



Tuesday 23 February 2016  
For immediate release

## Media Release

# Qantas brings home creative Grand Prix

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

Selected from over 200 campaigns, submitted over the past year as part of the OMA's Creative Collection competition, the Qantas 'Welcome Home' campaign was named the 2015 Grand Prix winner, with honourable mentions to Lexus 'This is the New Lexus', Melanoma Institute of Australia 'Stop the Spread of Melanoma' and Sony Pictures 'The Walk'.

"It is heartening to see a poster, which I believe has the power to paint a thousand words, winning the OMA 2015 Grand Prix, amid the talk of digital," said Charmaine Moldrich, CEO of the OMA.

Mike Connaghan, Chief Executive Officer, STW Group on behalf of Lawrence Creative Strategy said, "Neil Lawrence was extremely proud to be working with Qantas and showing the role Australia's airline plays in people's lives. He worked extremely hard on this campaign – as he did with every project he took on – and he was very happy with the way it turned out. It would mean a lot to him – and it means a lot to us – that it has been recognised in this way by his peers."

Run quarterly by the OMA, the [Creative Collection](#) competition recognises and celebrates the most creative and innovative Out-of-Home (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.

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 Jane King, Senior Marketing Director – APN Outdoor; Matthew Byrne, Director – ROVA Media; Julie Faktor, Creative Director – Yonder Creative; Adam Rose, Executive Creative Director/Founding Partner – AJF Partnership Sydney; and Lazrus Simons, Creative Group Head – McCann Australia.

Commenting on the winning campaign, Julie Faktor said, "We had quite a debate around who should take the Grand Prix and it really was a close call. The execution of the Qantas

work was flawless, because of its ability to say so much in the time frame of a glance which just nudged it ahead. The candid nature of the Qantas photography evokes a very immediate and emotional response, which really hits home in an outdoor environment.”

While Lazrus Simons added, “A very simple idea that only Qantas could own – perfect for Outdoor. This campaign makes me want to log on to Qantas whenever I see it.”

“It was also great to see more use of clever, relevant technology (the Honourable Mentions) in what has, until recently, been considered a traditional medium. The future for outdoor advertising is very exciting indeed,” added Adam Rose.

Also judged on the day was the quarter 4 winners which attracted 44 submissions from OMA members including Adshel, APN Outdoor, Executive Channel Network, goa, JCDecaux and oOh!media.

Quarter 4 campaign winners across the following categories were:

- Best creative execution – Sony Pictures “The Walk”
- Best traditional use of the OOH medium – Lion Dairy & Drinks “Dare Iced Coffee”
- Best use of a special build – Cancer Institute of NSW “Pretty Shady”
- Best use of technology/innovation – Ice Break “Refuel Here”

Congratulations to all of the winners. Submissions for 2016 quarter 1 competition will open Tuesday 8 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 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  
2015 Grand Prix**



**Grand Prix winner:**  
Campaign: 'Welcome Home'  
Advertiser: Qantas  
Creative Agency: Lawrence Creative Strategy  
Media Agency: OMD



**Grand Prix - Honourable mention:**  
Campaign: 'This is the New Lexus'  
Advertiser: Lexus  
Creative Agency: M&C Saatchi  
Media Agency: The Media Store



**Grand Prix - Honourable mention:**  
Campaign: 'Stop the Spread of Melanoma'  
Advertiser: Melanoma Institute of Australia (MIA)  
Creative Agency: Disciple  
Media Agency: Direct (MIA)



**Grand Prix - Honourable mention and Q4 - Best creative execution winner:**  
Campaign: 'The Walk'  
Advertiser: Sony Pictures  
Creative Agency: The Job Creative  
Media Agency: UM

**Creative Collection  
2015 Quarter 4**



**Q4 - Best traditional use of the OOH medium winner:**  
Campaign: 'Dare Iced Coffee'  
Advertiser: Lion Dairy and Drinks  
Creative agency: AJF Partnership  
Media agency: Starcom Melbourne



**Q4 - Best use of a special build winner:**  
Campaign: 'Pretty Shady'  
Advertiser: Cancer Institute of NSW  
Creative agency: Soap Creative  
Media agency: UM



**Q4 - Best use of technology/innovation winner:**  
Campaign: 'Refuel Here'  
Advertiser: Ice Break  
Creative agency: The Monkeys  
Media agency: ZenithOptimedia