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Media Release

Innovation – the driver of OOH

The Outdoor Media Association (OMA) has today announced the winners of its 2017 Q1 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 1 2017 attracted 25 submissions from OMA members including Adshel, APN Outdoor, Bishopp Outdoor Advertising, JCDecaux, oOh!media, Paradise Outdoor Advertising and QMS Media.

Guest judges included Paula Keamy, Associate Creative Director – M&C Saatchi; Joanna Mitchell, Marketing Manager – Tonic Health Media and Remi Roques, Managing Director – Ayuda.

The increasing standard of innovation displayed in OOH continues to impress our creative agency judges, and resulted in awarding two winners for the technology and innovation category.

Myer showcased the evolving capabilities of OOH with its ‘Catwalk to Cart’ campaign, with Paul Keamy of M&C Saatchi commenting, “This is an inspiring example of the potential of Outdoor and mobile used together – the incredible power of pairing the one medium consumers can’t block or avoid with the one medium that’s always in their hands.” While Surf Life Saving Australia’s ‘Donation Game’ game was “effective, engaging and easy to use,” added Keamy.

Congratulations to the following winners:

Best creative execution winner:

Campaign: ‘Buttersoft’

Advertiser: Fonterra

Creative agency: Clemenger BBDO Melbourne

Media agency: MediaCom



Best creative execution honourable mention:

Campaign: 'Adidas Stadium to Street'

Advertiser: Adidas

Creative agency: Intermarketing Agency

Media agency: Posterscope



Best traditional use of the Out of Home medium winner:

Campaign: 'Hungry'

Advertiser: Menulog

Creative agency: Menulog

Media agency: Blue 449



Best use of a special build winner:

Campaign: 'Skull Island'
 Advertiser: Roadshow Films
 Creative agency: JCDecaux Creative Solutions
 Media agency: OMD



Best use of technology/innovation winner:

Campaign: 'Catwalk to Cart'
 Advertiser: Myer
 Creative agency: Clemenger BBDO
 Media agency: Ikon



Best use of technology/innovation winner:

Campaign: 'Surf Life Saving Donation Game'
 Advertiser: Surf Life Saving Australia
 Creative agency: JCDecaux Creative Solutions
 Media agency: OMD



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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.