

Outdoor Media Association

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Media Release

Celebrating evolving creative in Out-of-Home

The Outdoor Media Association (OMA) has today announced the winners of its Creative Collection competition for Q3 2016.

Run quarterly by the OMA, the [Creative Collection](#) competition recognises and celebrates the most creative and innovative Out-of-Home (OOH) campaigns. Launched in 2013, the competition continues to gain momentum, with winners appearing in the biennial publication [OPEN](#) – an anthology of Outdoor creative from Australia and around the world.

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/innovation

The Q3 competition attracted 38 submissions from OMA members including Adshel, APN Outdoor, Executive Channel Network, JCDecaux, oOh!media, QMS Media and Paradise Outdoor.

Guest judges included Sinead Roarty, Associate Creative Director, J Walter Thompson; Matt Baker, Agency Sales Manager, Cactus Imaging and Alan Klein, Head of Creative Solutions, JCDecaux.

OOH has under gone a radical transformation and the idea of a 'one size fits all' approach is dated. Said guest judge Alan Klein, "it's exciting to see the concept of 'traditional' Outdoor advertising evolving. As 'standing out' is becoming even tougher for brands, the innovative use of technology, impactful special builds and the creative application of data, as well as dynamic content are becoming the new norm."

"We'll no doubt see continued growth and creativity in these areas. Helping choose between the best of the best was no easy task, but it's been really inspiring to see so many campaigns are pushing the boundaries. Outdoor is definitely the most exciting space to play in media right now," he concluded.

Congratulations to the following winners:

Best creative execution winner:

Campaign: 'Science Faculty'

Advertiser: University of Technology Sydney

Creative agency: University of Technology Sydney

Media agency: APN Outdoor



Best creative execution honourable mention:

Campaign: 'Nike Unlimited Unleashed'

Advertiser: Nike

Creative agency: Wieden + Kennedy Portland

Media agency: Tundra



Best traditional use of the OOH medium joint winner:

Campaign: 'Network Olympics'

Advertiser: Optus

Creative agency: The works

Media agency: UM



Best traditional use of the OOH medium joint winner:

Campaign: 'THE ICONIC SPORT'

Advertiser: THE ICONIC

Creative agency: THE ICONIC

Media agency: 360DMG



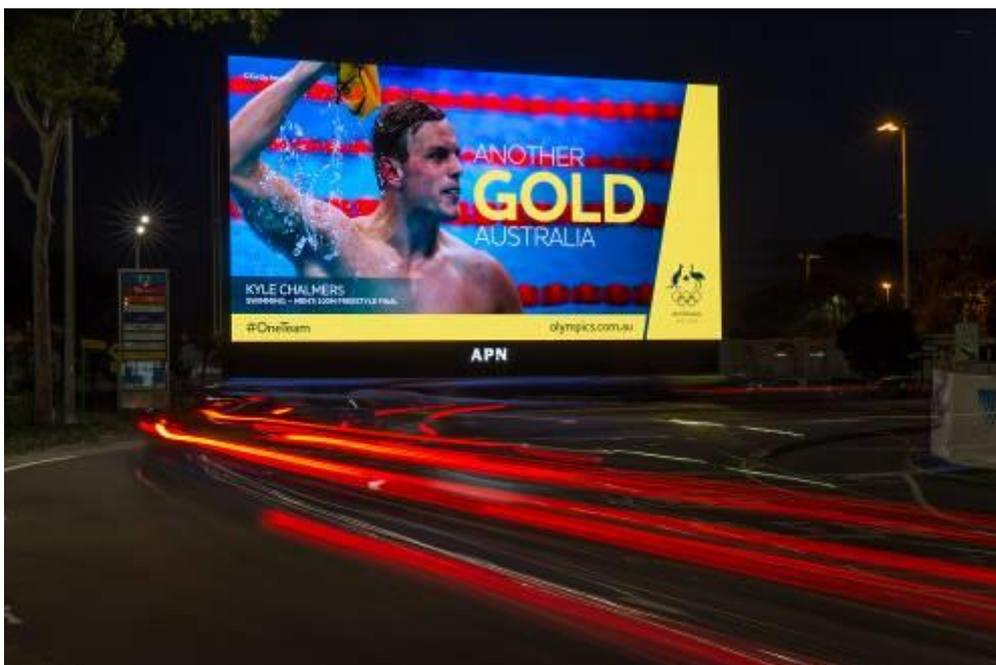
Best use of a special build winner:

Campaign: 'Nespresso'
 Advertiser: Nespresso
 Creative agency: M&C Saatchi
 Media agency: Media Edge



Best use of technology/innovation winner:

Campaign: 'Road to Rio'
 Advertiser: Australian Olympic Committee
 Creative agency: APN Outdoor
 Media agency: APN Outdoor



Best use of technology/innovation honourable mention:

Campaign: 'The Big Aussie Barbie'
 Advertiser: Prostate Cancer Foundation Australia
 Creative agency: JCDecaux
 Media agency: Cloudmaker Consulting



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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 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.