



Media Release

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For immediate release

Best use of data and context wins the day in Q3

The Outdoor Media Association (OMA) has today announced the winners of its quarter three 2020 Creative Collection competition.

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

Quarter three 2020 attracted 18 submissions from OMA members including: JCDecaux, oOh!media, QMS Media and TorchMedia.

Guest judges included:

- Peter Bailey, General Manager, Bailey Outdoor Advertising
- Mark Fairhurst, Chief Customer Officer, QMS Media
- Diana Ilinkovski, Marketing Director, STAN
- Matthew Michael, Managing Director, The Monkeys

The judges praised the entries that brought audiences together using temporal and location-specific messaging, while appealing to people's shared experiences.

Peter Bailey, General Manager, Bailey Outdoor Advertising said, "It is inspiring to see how Out of Home is being used to support local businesses in a time of need. BWS' simple, yet effective campaign provided the ultimate platform for independent brands to market their products, staying area-specific and prompting consumers to sample local products."

"Outdoor, when done well, is so impactful. It has the power to grab attention, land a message and influence audiences in just a glance this in tandem with today's new technology makes it more compelling, more targeted and more interesting than ever," said Matthew Michael, Managing Director, The Monkeys.

OMA CEO Charmaine Moldrich said "The judging this quarter was one of

the toughest so far. The calibre of the entries has cemented my belief that we are seeing a renaissance of Out of Home creativity fuelled by digital opportunities. We're seeing campaigns use data in more tactical ways to capture audiences by taking time of day, location and experience into account.

“Hats off to the clients and creatives who continue to explore and imagine the creative possibilities and then bring their products and services to life,” concluded Moldrich.

Congratulations to the following winners:



Big, Bold and Bright
Campaign: *Eclipse Mask*
Advertiser: Mars Wrigley
Creative agency: N/A
Media agency: Mediacom
Printer: N/A



Big, Bold and Bright – Honourable Mention
Campaign: *Darrell Lea Makes It Better*
Advertiser: Darrell Lea
Creative agency: Akkomplice Group Australia
Media agency: Direct
Printer: N/A



Best Use of Multi-Format
Campaign: *Realestate.com.au Spring*
Advertiser: REA Group
Creative agency: REA Group
Media agency: N/A
Printer: Hogarth



Best Use of Multi-Format – Honourable Mention
Campaign: *Local Luvva*
Advertiser: BWS
Creative agency: Paper Moose
Media agency: Woolworths@Dan
Printer: Cactus Imaging



Best Use of Digital

Campaign: *Barbeques Galore 'Now You're Cooking'*

Advertiser: Barbeques Galore

Creative agency: The General Store

Media agency: Carat

Printer: N/A

Please note there were no entries this quarter in the Innovation in Out of Home category.

ENDS

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.

Outdoor Media Association

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