

# OMA MOVE

Measurement of Outdoor Visibility and Exposure

## OUT OF HOME CREATIVE CRAFT

- A look at some of the best

September 2017



ANATOMY  
OF OOH



oh!



We've shown  
creative should be  
clear, focussed  
and simple.

AOOH November 2014

We've provided  
evidence that  
great creative can  
improve ROI.

AOOH August 2017

Here's two examples of  
great creative from this  
year's Cannes Lion  
Outdoor winners.

# TWITTER – GOLD LION FOR OUTDOOR

A hashtag, image and logo wins the gold at Cannes 2017

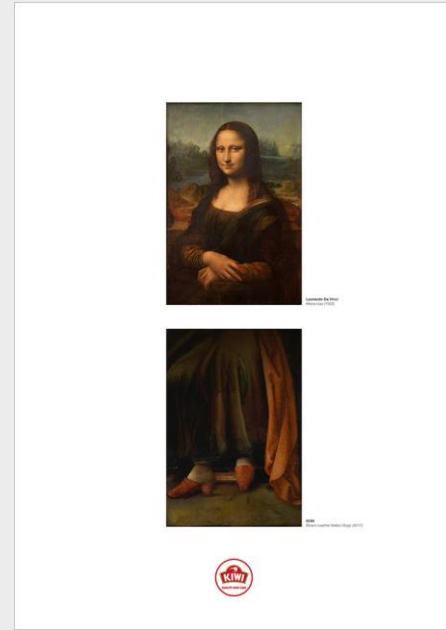


*“clean, simple and  
engaging”*

*Bruno Bertelli  
President of the Cannes Lions jury for  
Outdoor advertising*

# KIWI – 1 SILVER & 2 BRONZE LIONS FOR OUTDOOR

## Famous portraits with shoes added by Kiwi Shoe Polish





For more creative inspiration check out the  
OMA Open Series of great creative locally and around the globe.



Click image to go to the Open series