

Outdoor Media Association

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Media Release

Nothing fishy about these winners

The Outdoor Media Association (OMA) has today announced the winners of its Creative Collection competition for Q1 2015.

The Creative Collection is a competition run quarterly by the OMA to acknowledge and celebrate the best OOH creative and innovative advertisements. Launched in 2013, the competition is now in its third 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.

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 2015 attracted 67 submissions from OMA members including Adshel, APN Outdoor, Executive Channel, goa, JCDecaux, oOh! Media, Paradise Outdoor Advertising and TorchMedia, with a wide range of products and services advertised on most OOH formats (roadside, street furniture, transit, digital, office buildings and retail).

Charmaine Moldrich, OMA CEO, commented: “The OMA creative collection competition was born out of a desire to review, reflect and celebrate great Outdoor creative on a quarterly basis. The winners from the competition will be featured in our publication, OPEN which was first published to drive conversations around what makes great Outdoor, from both an aesthetic and advertising perspective. As we have seen in recent years, Outdoor is no longer just about billboards and posters, the integration of technology and use of mobile has evolved OOH into a medium that is becoming ever more flexible and innovative. The next edition of OPEN will really be a benchmark for our industry and the campaigns from Q1 2015 are an example of that.”

Congratulations to the following Q1 winners:

Best creative execution winner:

Campaign: 'Stan'

Advertiser: Streamco Media

Creative agency: AJF Partnership

Media agency: Streamco Media



Best traditional use of the OOH medium winner:

Campaign: 'Welcome home'

Advertiser: Qantas

Creative agency: Lawrence Creative Strategy

Media agency: OMD



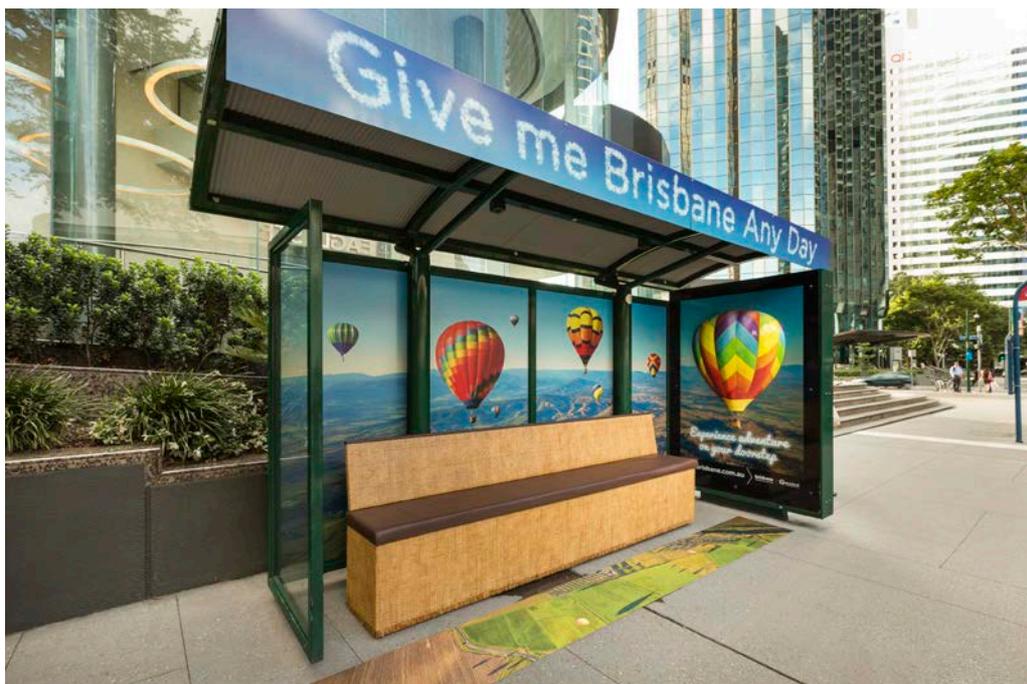
Best traditional use of the OOH medium honourable mention:

Campaign: 'Big sign'
 Advertiser: Ashley & Martin
 Creative agency: BBAM
 Media agency: Carat



Best use of a special build winner:

Campaign: 'Give Me Brisbane Any Day'
 Advertiser: Greater Brisbane
 Creative agency: In-house
 Media agency: In-house



Best use of a special build honourable mention:

Campaign: 'SpongeBob: The Movie'
 Advertiser: Paramount Pictures
 Creative agency: Paramount In-house
 Media agency: MEC



Best use of technology/innovation winner:

Campaign: 'This is the new Lexus'
 Advertiser: Lexus
 Creative agency: M&C Saatchi
 Media agency: The Media Store



Best use of technology/innovation honourable mention:

Campaign: 'Sydney goes POP'

Advertiser: The Art Gallery of NSW

Creative agency: JCDecaux Creative Solutions

Media agency: UM



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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.