

Outdoor Media Association

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Media Release

Big, bold and colourful creative wins

The Outdoor Media Association (OMA) has today announced the winners of its quarter two 2018 Creative Collection competition.

Launched in 2013, the [Creative Collection](#) competition celebrates the big, bold, and audacious canvas that is Out of Home (OOH), and recognises the best OOH campaigns each quarter.

Campaigns are judged across the following categories:

- Best creative execution
- Best traditional use of OOH
- Best use of a special build
- Best use of technology and innovation

Quarter two 2018 attracted 32 submissions from OMA members including: Adshel, APN Outdoor, JCDecaux, oOh!media, Paradise Outdoor Advertising, QMS Media, and TorchMedia.

Guest judges included:

- Andrew Dowling, Founder and Managing Director – DO Agency
- Michelle Mansour, Commercial Manager, Digital – Tonic Health Media
- Michael Cali, Commercial Director – oOh!media

“The judging of this quarter’s OMA Creative Collection was a difficult task, creating spirited debate amongst the judges about who should be the eventual winners across each category,” said Andrew Dowling, Founder and Managing Director, DO Agency.

“While all finalists put forward a strong case for selection, the panel came to a unanimous decision based on each winner’s ability to go beyond the obvious and generate an OOH campaign that spoke to its intended audience, in a unique or personalised fashion – whether that be through the topical relevance of the brand and message, seamless integration of technology, or creative impact,” Dowling concluded.

Congratulations to the following winners:





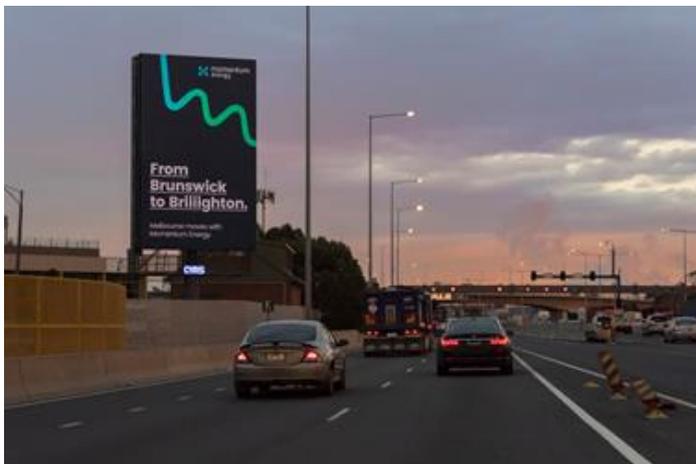
Best creative execution winner:

Campaign: 'The News in Colour'
 Advertiser: News.com.au
 Creative agency: Bohemia Group
 Media agency: Bohemia Group



Best traditional use of OOH winner:

Campaign: 'Cenovis Multivitamins'
 Advertiser: Sanofi Aventis
 Creative agency: Publicis Worldwide
 Media agency: Mindshare NSW



Best traditional use of OOH honourable mention:

Campaign: 'Move with Momentum Energy'
 Advertiser: Momentum Energy
 Creative agency: B.B.E
 Media agency: Havas Media



Best use of a special build winner:

Campaign: 'Everyone loves their Winter Woolies'
 Advertiser: Woolworths
 Creative agency: M&C Saatchi and JCDecaux Creative Solutions
 Media agency: Posterscope and Carat



Best use of technology and innovation winner:

Campaign: 'Everyday Banking with the ANZ Spending App'
 Advertiser: ANZ
 Creative agency: TBWA and JCDecaux Creative Solutions
 Media agency: PHD



Best use of technology and innovation honourable mention:

Campaign: 'Nike React – POS Data Feed'
 Advertiser: Nike
 Creative agency: Tundra
 Media agency: Mindshare

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FURTHER INFORMATION:

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Editor's Notes:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.