

Terms and Conditions

Background and Key Details

- The OMA Creative Awards is a new initiative from the Outdoor Media Association, Suite 504, 80 William Street, East Sydney NSW 2011. (02) 9357 9900. www.oma.org.au. ABN 59 004 233 489.
- The awards recognise and celebrate creative excellence and the impact of outdoor advertising across six categories.
- The awards will be open for entry ('Call For Entries') from Monday 3 February to Friday 7 March 2025 inclusive.
- Each of the six categories will award one winner and one highly commended. Only the category winner will be eligible for the Grand Prix award; a prize of a trip for 2 people to the 2025 Cannes Lions Festival of Creativity in France.
- Entrants must identify the primary creative team (ie. a maximum of two people, such as a copywriter and art director) determined by the entrant as the lead team for the campaign concept and execution.

Terms of Entry

1. Introduction

- 1.1 These terms ("Terms") govern the OMA Creative Awards 2025 Competition ("Competition") organised by the Outdoor Media Association ("OMA"). By entering the Competition, participants agree to be bound by these Terms.

2. Eligibility

- 2.1 The Competition is open to residents of Australia, who are aged 18 years or older at the time of entry. Proof of age and residency may be required.
- 2.2 Employees of the OMA and their immediate family members are not eligible to participate in the Competition.

3. How to Enter

- 3.1 To enter the Competition, participants must submit an entry for the OMA Creative Awards 2025.
- 3.2 Participants are entitled to enter multiple categories and/or multiple campaigns, however they must submit an individual entry form for each submission.
- 3.3 Entries must be submitted online at <https://www.oma.org.au/creativeawards> by 11.59pm (AEST) on Friday 7 March 2025. Late entries will not be accepted/eligible.
- 3.4 Refer to the OMA website for more details: <https://www.oma.org.au/creativeawards>

4. Competition Period

- 4.1 The Competition is open for entries from 12.01am (AEST) on Monday 3 February 2025 and closed for entries at 12.00am (AEST) on Saturday 8 March 2025. ("Competition Period")

5. Competition Rules

- 5.1 The Competition is based on skill. Participants will be required to submit outdoor advertising campaigns that demonstrate creativity, originality and impact.
- 5.2 All entries must be the participant's original work and must not infringe on any third-party rights.
- 5.3 The participant must identify the primary creative team (a maximum of two people – eg. a copywriter and art director) as responsible for campaign and their names must be included in the entry form at the time of submission.
- 5.4 Only creative teams named category winners will then be eligible for the Grand Prix award; a prize of a trip for 2 people to the 2025 Cannes Lions Festival of Creativity in France, held 16-20 June 2025.
- 5.5 If Artificial Intelligence of any generative software has been used to deliver one or more executional elements of production, such as a photographic montage or composite, then these elements must be disclosed on the entry form.
- 5.6 The Best Special Build category excludes Experiential advertising.

6. Judging, Category Winners and Grand Prix Selection

- 6.1 The Competition will be judged by a panel of highly qualified industry professionals appointed by the OMA. Judging will be based on creativity, originality and impact.
- 6.2 Winners will be notified by email within 20 business days of the conclusion of the Competition Period.
- 6.3 The judges' decision is final and no correspondence will be entered into.
- 6.4 Each participant and the Advertiser (ie. the commissioning client) must grant permission for entry, using the Client Letterhead Template, provided in the OMA Creative Awards entry kit.
- 6.5 Entry into the awards grants the OMA permission to share the participant's entry details on their Entry Form with the judges and the OMA's personnel, on a needs basis, at the OMA's discretion.
- 6.6 With the exception of the participant's name, Company Name, Creative Team details and Advertiser's Name (as specified on the Entry Form), the OMA will take reasonable care to hold all other personal information provided on the Entry Form in confidence, unless the OMA obtains prior approval from the participant to share any personal information with any third party.
- 6.7 The OMA recommends that each participant does not reveal any commercially sensitive information on the Entry Form. While the OMA endeavours to take reasonable care to protect such information, no responsibility is accepted by the OMA for any failure to do so.

7. Grand Prix Prize

- 7.1 The Competition prize includes: two (2) return economy class airfares to Cannes, France, from the Australian capital city of the state or territory where the winners reside (ie. their domestic terminal), airport transfers to/from Nice Airport to Cannes, accommodation for two (2) people at a minimum 4-star hotel and 2 festival passes to the 2025 Cannes Lions Festival of Creativity. Maximum prize value is up to AUD \$25,000.
- 7.2 Ancillary costs such as meals, drinks, transport to/from the winners' domestic airport terminal, car parking, car hire, domestic and overseas travel insurance, transport outside Australia (other than airport transfers to and from Nice airport to the winners' hotel in Cannes) and other incidental expenses **are not included**.
- 7.3 Prizes are non-transferable and must be taken at the time of the 2025 Cannes Lions Festival of Creativity (16-20 June 2025). No cash alternative will be offered.

- 7.4 The prize must be awarded to the nominated lead creative team responsible for the Grand Prix-winning creative campaign. Other companies involved in the planning and creation of the work may be credited by the participant in the entry, but a lead creative team of two people must be identified at the time of submission.
- 7.5 If the winner cannot be contacted within 10 business days or if a winning team fails, for whatever reason, to claim the prize, the OMA reserves the right to select an alternative winner or withdraw awarding the Grand Prix prize.

8. Intellectual Property

8.1 By entering the Competition, the participant grants the OMA a non-exclusive, royalty-free, worldwide license to use, reproduce and display their entry for promotional purposes in connection with the Competition. The participant also agrees that the OMA has no liability for any errors or omissions in reproductions of any entry for any purpose associated with the Competition. The participant releases and indemnifies the OMA against any loss, action, claim or cost arising out of the use of the entry by the OMA, including any claim that infringes intellectual property rights.

9. Privacy

9.1 Personal information collected from participants will be used in accordance with the OMA's Privacy Policy, which can be found at <https://www.oma.org.au/privacy-policy>

10. Liability

10.1 To the extent permitted by law, the OMA is not responsible for any loss, damage, claim or injury arising from participation in the Competition or acceptance of the prize, including any accidents or incidents that may arise or occur to a winner while travelling, or during the period they are in transit or overseas. Winners are urged to take out their own travel insurance immediately upon being awarded the Grand Prix prize.

11. General Terms

- 11.1 The OMA reserves the right to amend these Terms or cancel the Competition if circumstances arise beyond its control, which may prevent it from awarding the prize or part of it, if the Awards are cancelled, or if no entries are considered of sufficient merit to be awarded the prize, as determined by judges.
- 11.2 These Terms are governed by the laws of New South Wales, Australia.
- 11.3 Any tax implications resulting from winning the prize will be the responsibility of the prize winner and not the OMA.
- 11.4 The OMA will bear no liability or responsibility for any issues or faults of any telecommunication services, networks, computer equipment, software or technical problems or any combination thereof, (including but not limited to) any injury or damage to participants or any other person's computer related to or resulting from participation in or downloading any materials related to the Competition.
- 11.5 The OMA's decision in relation to the Competition is final and no correspondence will be entered into.

12. Contact

12.1 For any questions relating to the Competition, please contact info@oma.org.au