

Outdoor Media Association

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Media Release

OOH creativity in 2016: it's a good brew

The Outdoor Media Association (OMA) has today announced the winners of its first Creative Collection competition for 2016.

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 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 2016 attracted 48 submissions from OMA members including Adshel, APN Outdoor, Bishopp Outdoor Advertising, Executive Channel Network, goa, JCDecaux, oOh!media, Paradise Outdoor Advertising and QMS Media.

Guest judges included Paul Bruce, Creative Director – The Monkeys; Kirsty Dollisson, General Manager – TorchMedia and Bill Athanassiou, Commercial Sales Manager – QMS Media.

The standard of work and innovation continues to impress our creative agency judges. This quarter was no exception with The Monkeys' Paul Bruce commenting, "I love seeing Outdoor work that uses new technology and makes people look up from their devices."

Congratulations to the following winners:

Best creative execution winner:

Campaign: 'Coopers' New Year's Eve shout out'

Advertiser: Coopers

Creative agency: KWP! Advertising

Media agency: Ikon Communications



Best creative execution honourable mention:

Campaign: 'Zootopia'
 Advertiser: Disney
 Creative agency: SAS Creative
 Media agency: Carat
 Other agency: Posterscope



Best creative execution honourable mention:

Campaign: 'ANZ Sell Ready'
 Advertiser: ANZ Bank
 Creative agency: Whybin\TBWA Melbourne
 Media agency: PHD



Best traditional use of the OOH medium winner:

Campaign: 'Streets Cooler Snack'

Advertiser: Unilever

Creative agency: DDB Worldwide

Media agency: PHD



Best traditional use of the OOH medium honourable mention:

Campaign: 'Maltesers' Easter'

Advertiser: Maltesers

Creative agency: Clemenger

Media agency: Starcom



Best use of a special build winner:

Campaign: 'Coopers Mild Ale'
 Advertiser: Coopers
 Creative agency: KWP! Advertising
 Media agency: Ikon Communications



Best use of technology/innovation winner:

Campaign: 'Optus Bolt'
 Advertiser: Optus
 Creative agency: The Works
 Media agency: Starcom



Best use of technology/innovation honourable mention:

Campaign: 'Heston Blumenthal Virtual Reality Tour'

Advertiser: SBS

Creative agency: In-house (SBS)

Media agency: ZenithOptimedia



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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.