

Outdoor Media Association

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Media Release

Arts & Minds wins the jurors' hearts

The Out of Home Creative Collection jurors today choose 'Anglicare's Arts & Minds' campaign as the winner of the 2017 Grand Prix, selected from over 110 campaigns, submitted over the past year as part of the OMA's Creative Collection competition.

"The jurors loved 'Arts & Minds' from the first moment they saw it. That heady combination of a simple idea, executed to perfection using everything OOH has to offer and amplified by digital. It drew awareness and raised funds to support people living with mental health issues," said Charmaine Moldrich, CEO, OMA.

"One in five (20%) Australians aged 16–85 experience a mental illness in any year. This campaign is a brilliant example of how media can make a huge difference to people's lives. Similar to the 2015 domestic violence campaign 'Look at me' from UK charity, Women's Aid, this campaign uses OOH to shine a light on a real issue that affects us all," concluded Moldrich.

In quarter two of 2017, the 'Arts & Minds' campaign was the category winner for the Best use of Technology and Innovation. It was also the only campaign in 2017 to be awarded the Grand Prix in its quarter.

Alison Tilling, Head of Planning, BMF was on the jury for both quarter two and the annual Grand Prix, said, "This campaign reminds us all there are campaigns you do, because you can, rather than because you should. The 'Arts & Minds' campaign is an absolute "should". It was executed to a very high standard, used technology in ways that added both meaning and excitement to the idea, and was carefully considered from start to finish. It's a great campaign for a great cause, and I am so pleased to be part of the jury that awarded it the 2017 Grand Prix prize. I look forward to seeing more OOH campaigns like this in the future,".

Run quarterly by the OMA; the [Creative Collection](#) competition recognises and celebrates the most creative and innovative OOH campaigns from Australia, with winners appearing in the biennial publication [OPEN](#) – an anthology of OOH creative from Australia and around the world. Now in its fourth year, the competition continues to gain momentum.

The Grand Prix winner is judged using the following criteria:

- A simple idea that is flawlessly executed within a single glance
- Visual impact and strong creative appeal
- Encourages people to think and/or generates an emotional response
- Clear and obvious branding
- Complements/strengthens other mediums (online/digital, mobile, radio, etc.)
- Contextually relevant
- The idea lends itself to further engagement and interaction through the use of digital technology or innovation

Guest judges included:

- Alison Tilling, Head of Planning – BMF

- Peta McDowell, Senior Art Director – M&C Saatchi
- Donna Wishart, Media and Communications Manager – Surf Life Saving Australia

Also judged on the day was the 2017 quarter four competition, which attracted 21 submissions from OMA members including Adshel, APN Outdoor, goa, JCDecaux, oOh!media, Paradise Outdoor Advertising and QMS Media.

Guest judges included:

- Ruby Grennan, Marketing and Communications Manager, Adshel
- Romy Sedman, Digital Strategy and Brand Marketing Manager – JCDecaux
- Peta McDowell, Senior Art Director – M&C Saatchi
- Donna Wishart, Media and Communications Manager – Surf Life Saving Australia

“Story telling is a potent tool. There is popular lore that Ernest Hemingway made a bet with other writers that he could write a novel in six words. After penning ‘For sale, baby shoes, never worn’ he collected his winnings. The Queensland Writer’s Centre ‘#8wordstory’ is the modern day take on Hemingway and so a perfect match with the OOH format – a glance medium that evokes something within you and captures your attention,” said Peta McDowell, Senior Art Director, M&C Saatchi.

Quarter 4 campaign winners across the following categories were:

- Best creative execution – Victorian Government ‘A twist at every turn’
- Best traditional use of the OOH medium – Hort Innovation ‘Hort Innovation Bananas’
- Best use of a special build – Roadshow Films ‘Geostorm’
- Best use of a special build honourable mention – Ladbrokes ‘Spring Carnival’
- Best use of technology/innovation – Queensland Writers Centre ‘#8wordstory’

Congratulations to all of the winners. Submissions for the 2018 quarter one competition will open Monday, 5 March.

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 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.

A Board of Directors, elected by the members, governs the OMA.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.



Grand Prix winner:
 Campaign: 'Anglicare's Arts & Minds'
 Advertiser: Anglicare Southern Queensland
 Creative Agency: Khemistry
 View the video [here](#).

Creative Collection 2017 Quarter 4



Q4 - Best traditional use of the OOH medium winner:
 Campaign: 'Hort Innovation Bananas'
 Advertiser: Hort Innovation
 Creative agency: Elevencom
 Media agency: Ikon



Q4 - Best creative execution:
 Campaign: 'A twist at every turn'
 Advertiser: Victorian Government
 Creative agency: Clemenger BBDO VIC
 Media agency: Dentsu X
 Other agency: Posterscope



Q4 - Best use of technology/innovation winner:

Campaign: '#8wordstory'
Advertiser: Queensland Writers Centre
Creative agency: Redsuit Advertising



Q4 - Best use of a special build winner:

Campaign: 'Geostorm'
Advertiser: Roadshow Films
Creative agency: Roadshow Films
Media agency: OMD



Q4 - Best use of a special build honourable mention:

Campaign: 'Ladbrokes Spring Carnival'
Advertiser: Ladbrokes
Media agency: Ikon