the top of Wharf Street. The innovative design incorporates the use of the existing architectural fins on the building to produce an eye-catching LED lighting feature which illuminates staggered lengths of the wall between fins in an "equalizer" effect. The lighting effect changes colour with each creative, highlighting the dominant tone.

**goa**  
get noticed