

Outdoor Impact joins the World Out of Home Organisation

Swedish national out-of-home JIC, Outdoor Impact, has joined the World Out of Home Organisation (WOO). WOO has recruited numerous new national association members so far this year, including the OMA in Australia, OAAN in Nigeria, OHMSA in South Africa and Central de Outdoor in Brazil.

Outdoor Impact is led by Mats Rönne, who has played a vital role in WOO's regular global calls with national associations and media owners to assess the impact on and prospects for recovery for the OOH industry during Covid-19.

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