



Outdoor Media
Association Inc.

media release

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Five creative teams in running for Outdoor Awards Best of Show

Five creative teams from four agencies are in contention for the major \$10,000 prize for Best of Show in this year's Outdoor Awards. The winner will have a choice of attending one of the International Art Shows in either Berlin, Miami or Switzerland and of course win the coveted gold pigeon statuette.

Out of the 209 entries received this year there will be 22 winners all of whom will take away a gorgeous pigeon statuette.

The winners will be announced at a special awards ceremony in Sydney next Thursday 9 September 2010.

Comedian Kitty Flanagan will be Master of Ceremonies at the Awards' cocktail function, hosted by the Outdoor Media Association (OMA). All those who entered the Outdoor Awards have been invited to attend, along with other guests from the advertising, media and marketing industries.

The winning entries were chosen from 12 categories for their impact and effectiveness by an international panel of renowned creative directors.

The voting jury (assembled by non-voting Chairman Jonathan Kneebone of The Glue Society) included Sebastian Wilhelm (Santo, Buenos Aires), Matt Keon (18 Feet & Rising, London), Mark Waites (Mother, London), Joaquin Molla, (La Comunidad, Buenos Aires), Dave Bell (Kessels Kramer, Amsterdam/London), Carlos Bayala (Madre, Buenos Aires), Sarah Barclay (JWT, New York).

Charmaine Moldrich, Chief Executive of OMA, said they had been delighted by the calibre of this year's entries.

"We've seen some excellent examples of Out-of-Home advertising this year which demonstrate how well the medium can be used.

"We are really excited about revealing the winners and the Best of Show next Thursday at what promises to be an informal and fun Awards night," Ms Moldrich said.

For more information about please contact Charmaine Moldrich of the OMA on (02) 9357 9900 or email: charmaine.moldrich@oma.org.au