



Media Release

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For immediate release

Outdoor signs bring magic to commuters in quarter one

The Outdoor Media Association (OMA) has today announced the winners of its quarter one 2019 Creative Collection competition.

Launched in 2013, the Creative Collection competition celebrates the big, bold, and audacious canvas that is Out of Home (OOH), and recognises the best OOH campaigns each quarter.

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 and innovation

Quarter one 2019 attracted 20 submissions from OMA members including: JCDecaux, oOh!media, and QMS Media.

Guest judges included:

- Kate Kissane, Head of Brand & Advertising, St.George
- Kerriane Pritchard, General Manager, Country Outdoor Signs
- Jordana Sherlock, National Insights and Strategy Manager, QMS Media
- Theo Zisoglou, Head of Media & Investment, Bohemia Group

“All finalists in the OMA’s quarter one 2019 Creative Collection put forward solid cases for selection, each demonstrating strong creative executions via the OOH medium and ultimately in each winner’s case, able to deliver a simple, clear and powerful message,” said Kerriane Pritchard, General Manager at Country Outdoor Signs.

“OOH has come such a long way over the last decade. There is so much scope to engage with audiences by leveraging the digital capabilities available and using data to present contextually relevant messages. The brands that leveraged these capabilities really stood out,” said Kate Kissane, Head of Brand and Advertising at St.George.

Congratulations to the following winners:



Quarter one – Best creative execution

Campaign: STEM Campaign
Advertiser: Flinders University (The College of Science & Engineering)
Creative agency: Flinders Creative Studio and Paul Munzberg
Media agency: Wavemaker



Quarter one – Best traditional use of the OOH medium

Campaign: SOLO Zero
Advertiser: Asahi Schweppes
Creative agency: TBWA
Media agency: Posterscope
Other agency: Carat



Quarter one – Best traditional use of the OOH medium, honourable mention

Campaign: Drumstick X Messina
Advertiser: Peter's Ice Cream
Creative agency: The Key Branding
Media agency: Spark Foundry



Quarter one – Best use of a special build

Campaign: Untangle your business phone
Advertiser: Vonage
Creative agency: Rumble
Media agency: Media Republic



Quarter one – Best use of technology/innovation

Campaign: Dancing with the Stars
Advertiser: Channel 10
Creative agency: Channel 10
Media agency: Spark Foundry

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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 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.
