



Outdoor Media
Association Inc.

media release

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Final call for entries for Outdoor Awards 2010

Entry for the Outdoor Awards will close **this Friday 5pm 11 June 2010**. The major prize winner will walk away with a **prize worth \$10,000** to attend an International Art Show – with a choice between Art Forum Berlin, Art Basel Miami or Art Basel Switzerland and the coveted gold pigeon statuette.

All Australian Out-of-Home creative that has run between **1 January 2009 and 31 May 2010** is eligible for entry across 12 categories. The awards are **free to enter** and easy to enter online **www.outdoorawards.com.au**

Winners across all categories will be announced at a special evening event in Sydney in September - all entrants will receive an invitation.

Entries will be judged on visual impact/creative appeal as well as meeting campaign objectives. The 2010 Outdoor Awards will be judged by a panel of **seven high calibre international Creative Directors** from some of the best agencies around the world including Santo, 18 Feet & Rising, Mother, La Comunidad, Kessels Kramer, Madre and JWT NY.

The call for entries was launched in March with billboards in Sydney, Melbourne and Brisbane heralding "The Outdoor Awards are Coming". Following this, a new billboard has been unveiled each week under The Someone Will Project banner to inspire and stimulate creative debate in the lead up to the awards closing deadline.

This week's billboard 'Take Me With You' is by British typographer Anthony Burrill using his signature of large simple blocky type face in a poster style design – perfect for the Out-of-Home medium.

The series of artistic, provocative and offbeat large format billboards each link to the thought that in future Someone Will use Out-of-Home in potentially new ways to greater effect and can be viewed at **www.someonewillproject.com**

OMA Chief Executive Charmaine Moldrich said the aim of the awards was to celebrate great creative campaigns across a range of Out-of-Home executions and profile the effectiveness of the medium.

“The importance of good creative in making an Out-of-Home campaign successful cannot be overemphasised,” Ms Moldrich said

“We are therefore calling on the Australian advertising community to put forward their best outdoor campaigns from the last 17 months to help showcase exceptional Australian Out-of-Home creative.”

Further information: Charmaine Moldrich 02 9357 9900 or 0407418273



