



Media Release

For immediate release
13 May 2021

First Creative Collection competition for 2021 sees the most entries in two years

The Outdoor Media Association (OMA) has today announced the winners in the quarter one Creative Collection competition for 2021.

The competition attracted 31 submissions from OMA members including: JCDcaux, oOh!media, QMS Media and Shopper Media Group. The new category 'Out of Home for Good' received five entries and was the most debated as the judges explored messages that work best to drive action for government and charity campaigns.

Guest judges included:

Ged Hart, Managing Director, Total Outdoor Media (TOM)

Nick Karaloukas, General Manager, Australian Outdoor Sign Company (AOSCo)

Chris Laws, Managing Director, Enigma

Stephanie Say, National Communications & Partnerships Manager, The Big Issue

The judges praised the calibre of all entries, in particular those which performed well across multiple formats. The large number of entries also demonstrated that brands are capitalising on returning audiences in city centres and high consumer confidence.

OMA CEO Charmaine Moldrich said "The OMA's quarter one 2021 Creative Collection judging was highly contentious, and for good reason. We are seeing advertisers return to our channel with vigour, and in the best possible way: with big, bold creative, and clever messages."

Chris Laws, Managing Director, Enigma, said "The Pepsi Challenge has been around as long as me, but their station campaign was a bold take on their longstanding rivalry. Great design and a variety of formats worked together to deliver massive impact. It would have been impossible to ignore."

"Clear and simple, Daikin's campaign put them forward as the #1 air conditioning brand. They followed the formula for impactful Out of Home, using the temperature to represent the comfort that would come with being in a well air-conditioned space," said Nick Karaloukas, General Manager, AOSCo.

Stephanie Say, National Communications & Partnerships Manager, The Big Issue, valued the addition of the Out of Home for Good category and said, "The Federal Government's Stop it at the Start campaign conveys an important and powerful message, urging Australians to break the cycle of violence against women through

conversations about respect. It serves as an example of the power of the medium, to stop people in their tracks and consider their own role in tackling this social issue.”

“It was great to be a part of the conversation this quarter, as we judged one of the largest collections of entries. What never fails to impress is the ability of good Out of Home creative to capture people’s attention. The clever use of context, time and message demonstrates how Out of Home can embrace such tropes and with innovation, turn a head for a second look and impact that audience” said Ged Hart, Managing Director, TOM.

“The key elements we came back to in deciding the winners were campaigns that were simple, eye catching and humorous. The level of creative that we see on Out of Home continues to improve, making it more and more difficult to judge each quarter. Well done to the creative teams, and their media planers in selecting the right formats and environments to make these campaigns shine,” concluded Moldrich.

Launched in 2013, the Creative Collection celebrates the big, bold, and audacious canvas that is Out of Home by recognising exceptional campaigns each quarter. Campaigns are judged across the following categories:

Big, Bold, and Bright

Best Use of Multi-Format

Best Use of Digital

Innovation in Out of Home

Out of Home for Good

Congratulations to the following winners:



Big, Bold and Bright

Campaign: Subway Footlong Fame

Advertiser: Subway

Creative agency: Publicis

Media agency: Ikon Brisbane

Printer: N/A (digital)



Big, Bold and Bright

Campaign: Subway Footlong Fame

Advertiser: Subway

Creative agency: Publicis

Media agency: Ikon Brisbane

Printer: Cactus Imaging/oOh!media



Big, Bold, and Bright – Honourable Mention

Campaign: Mardi Gras Parade
 Advertiser, creative agency and media agency: Sydney Gay and Lesbian Mardi Gras
 Printer: Grant Print Services



Best Use of Multi-Format

Campaign: Taste Challenge 2021
 Advertiser: Pepsi
 Creative agency: TBWA Sydney, Sprout Network (venue placement) and The Live Agency (experiential agency)
 Media agency: PHD Media
 Printer: N/A



Best Use of Digital

Campaign: Daikin Summer Campaign
 Advertiser: Daikin
 Creative agency: Elastic Studios
 Media agency: Slingshot
 Printer: N/A



Innovation in Out of Home

Campaign: Holey Moley 'Guess the Golf Balls'
 Advertiser: Channel 7
 Creative agency: Direct
 Media agency: Direct
 Printer: N/A



Out of Home for Good

Campaign: Stop it at the Start
 Advertiser: Federal Government (Department of Social Services)
 Creative agency: BMF
 Media agency: UM
 Printer: Mint Imaging and Blow Up Imaging

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, Outdoor Media Association
T: 0403 270 855

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 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.

A Board of Directors, elected by the members, governs the OMA.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.
