

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au
ABN 59 004 233 489 www.oma.org.au



Monday 30 November 2015
For immediate release

Media Release

The one time that Buffering wins the day!

The Outdoor Media Association (OMA) has today announced the winners of its Creative Collection competition for Q3 2015.

Run quarterly by the OMA, the [Creative Collection](#) competition recognises and celebrates the best Out-of-Home (OOH) creative and innovative advertisements. Launched in 2013, the competition is now in its third year and continues to gain momentum, with winners appearing in the biennial publication OPEN – an anthology of Outdoor creative from Australia and around the world.

Campaigns are judged across the following categories:

- Best creative execution
- Best use of a special build
- Best use of technology/innovation
- Best traditional use of the OOH medium

Quarter 3 2015 attracted 43 submissions from OMA members including Adshel, APN Outdoor, Executive Channel, goa, JCDecaux, oOh! Media and TorchMedia.

Guest judges included Blair Hamilford, Commercial Director Sales – Retail, oOh! Media; Roopa Fulivai, Media Marketing Manager, Adshel; and Kevin MacMillan, Founder and Creative Partner, The Works.

Said MacMillan “I love how people can be so consumed with their phones and digital devices but an effective piece of OOH creative can stop them in their tracks.”

Congratulations to the following Q3 winners:

Best creative execution winner:

Campaign: 'Always on'

Advertiser: iiNet

Creative agency: Marketforce

Media agency: OMD



Best traditional use of the OOH medium winner:

Campaign: 'Milk Matters'

Advertiser: Lion Dairy and Drinks

Creative agency: AJF Partnership

Media agency: Starcom



Best use of a special build winner:

Campaign: 'Coke Contour'

Advertiser: Coca Cola

Creative agency: Universal McCann

Media agency: Universal McCann



Best use of technology/innovation winner:

Campaign: 'Stop the spread of melanoma'

Advertiser: Melanoma institute of Australia

Creative agency: Disciple

Media agency: Direct



ENDS**FURTHER INFORMATION:**

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

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.