



Media Release

For immediate release
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#LookUp competition winners

In support of the second round of the Out of Home (OOH) industry's 'Look Up' campaign the Outdoor Media Association (OMA) launched an Instagram competition in late July offering a cash prize of \$5,000 for one winner and two runners-up prizes of \$1,000. The winner and runners-up will also see their image as part of the third round of the OOH campaign in January 2020.

The winners have been announced on the OMA's social media platforms on 12 September, [per the terms and conditions](#). Congratulations to:

Winner: Amy Liang, Investment Director, Starcom

Runner Up: Rebecca Ho, Group Investment Director, Starcom

Runner Up: Callum Noel Davies, Planner/Buyer, Spark Foundry

"We thank our judges for taking the time to review the submissions and engage in healthy debate about all of the entries. Amy Liang's image was unanimously voted to be the winner and we are excited to share it with Australia on Outdoor signs nationwide early next year," said Charmaine Moldrich, CEO, OMA.

"The Instagram competition was our first step to engage media and creative agencies directly with the 'Look Up' campaign. We are now commencing our breakfast series in Melbourne, Brisbane and Sydney where we share the neuroscience research and what it means for Outdoor advertising," concluded Moldrich.

More information about the Look Up breakfast series may be found [here](#).

The 'Look Up' Instagram competition closed 1 September and judging took place at the OMA offices at 504, 80 William Street, East Sydney NSW 2011 on 4 September.

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FURTHER INFORMATION:

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About the OMA

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.