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For immediate release

Media Release

OOH creative brings #SoMuchYAY

The Outdoor Media Association (OMA) has today announced the quarter one winners of its 2018 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 and innovation
- Best traditional use of the OOH medium

Quarter one 2018 attracted 30 submissions from OMA members including: Adshel, APN Outdoor, JCDecaux, oOh!media, Paradise Outdoor Advertising QMS Media, and TorchMedia.

Guest judges included:

- Nathan Bilton, Creative Lead – The Works
- Nick Henley-Smith, Campaign Delivery Manager – APN Outdoor
- Rob Martin, Executive Creative Director – Ikon
- Jordana Sherlock, National Insights and Strategy Manager – QMS Media

“These winners showcase the unique opportunities available for creatives and brands to utilise the creative potential of OOH. Well done!” said Nathan Bilton, Creative Lead, The Works.

“The winners of the quarter one Creative Collection Competition show the breadth of which the OOH channel spans – from eye-catching traditional campaigns, to bespoke one-off special builds that bring communities together, to timely brand messages that integrate technology – proof that OOH is more than a one-trick pony,” said Charmaine Moldrich, CEO, OMA.

“If a brand really wants to be seen, heard and talked about, Outdoor is a brilliant medium. It’s still the purest canvas for creativity we have. And when it’s done well, its impact is undeniable,” said Rob Martin Murphy, Executive Creative Director, Ikon Communications.

Congratulations to the following winners:

Best creative execution winner:

Campaign: 'Nike React'

Advertiser: Nike

Creative agency: Nike Global

Media agency: Mindshare



Best traditional use of the Out of Home medium winner:

Campaign: 'KFC Buckethead Army'

Advertiser: KFC

Creative agency: Ogilvy Australia (WPP AUNZ)

Media agency: Mediacom



Best traditional use of the Out of Home medium honourable mention:

Campaign: 'Open Australian'
 Advertiser: Coopers
 Creative agency: KWP! Media
 Media agency: KWP! Media



Best traditional use of the Out of Home medium honourable mention:

Campaign: 'Don't believe in never'
 Advertiser: Australian Football League
 Creative agency: Clemenger BBDO
 Media agency: Vizeum/Posterscope



Best use of a special build winner:

Campaign: ‘Australian Ethical Super’
 Advertiser: Australian Ethical Super
 Creative agency: DO Agency and Australian Ethical Super
 Media agency: Benedictus Media



Best use of technology and innovation winner:

Campaign: ‘#SoMuchYay – Mardi Gras 2018’
 Advertiser: ANZ and Twitter
 Creative agency: TBWA
 Media agency: Twitter in partnership with PHD ANZ -VIC



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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