



MEDIA RELEASE

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No, it's not an Easter gimmick **- it's the Outdoor Awards**

More than 250 fine quality, handmade chocolate pigeons are being flown across Australia this week to entice creatives to enter their best outdoor media campaigns in the Outdoor Awards.

The awards are **free to enter** and open to any outdoor advertising campaign that has been run in an Australian market in the 16 months between **1 January 2008 and 30 April 2009** (when entries close). All entry details are at www.outdoorawards.com.au

The Outdoor Awards, sponsored by the Outdoor Media Association (OMA), offer prizes across 11 categories with the best overall winner set to receive 10,000 \$1 scratchies.

Winners will be judged by an international panel of renowned creatives, including the Glue Society's Jonathan Kneebone, John Merrifield (Cannes Grand Prix Outdoor Winner & ECD TBWA Asia/Pacific), Leo Premutico (Johannes Leonardo, New York), Ewan Paterson (CHI London), Joe Staples (Weiden & Kennedy, Portland) and Carlos Bayala (Madre, Buenos Aires).

Helen Willoughby of the OMA said the unusual first prize was last month unveiled on a large billboard on Parramatta Road in Sydney's west shortly after the completion of a 10,000km truck journey across Australia which was undertaken to promote the awards.

"The 12 metre by 3 metre billboard took 4 days to assemble and was passed by almost 100,000 cars a day for four weeks, not to mention being guarded 24 hours a day by a burly security guard," Ms Willoughby said.

"It showcased the Outdoor Awards' golden pigeon logo – now featured in rich dark chocolate – and as a piece of creative received international attention, coming second in an online creative poll in the United States.

"The truck journey took three weeks taking in stunning sights such as the Uluru car park, the Pimba roadhouse and miles and miles of Nullabor desert. It was used to launch the new awards and direct creatives to the website."



Ms Willoughby said they were confident the chocolate pigeons would further fuel creatives' desire to showcase their best outdoor material.

"We then intend to round off our own campaign with a not-to-be-missed party in June in celebration of great outdoor creative."

For more information about The Outdoor Awards, please contact Helen Willoughby of the OMA on (02) 8356 9000 or email: Helen.Willoughby@oma.org.au

