

Multicultural Outdoor: Australia's only digital out-of-home network dedicated to multicultural communities

OUR PRODUCT

Community driven environments >> where culture is revealed through language >> shape attention



Environment

Places media within culturally anchored retail environments



Audience

Expands where multicultural communities grow



Creative Connection

Communication primarily in-language

OUR DIGITAL NETWORK

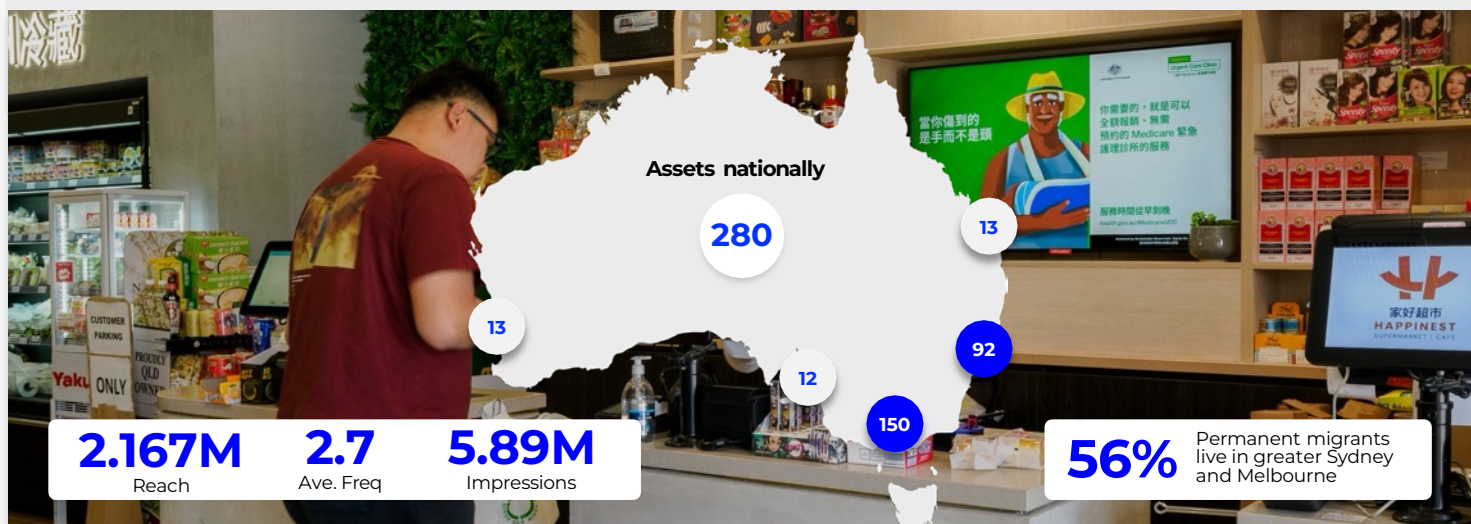


Portrait (1080 x 1920)



Landscape (1920 x 1080)

HOW WE STACK UP



MODERN AUSTRALIA IS MULTICULTURAL



31.5% of Australians were born overseas

48% have at least one parent born overseas

5.5M+ Australians speak a language other than English at home

Source: Australian Bureau of Statistics (ABS), Australia's Population by Country of Birth 2024; ABS Census 2021 – Cultural Diversity.

...AND DRIVING AUSTRALIA'S ECONOMIC GROWTH

75+%

Population growth is driven by migration

~1 in 3

Small businesses are migrant owned

Migration

driving housing demand in Sydney & Melbourne

Multicultural households account for

\$350B+

annual consumer spending in Australia



Source: Australian Bureau of Statistics (ABS); CoreLogic Housing Analysis; NielsenIQ Multicultural Shopper Research.

Over 300

languages spoken in Australian homes, yet most advertising still uses only one.

**VISIT
MCO WEBSITE**



PLANNING FUNDAMENTALS

A modern OOH mindset - Cultural Planning

	Mass OOH	MCO
Environment	5 Cap Cities	Sydney & Melbourne cultural hubs
Audience	Demographics	Communities/Cultural Hubs
Creative	One message	Adapted by language
Execution	Broad deployment	Culture Specific

MCO CONTACTS

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