

Fepe International is now World Out of Home Organization

Fepe International - the global organisation representing Out of Home media owners, national associations, specialist agencies and suppliers to the industry - is rebranding as the World Out of Home Organization. The move, to reflect the changed nature of the association from a European-based entity to a genuinely global body, was announced at Fepe International's 60th Annual congress in Dubai this week.

Fepe International president Tom Goddard says: "It's fitting that this change is announced at our 60th Annual Congress, a record-breaking event with over 400 delegates from across the world, held outside Europe.

"Moving on from Fepe is like saying goodbye to a much-loved old friend, but Out of Home is a truly global and rapidly-changing industry in 2019 and moving from Fepe to the World Out of Home Organization reflects these seismic changes."

Fepe (Federation European Publicite Exterior) was founded in Paris by French outdoor pioneer Jacques Dauphin 60 years ago and initially comprised the national outdoor advertising federations of France, Germany, Belgium, Finland, Italy and the Netherlands. It now has members (including many national associations) from the US, UK, Australia, Latin America, India and China.

Modernising the brand

The new name, logo and other related visual materials were developed with the help of UK brand consultancy Heavenly.



Judges announced for 2019 Fepe International Creative Awards

17 Jan 2019



**WORLD
OUT OF HOME
ORGANIZATION**



Heavenly CEO Richard Sunderland says: "Heavenly was engaged to help modernise the Fepe brand, ensuring it better reflected the unprecedented level of innovation that is now transforming the Out of Home sector.

"The name itself had become an acronym that not many could decode, even among the membership, and one that did not truly reflect the international role the organisation now plays."

Fepe International will transform to the World of Out Home Organization over the coming months.