



MEDIA RELEASE

Friday, 19 May 2006

2006 Outdoor Creative Awards

Creative teams throughout Australia are being urged to “get crackin” as the search begins for this year’s most creative outdoor advertisements for the 2006 Outdoor Media Association’s (OMA) ONE Awards.

OMA Chief Executive Officer Helen Willoughby said last year’s inaugural ONE Awards had proven highly successful among agencies and advertisers, attracting 220 entrants.

Ms Willoughby said MarketForce, the Western Australian agency that developed the campaign for last year’s winning entry, had been retained by the OMA to develop a concept that would clearly distinguish the ONE Awards from other creative competitions.

“The result is a clever, multi-dimensional campaign that speaks clearly to the creative process of constantly reviewing, revising, discarding and developing new ideas until you have achieved ‘the one’ that works,” Ms Willoughby said.

“Given the strong response to the ONE awards last year, we are anticipating even more entries this year.”

The winning entry for the 2006 ONE Awards will again receive \$10,000 cash for the Creative Team and up to \$500,000 free outdoor space for their client.

First round entries for the 2006 One Awards close on 30 June 2006. Finalists will be chosen for the following three categories:

- Best of Category in each of the outdoor formats – Large Format Poster, Street Furniture and Transit.
- Best Cross-format Campaign.
- People’s Choice.



Ms Willoughby said the OMA was delighted to again have Michael Simons, the Executive Creative Director of Foote, Cone & Belding, chairing the judging panel, and that AdNews would continue its partnership with these awards.

Mr Simons welcomed the opportunity to showcase Australia's creative talent in the outdoor sector.

"The outdoor format continues to be a favourite among creative people as it takes true skill to distil a broad concept into a simple message that engages a target audience in an entertaining and dynamic way," Mr Simons said.

"These Awards reward that talent and I urge all advertising agencies to ensure they get their entries in. The format for entering online is simple...just as all good outdoor should be."

Finalists from the first round of entries will be publicly announced in July/August 2006 with a second round of entries to be called soon after.

Further information: **Helen Willoughby, CEO**
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