

Media Release

For immediate release 3 February 2025

OMA launches new Creative Awards to showcase best in OOH creativity

Trip to the Cannes Lions Festival in June for Grand Prix-winning team

The Outdoor Media Association (OMA) has today announced the launch of the 2024 OMA Creative Awards, a new annual programme celebrating the best of Out of Home (OOH) advertising creativity.

This year's Grand Prix-winning creative team (of two) will be awarded a trip to the prestigious 2025 Cannes Lions Festival of Creativity in June, including return flights, accommodation in Cannes and a Festival Pass.

To celebrate the launch, the OMA is offering complimentary entry for the first year. And with only six categories and an easy entry process, it takes just minutes to submit campaigns.

The new categories are:

- Best Classic Campaign
- Best Digital or Programmatic Campaign
- Best Innovation or Sustainability Campaign
- Best Multi-Format Campaign (3+ formats)
- Best Small Format Campaign
- Best Special Build Campaign

Entries are open to campaigns that ran 1 January 2024 - 31 January 2025 and will be judged by a panel of industry leaders with creative, marketing and OOH expertise.

OMA CEO Elizabeth McIntyre said "Creativity is pivotal to delivering impactful and engaging Out of Home campaigns. Our unmatched national presence across streets, transport hubs, retail spaces, classic and digital formats provide endless opportunities for innovation."

"The OMA Creative Awards shine a spotlight on our finest creative minds and the freshest work driving OOH's ongoing success. Sending our inaugural Grand Prix winners to Cannes this year is also a fitting way to reward and support our world-class creative talent."

Building on the success of the OMA's previous Creative Collection programme, the new awards reflect the industry's commitment to advancing innovative ideas in OOH and celebrating outstanding creative work across all outdoor formats.

Entries close 7 March. For more information, to download the entry kit and to submit, visit oma.org.au/creativeawards

ENDS

Further Information:

Vanessa O'Hanlon, Communications Manager

T: 0407 800 689

About the OMA

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 first 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.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).