



Media Release

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Creative Collection Q2 winners reflect our passions and experiences

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

The competition attracted 36 submissions from OMA members including: BIG Outdoor, JCDecaux, oOh!media, QMS Media, Shopper and Val Morgan Outdoor.

Guest judges were:

- Tim Elder, National Head of Sales – Direct Clients, Independent Agencies, Boutique Agencies, oOh!media
- Mike Spirkovski, Chief Creative Officer, Saatchi & Saatchi Australia
- Ben Walker, CEO, Shopper
- Sian Whitaker, General Manager, Broadsheet Media

The judges recognised how simplicity and context were strategically used in the campaigns by the winners. There were six entries in the newest category Out of Home for Good, reinforcing Out of Home's ability to spread positive messages and speak to the community.

OMA CEO Charmaine Moldrich said, "The Creative Collection competition often captures the zeitgeist and this quarter's entries certainly exemplified where we sit as a nation. These reflections were captured across the board, from campaigns promoting sport, local tourism, art, and delicious home-grown produce, to messages encouraging vaccination. It was all about our togetherness and it is so wonderful to see that reflected back at us through the messages we carry on our signs."

"The campaigns that delivered a sense of experience worked well for me and my particular favourite was the Art Gallery of NSW's campaign, for its great use of simplicity and context. Adding picture frames to the posters on Outdoor signs, would have had a massive impact on the streets of Sydney," said Mike Spirkovski, Chief Creative Officer, Saatchi & Saatchi.

Sian Whitaker, General Manager, Broadsheet Media said, "We need good, informative vaccination ads. The South Australian Government Health campaign achieved this by allowing the community to feel a part of the state's progress by updating the percentages of South Australian's vaccinated, delivering a clear and optimistic message. It was a simple message, but it was very effective."

Ben Walker, CEO, Shopper, praised the use of multiple formats to amplify impact. “The winning Australian Avocados Green and Gold campaign was perfectly simple and what good Out of Home is all about. It doesn’t try too hard, has a clear connection to the Olympics and was seen across FTA Television and both Large Format OOH and in Shopping Centres across Australia. The OOH component is a great media multiplier, we know that integrated campaigns such as this are 57 per cent more effective than non-integrated campaigns*.”

“Seeing contextually relevant Out of Home campaigns is always inspiring because it demonstrates the potential of reaching audiences efficiently and effectively. This quarter’s entries showed us that campaigns which use location based messaging, multiple environments, and often with a blend of classic and digital creative executions to capture audience attention win out,” said Tim Elder, National Head of Sales – Direct Clients, Independent Agencies, Boutique Agencies, oOh!media.

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

FURTHER INFORMATION:

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*Source: Kantar Millward Brown AdReaction Global Consumer Survey 2017

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 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.

Congratulations to the following winners:



Big, Bold and Bright Joint Winner
Campaign: Archibald 100
Advertiser: Art Gallery of NSW
Creative agency: Art Gallery of NSW
Media agency: N/A
Printer: Grand Print Services



Big, Bold and Bright Joint Winner
Campaign: Winter Launch
Advertiser: Tourism Tasmania
Creative agency: N/A
Media agency: Initiative VIC
Printer: N/A



Best Use of Multi-Format
Campaign: Our Green Gold
Advertiser: Australian Avocados
Creative agency: N/A
Media agency: Atomic 212
Printer: N/A



Best Use of Digital
Campaign: AFL
Advertiser: 2021 AFL Men's Season Launch
Creative agency: AFL
Media agency: N/A
Printer: N/A (digital)



Best Use of Digital – Honourable Mention

Campaign: BIG Love for Mum
Advertiser: BIG Outdoor
Creative agency: BIG Outdoor
Media agency: N/A
Printer: N/A (digital)



Innovation in Out of Home

Campaign: Kid Approved Trips
Advertiser: Wotif
Creative agency: JCDecaux Creative Solutions
Media agency: Spark
Printer: Grand Print Services



Out of Home for Good

Campaign: SA Health Covid Vaccination Campaign
Advertiser: SA Health
Creative agency: Showpony Adelaide
Media agency: Wavemaker SA
Printer: N/A

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