

Outdoor Media Association

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Media Release

Smart thinking takes out the Out of Home 2016 creative Grand Prix

The Outdoor Media Association (OMA) today announced the winner of its annual Creative Collection Grand Prix.

Selected from over 150 campaigns, submitted over the past year as part of the OMA's Creative Collection competition, the [University of Melbourne's 'Made Possible by Melbourne'](#) campaign was named the 2016 Grand Prix winner, with an honourable mention going to Bonds 'The Boys'.

"The 'Made possible by Melbourne' campaign was undoubtedly the best example of how Out of Home (OOH) is being used to its full potential by smart advertisers, engaging audiences across multiple OOH platforms, complemented by mobile, to create an interactive experience that immerse audiences," said Charmaine Moldrich CEO, OMA.

"It captured attention, drove audiences to seek more information, and showcased not only the brilliant work the University of Melbourne is doing, but also put Melbourne city in the lime light. A deserving winner," Moldrich concluded.

Jon Kelly, Creative Director, Iris Worldwide said, "Rule breaking and brave, there was one clear winner as OOH proves it can play in the content space too. When the world is going mad for thumb-stopping three second on-line auditions, the University of Melbourne and McCann prove that if your content is good people will step forward, engage and get involved."

Run quarterly by the OMA, the [Creative Collection](#) competition recognises and celebrates the most creative and innovative OOH campaigns. Launched in 2013, the competition is now in its fourth 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. OPEN³, the third in the series of Out of Home creative books, will be launched later this year.

The Grand Prix winner was judged across 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 Paul Bruce, Executive Creative Director – Zoo Group; Alex Hayes, Head of Mumbrella Bespoke – Mumbrella; Nicole Hetherington, Associate Creative Director – WiTH Collective; and Jon Kelly, Creative Director – Iris Worldwide.

Commenting on the winning campaign, Nicole Hetherington said, “The winner was a clear stand out for us – it utilised OOH to its full potential and turned the spaces in to an immersive experience that took over Melbourne. It really is a piece of work ‘I wish I’d done’. Congratulations to all the finalists and winners.”

While Paul Bruce added, “A great outdoor campaign, great client, great idea, great production and great media, together they made it happen. More please Australia!”

Also judged on the day were the 2016 quarter 4 winners, which attracted 25 submissions from OMA members including Adshel, APN Outdoor, JCDecaux, oOh!media, Paradise Outdoor Advertising, QMS Media and TorchMedia.

Guest judges included Alex Hayes, Head of Mumbrella Bespoke – Mumbrella; Nicole Hetherington, Associate Creative Director – WiTH Collective; Michaela Piper, Marketing Manager – APN Outdoor; and Charlotte Valente, Head of Marketing – Adshel

Quarter 4 campaign winners across the following categories were:

- Best creative execution – Carlton United Breweries ‘Corona – From where you’d rather be’
- Best creative execution honourable mention – LVMH Bvlgari ‘Bvlgari Roma’
- Best traditional use of the OOH medium – Pandora ‘Pandora Rose Gold’
- Best use of a special build – University of Melbourne ‘Made possible by Melbourne’
- Best use of technology/innovation – The Lost Dogs Home ‘Wait with a mate’

Congratulations to all of the winners. Submissions for 2017 quarter 1 competition will open Wednesday 1 March.

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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.

**OUTDOOR
MEDIA
ASSOCIATION**

**Creative
Collection 2016
Grand Prix**



Grand Prix winner:
Campaign: 'Made possible by Melbourne'
Advertiser: University of Melbourne
Creative Agency: McCann Melbourne
Media Agency: McCann Media

[Watch the video](#)

Creative Collection 2016 Quarter 4



Q4 - Best traditional use of the OOH medium winner:
Campaign: 'Pandora Rose Gold'
Advertiser: Pandora
Creative agency: Pandora
Media agency: Ikon



Q4 - Best traditional use of the OOH medium honourable mention:
Campaign: 'Bvlgari Roma'
Advertiser: LVMH Bvlgari
Creative agency: GMG Production
Media agency: MediaCom



Q4 - Best use of a special build winner:
Campaign: 'Made possible by Melbourne'
Advertiser: Melbourne University
Creative agency: McCann Melbourne
Media agency: McCann Media



Q4 - Best use of technology/innovation winner:
Campaign: 'Wait with a Mate'
Advertiser: The Lost Dogs Home
Creative agency: GPY&R



Q4 - Best creative execution:
Campaign: 'Corona'
Advertiser: Carlton United Breweries - Corona
Creative agency: Monster Children Sydney
Media agency: MediaCom Melbourne