



media release

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Jack Watts Currie takes out major Prize at 2010 Outdoor Awards

Sydney based advertising agency Jack Watts Currie (JWC) has taken out top honors at the 2010 Outdoor Awards winning a \$10,000 prize to attend an International Art Show in Berlin, Miami or Switzerland and the coveted golden pigeon statuette.

The winning team was chosen by a panel of six leading international creative directors for their Australian Red Cross campaign. The campaign used a billboard that appeared to be from a frustrated wife to raise awareness of a Facebook based fundraising campaign called 'For The Love Of Humanity'.

Five creative teams from four agencies were in contention for the major award, all of whom received gold pigeon trophies during the night for various campaigns including: The Brand Agency – Perth, DDB Sydney and two teams from US Sydney.

A total of 21 awards were given out on the night – seven gold, silver and bronze to a range of agencies from Sydney, Melbourne, Brisbane and Perth.

At the Awards ceremony held in Sydney last night, hosted by comedian Kitty Flanagan, the Outdoor Media Association's Chief Executive Charmaine Moldrich praised the standard of this year's entries.

We have seen work of a very high calibre which showcases just how creative a medium Out-of-Home can be, Ms Moldrich said.

What's more, in only our second year of running the Awards we are delighted to have received over 200 entries from more than 50 creative agencies across Australia.

Jonathan Kneebone, Creative Director of The Glue Society, was the non-voting chairman of the international judging panel comprising 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*) and Sarah Barclay (*JWT, New York*).

Mr Kneebone said he had deliberately chosen international judges so that all award winners could feel they had produced something “of a world class standard”.

I hope the winners enjoy the International Art Show. It's certainly an inspiring prize and potentially a little less aggravating than having to scratch through 10,000 instant scratchies like last year's winners, Mr Kneebone said.

**For more information please contact Charmaine Moldrich of the OMA
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Winner: Australian Red Cross 'For The Love Of Humanity' – Jack Watts Currie