

Outdoor Media Association

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Media Release

These winners have the keys to the city

The Outdoor Media Association (OMA) has today announced the winners of its Creative Collection competition for Q2 2015.

Run quarterly by the OMA, the [Creative Collection](#) is a competition that recognises and celebrates the best Out-of-Home (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 2 2015 attracted 43 submissions from OMA members including Adshel, APN Outdoor, Executive Channel, goa, JCDecaux, oOh! Media and Paradise Outdoor Advertising.

Guest judges included Peter Woodward, Client Services Director for Key Systems; Jack Mortlock, Commercial Director for Tonic Health Media; and Lazrus Simons, Creative Group Head for McCann Australia.

Jack Mortlock, Commercial Director for Tonic Health Media said, “Tonic Health Media is a place-based OOH provider, so I loved the opportunity to see how creativity and innovation is being used across all platforms of OOH – place-based, retail, roadside, street furniture...”

“What was really evident to me was how OOH can ignite social media and mobile. As an industry we need to make sure every media buyer, creative and advertiser knows how powerful OOH can be to amplify mobile media,” he continued.

Submissions for the quarter 3 competition will open Tuesday 15 September. Congratulations to the following Q2 winners:

Best creative execution winner:

Campaign: 'Coke Contour'
 Advertiser: Coca-Cola South Pacific
 Creative agency: Ogilvy & Mather
 Media agency: UM



Best creative execution honourable mention:

Campaign: 'Inside Out'
 Advertiser: Disney
 Creative agency: SAS Creative
 Media agency: Carat



Best traditional use of the OOH medium winner:

Campaign: 'BONDS - Hosiery'
 Advertiser: Pacific Brands
 Creative agency: Clemenger
 Media agency: OMD



Best traditional use of the OOH medium honourable mention:

Campaign: 'Nike Zoom'
 Advertiser: Nike
 Creative agency: Cummins and Partners - Melbourne
 Media agency: Mindshare – Melbourne



Best use of a special build winner:

Campaign: '#Huetown'
 Advertiser: Philips
 Creative agency: Iris
 Media agency: Posterscope/Carat



Best use of a special build honourable mention:

Campaign: 'Minimelb'
 Advertiser: Officeworks
 Creative agency: AJF Partnership
 Media agency: Initiative



Best use of technology/innovation winner:

Campaign: 'Keys to the City'

Advertiser: Queensland Music Festival (QMF)

Creative agency: In-house

Media agency: In-house



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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.