

Outdoor Media Association

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Media Release

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For immediate release

Simple, contextual Outdoor wins in Q3

The Outdoor Media Association (OMA) has today announced the winners of its quarter three 2019 Creative Collection competition.

Launched in 2013, the Creative Collection celebrates the big, bold, and audacious canvas that is Out of Home by recognising exceptional campaigns each quarter.

“This quarter’s entries were dominated by strong, visual campaigns using context and environment creatively. We are seeing more and more that consideration of format plays an important part in being noticed, whether it is large or small format, or within certain environments such as retail and transit. Kudos to the creatives who are thinking laterally about the Out of Home channel and using it to its full potential,” said Charmaine Moldrich, CEO, OMA.

Campaigns are judged across the following categories:

- Big, Bold, and Bright
- Best Use of Multi-Format
- Best Use of Digital
- Innovation in Out of Home

Quarter three 2019 attracted 22 submissions from OMA members including: JCDecaux, oOh!media, and QMS Media.

Guest judges included:

- Joe Copley, Director—Partnerships, Seedooh
- Adam J Francis, Founding Partner and Executive Creative Director, AJF GrowthOps
- Chiara Greyling, Product Marketing Specialist—New Zealand, JCDecaux

“It was inspiring to see how all of the entries stepped beyond what I would think of as traditional use of Out of Home. The winners showcased the unique strength of Outdoor in communicating big ideas, simply and effectively in concert with their environment,” said Adam J Francis, Founding Partner and Executive Creative Director, AJF GrowthOps.

Congratulations to the following winners:



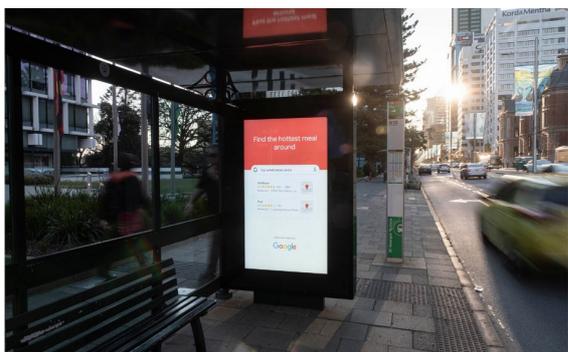
Quarter three – Big, Bold, and Bright

Campaign: Get Brand New. Get it on eBay
Advertiser: eBay
Creative agency: eBay, FEED
Media agency: MediaCom
Printer: N/A



Quarter three – Best Use of Multi-Format

Campaign: SATC—Intrastate (within SA) winter campaign
Advertiser: South Australian Tourism Commission
Creative agency: TBWA
Media agency: Wavemaker SA
Printer: oOh! Creative Production



Quarter three – Best use of Digital

Campaign: Google Multi App
Advertiser: Google
Creative agency: R/GA
Media agency: PHD
Printer: N/A



Quarter three – Innovation in Out of Home

Campaign: Paco Rabanne Million X Pac Man
Advertiser: Puig/Paco Rabanne
Creative agency: Puig/Paco Rabanne and JCDecaux Creative Solutions
Media agency: Starcom (NSW)
Printer: Grand Print Services

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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 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.

A Board of Directors, elected by the members, governs the OMA.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.
