

Outdoor Media Association

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Media Release

OOH creative opportunities everywhere

The Outdoor Media Association (OMA) has today announced the winners of its 2017 Q3 Creative Collection competition.

The [Creative Collection](#) competition recognises and celebrates the most creative and innovative Out of Home (OOH) campaigns. Launched in 2013, the competition 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 2017 attracted 28 submissions from OMA members including: Adshel, APN Outdoor, goa, JCDecaux, oOh!media, Paradise Outdoor Advertising and QMS Media.

Guest judges included Elly Hanlon, General Manager – Hanlon Industries and Nick Errey, Group Corporate Marketing and Communications Manager – oOh!media.

“One element paramount to the evolution of OOH is creativity. When done well OOH can capture the essence of a brand, impart a potent message, connect with an audience and create a reaction – all in the blink of an eye. The winners from this quarter are great examples of OOH at its finest” said Charmaine Moldrich, CEO, OMA.

“We had quite the debate around who should take out the ‘best use of traditional’ category. In the end, when we looked at which campaign played to the proven strength of classic OOH, it was hard to go past a giant croc on an unmissable billboard,” said Nick Errey, Group Corporate Marketing and Communications Manager, oOh!media.

“This quarter’s winning submissions have once again proven the power of OOH to continually evolve and reach new levels of imagination and innovation. Through thinking ‘outside the box’, OOH offers unparalleled attention and engages audiences in a way that online, broadcast and print media can only dream of,” said Elly Hanlon, General Manager at Hanlon Industries.

Congratulations to the following winners:

Best creative execution winner:

Campaign: ‘The People’s Panel’

Advertiser: The Heide Museum of Modern Art

Creative agency: M&C Saatchi

Media agency: Dentsu Mitchell



Best traditional use of the Out of Home medium winner:

Campaign: 'Billabong Sanctuary'
 Advertiser: Billabong Sanctuary
 Creative agency: Paradise Outdoor Advertising
 Media agency: N/A



Best traditional use of the Out of Home medium honourable mention:

Campaign: "The Handmaid's Tale"

Advertiser: SBS

Creative agency: SBS

Media agency: Zenith



Best use of a special build winner:

Campaign: 'Discovery'

Advertiser: Land Rover

Creative agency: Spark44

Media agency: Mindshare



Best use of technology/innovation winner:

Campaign: 'Answer the call'

Advertiser: The 2017 Toyota AFL Finals Series

Creative agency: JCDecaux

Media agency: Vizeum



Best use of technology/innovation honourable mention:

Campaign: 'Nutella Morning Moods'

Advertiser: Ferrero Australia Pty Ltd/ Nutella

Creative agency: oOh!media

Media agency: PHD Sydney



ENDS**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