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Speeding Campaign Wins 2005 Outdoor Creative Awards

The ONE Awards: Outdoor, Noticeable, Effective

A public education Speeding Campaign created by Marketforce for the Office of Road Safety in Western Australia has scooped first place in the Outdoor Media Association's inaugural ONE Awards.

The award winning street furniture campaign was chosen by the ONE Awards judging panel from over 220 entries and 19 short-listed finalists.

The Speeding Campaign uses a bus shelter to illustrate the potential cost to human life of a motorist braking to stop at 65km/h instead of 60km/h.

The winning prize for the Marketforce creative team: Andrew Tinning, Creative Director; Levi Slavin, Art Director and David Glover, Copywriter is \$10,000 cash and the client, the Office of Road Safety, will receive up to \$500,000* worth of outdoor media space.

Michael Simons, Chair of the Judging Panel and Executive Creative Director of Foote, Cone & Belding said the panel's decision was based on the originality and creative use of the media.

"We judged the entries on how, in 3 to 5 seconds, they could creatively impact a driver and how well they used the unique environment.

"The speeding campaign is a brilliant example of the way outdoor works. It uses the physical environment of a mundane bus stop and the people going about their everyday lives who sit in it, to demonstrate a very frightening point," Mr Simons said.

The OMA also opened the Awards to general on-line voting with Publicis Mojo's Sistine-chapel inspired bus ceiling advertisement for Nestle Peters Drumstick Gelato as the **"People's Choice best outdoor advertisement for 2005"**. The public's second favourite was for Marketforce's Speeding Campaign.

The winner of the People's Choice ONE Award receives a case of MOET champagne.

Chief Executive Officer of the Outdoor Media Association, Ms Helen Willoughby said the strong response to the first year of the Awards demonstrated the high level of interest in outdoor as a powerful and effective marketing tool.

"By recognising and rewarding great outdoor advertising, we aim to lift the standard of creative in Australia across all formats," Ms Willoughby said.

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For more information please contact:

Michael Simons, Chair of the ONE Awards judging panel & Executive Director of Foote, Cone & Belding.
Helen Willoughby, CEO Outdoor Media Association

For hi-res images of the Winner, People's Choice Winner, Finalists and the judging panel please call Emily Laidlaw on 0409 19 7258.

*Based on rate card, for national coverage across a variety of outdoor formats and is subject to availability. Format selection is at the discretion of the organizer the OAAA. Excludes production and installation. For more detail refer to terms and conditions at outdoormedia.com.au

**THE WINNER &
Street Furniture – Best of Category**

Speed Campaign

Client: Office of Road Safety

Agency: Marketforce

Creatives: Andrew Tinning - Creative Director; Levi Slavin
- Art Director; David Govier - Copywriter

Judges Comments:

This is an extraordinary ad. It uses the physical nature of the outdoor medium to make its point. It's designed specifically for outdoor.



**People's Choice ONE Award &
Transit - Best of Category**

Drumstick Gelato – Classic Italian with an Aussie Twist

Client: Nestle Peters

Agency: Publicis Mojo Melbourne

Creative: Selena McKenzie & Toby Moore

Media Placement: To launch Nestle Peters new Drumstick Gelato flavour the Agency wanted to communicate it was a classic Italian with an Aussie twist. The result was a Sistine Chapel-inspired bus ceiling of an Australian summer beach complete with seagulls nicking bikini tops, keys stranded in the sand and a Drumstick.



Judging Panel Comments:

The Sistine Chapel inspired bus ceiling of an Australian summer beach is inextricably linked to the product's proposition of being a classic Italian with an Aussie Twist. This is advertising working at its best. It makes people feel good about the brand.

Some comments from the General Public:

"The Drumstick Gelato ad caught my attention the moment I saw it. What better way to say 'classic Italian with a twist' then with an Aussie parody of the Sistine Chapel? An inspired example of media and creative working together."

"... I travel on public transport frequently, and I found the ad to be colourful and engaging, as well as a very creative use of space. Trains, trams and buses are often dirty, dowdy and, at peak-hour times, not a lot of fun to travel on. The Drumstick ad would brighten any one of these modes of transport."

" ... it was a clever use of a different advertising space which had immediate impact and made me smile!"

"...it's a unique and creative way of using the outdoor medium, not many advertisers think to use a bus ceiling. The execution ensures that the ad cuts through the clutter of outdoor ads, that often use witty one liners, which can lose their appeal quickly. The idea of using a fresco a great fit for the brand, which was focusing on classic Italian with an Aussie fit, and was a perfect as well as the medium."

Other Finalists

Highly Commended – Street Furniture

Financial Review – Positioned for Success

Client: Australian Financial Review

Agency: Love Pty Ltd

Creative: Siimon Reynolds, Creative Director; Marianne Little, Senior Copywriter; Paul Hoyne, Art Director; Rose Khodr, Art Director

Judging Panel Comments: These ads are clever and well branded. The multiplicity of messaging and heavy presence outdoor gives added impact to this campaign.



Best of Category – Large Format/Posters

NRMA – Fix Our Bloody Roads

Client: NRMA Motoring & Services

Agency: Leo Burnett Sydney

Creative: Executive Creative Director:

Mark Collis; Art Director: Tim Chenery

Copywriter: Jol Temple; Production: Paddy Morahan

Media Placement:

This campaign targeted drivers who used roads that NRMA Motoring & Services were campaigning to have upgraded.

Outdoor along these routes was selected as the backbone of the campaign, as it was the one media channel that reached the target without any waste, and at a time they were experiencing the road in question. The headline on the creative was a website dedicated to communicating information about the roads, and getting drivers to register their support for the NRMA campaign, with links to email politicians.

Judges comments: Very creative. Incredible impact. It only works in its environment.



Highly Commended – Large Format/Posters

Coopers Love Handles

Client: Coopers Brewery

Agency: kwp! Advertising Pty Ltd

Creative: David Mackrel, Writer; Brett Rosevear, Art Director; Peter Withy, Creative Director

Media Placement: Main arterial roads from the airport.

Media: Sharon Cookson, kwp! Advertising Pty Ltd

Judging Panel Comments:

"It's funny, has a simple and clever strong idea and communicates well." "Every time I see it, it makes me feel like a beer."



Highly Commended – Transit

Hamilton Island Throw in the Towel

Client: Virgin Blue

Agency: Cummins & Partners, Melbourne

Creative: Art director Lisa Fedyszyn, copywriter Jonathan McMahon

Media Placement: Airport entrances and in the major thoroughfare heading to the airport. Quite important considering the brand is an airline.

Judging Panel Comments:

"Insightful and resonates well with those traveling for business and pleasure. Tremendous. Cheeky. Irreverent. Very Virgin. Clever use of the physical structure."





About the ONE Awards

What are the ONE Awards?

ONE stands for Outdoor, Noticeable, Effective. Last year, 2005 was the first year of the ONE Awards that were set-up to raise the profile and standard of outdoor advertising in Australia.

How was the 2005 ONE Awards judged?

Entries were submitted each quarter and judged by a panel of industry experts to create a short-list of finalists by each outdoor format: transit, street furniture and large format/posters. At the end year the judging panel selected one winner from the 19 short-listed finalists.

What does the winner receive?

The creative team wins \$10,000 cash and their client can win up to \$500,000* in outdoor media space. The Best of Each Format and Highly Commended finalists receive 6 bottles of champagne.

What is the People's Choice ONE Award?

Members of the general public were encouraged to vote for their favourite outdoor advertisement online at outdoormedia.asn.au from the 19 short-listed finalists. During January 2006 almost 1,500 people voted for the People's Choice ONE Award, of which 17% voted for the Sistine Chapel-inspired Nestle Peters Drumstick Gelato bus ceiling. The fresco-like advert depicted an Australian summer beach scene complete with seagulls nipping bikini tops, keys stranded in the sand and a Drumstick.

It was a stand-out winner with the next closest Office of Road Safety Speeding Campaign receiving 14% of votes. Australian's obviously disagreed with the judging panel's choice, being for the Office of Road Safety Speeding Campaign.

Who judged the Awards?

The judging panel comprises of specialists from different disciplines such as a: creative director, strategic planner, marketing director, media planner/buyer, outdoor media operator and a consumer.

Judging Panel

- Ben Barnett, Account Manager, Oddfellows
- Dave Clutterbuck, Editor, AdNews
- Matthew Leman, Senior Sales Manager, JC Decaux
- Steve McCarthy, CEO, Adshel
- Paul Meischke, Group Business Director, Carat
- Russ Mitchinson, Senior Strategic Planner, Clemenger BBDO Sydney
- Margaret Rochford, GM Marketing, Allianz Australia
- Michael Simons, (Chair) Executive Creative Director, Foote, Cone & Belding

How do I enter?

Entries are submitted online at www.outdoormedia.asn.au Entries will open shortly for 2006.

When do the 2006 ONE Awards start?

Changes to the entry conditions and deadlines are being finalized. The first entry deadline will be 30 June for outdoor advertisements appearing during the first half of 2006.

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