



## **MEDIA RELEASE**

*Monday, 3 September 2007*

### **Glue Society to Help Re-Vamp Outdoor Creative Awards**

The creative collective, the Glue Society, has been commissioned by the Outdoor Media Association (OMA) to help lift the profile of the industry's creative awards, now in their third year.

Their appointment follows independent research about the awards' standing among its target audience – the creative community.

The research, conducted by The Seed, showed low awareness of the outdoor industry's existing creative awards – known as the ONE (Outdoor, Noticeable and Effective) Awards. However, the creatives who responded were nevertheless supportive of awards programs in general.

OMA Chief Executive Helen Willoughby said the industry was delighted to have the creative talents of the Glue Society on board.

"The team at the Glue Society are well known for their innovative thinking and delivery of well-timed, attention seeking campaigns," Ms Willoughby said.

"These include work for Nike, Virgin Mobile, the ABC's Chaser team and most recently the NSW Roads and Traffic Authority's provocative speeding campaign aimed specifically at young male drivers.

"We want to draw on those talents to give our outdoor awards that 'cutting edge' necessary to make them a 'must enter' event on the annual calendars of the creative community."

Michael Simons, Regional Executive Creative Director for Draft FCB, will continue as the Chair of the judging panel and will help oversee the re-positioning project.

The OMA aims to launch the new look creative awards before the end of the year.

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