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For immediate release

Media Release

Raising the bar on Out-of-Home creativity

The Outdoor Media Association (OMA) has today announced the winners of its Creative Collection competition for Q2 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 traditional use of the OOH medium
- Best use of a special build
- Best use of technology/innovation

The Q2 competition attracted 45 submissions from OMA members including Adshel, APN Outdoor, Executive Channel Network, goa, JCDecaux, oOh!media, QMS Media and TorchMedia.

Guest judges included Jon Kelly, Creative Director – iris Sydney; Charles Parry-Okeden, CEO – Executive Channel Network and Michaela Chan, Chief Marketing Officer – oOh!media.

As OOH adds more strings to its bow for advertisers – engagement, reach, scale, impact, flexibility, immediacy and utility – the calibre and standard of OOH campaigns also increases. In the Q2 competition, we have recognised this by honouring two campaigns with Grand Prix titles. These campaigns are the epitome of the power OOH, demonstrating how it can work with online and mobile, that technology is our friend, and the undeniable power of a tried and true classic poster in the OOH environment.

This sentiment was echoed by guest judge Jon Kelly who said, “OOH holds a unique power as a culture shaper. It tells people what is important. Being big, visible and semi-permanent, it by default, becomes reputable and authoritative. That’s why it was great to see the #CreateWelcome campaign in Queensland using OOH to make such a big statement. One that debatably, no other media could achieve.”

Congratulations to the following winners:

Best creative execution winner and Q2 Grand Prix winner:

Campaign: 'The Boys'

Advertiser: Bonds

Creative agency: Clemenger BBDO Melbourne

Media agency: OMD Melbourne



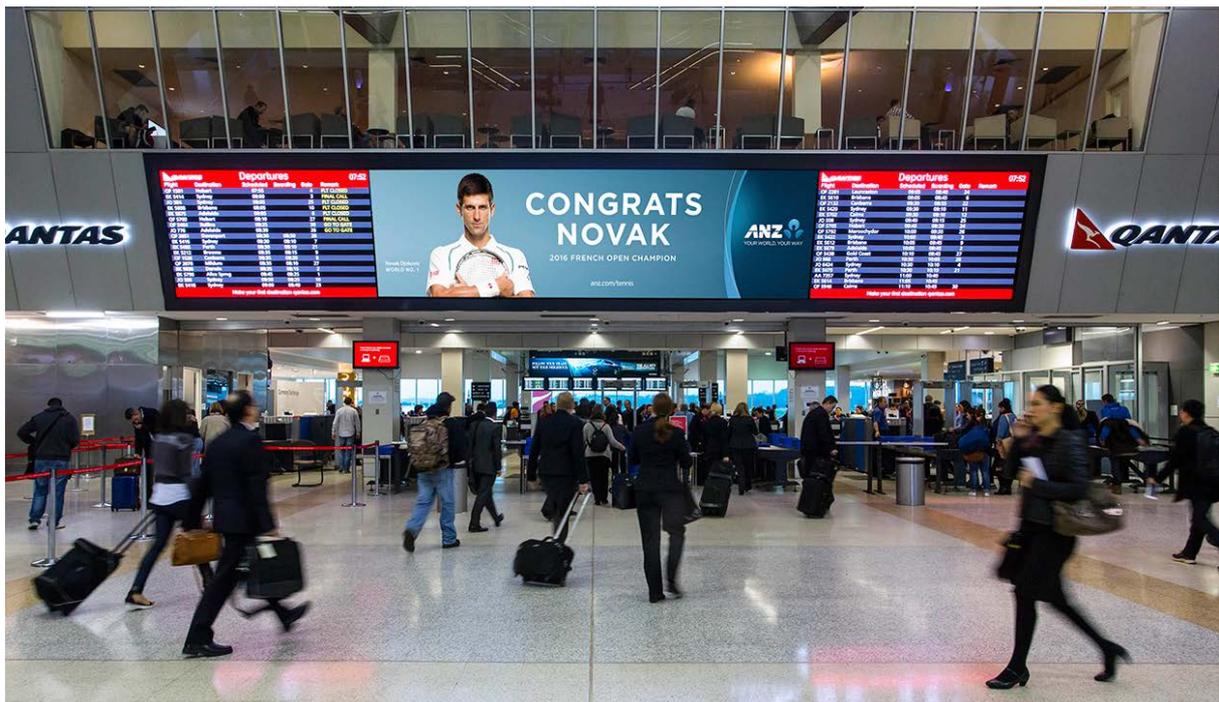
Best traditional use of the OOH medium winner:

Campaign: 'Congratulations Novak'

Advertiser: ANZ Bank

Creative agency: Dave Clark Design Associates

Media agency: PHD Melbourne



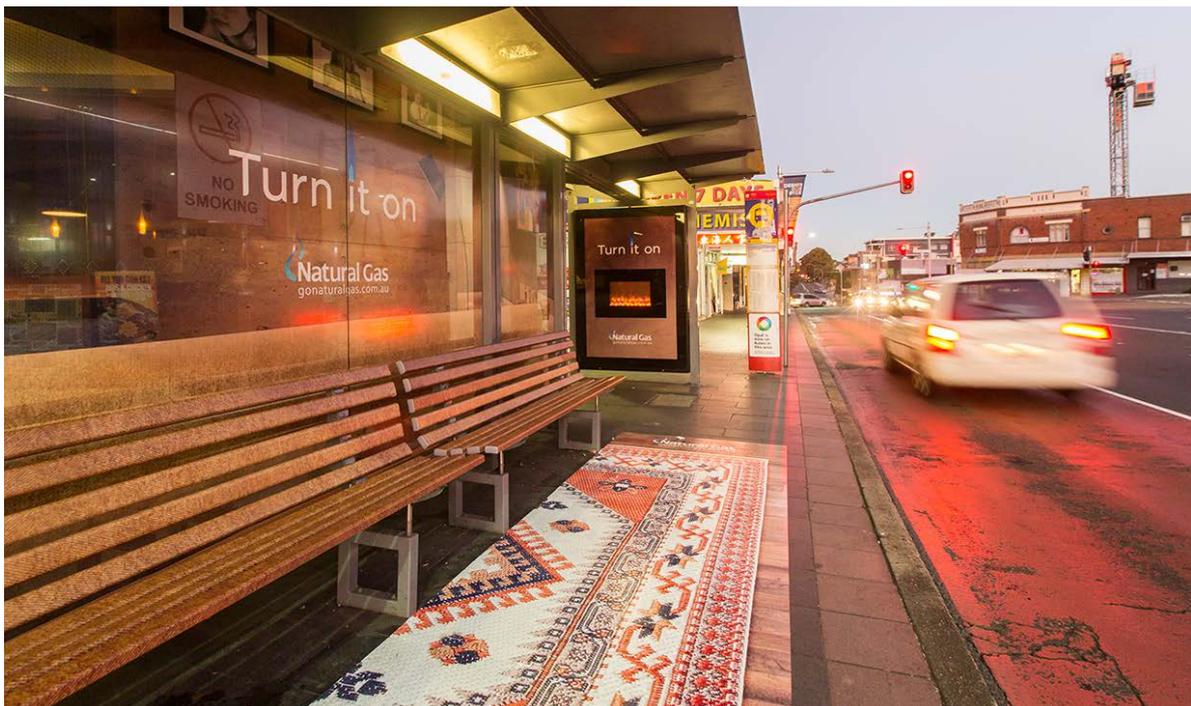
Best traditional use of the OOH medium honourable mention:

Campaign: 'Mars Bar'
 Advertiser: Mars Confectionary
 Creative agency: Clemenger
 Media agency: Starcom



Best use of a special build winner:

Campaign: 'Natural Gas'
 Advertiser: Jemena
 Creative agency: BWM
 Media agency: Initiative



Best use of a special build honourable mention:

Campaign: 'Accor Hotels'
 Advertiser: Accor Hotels
 Creative agency: Special Group
 Media agency: Vizeum/Posterscope



Best use of technology/innovation winner and Q2 Grand Prix Honourable Mention:

Campaign: '#CreateWelcome'
 Advertiser: MDA Queensland
 Creative agency: In-house
 Media agency: In-house



ENDS**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.