



OMA
AWARDS²⁰₂₄

**MAKING THE SIMPLE
COMPLICATED IS
COMMONPLACE.
MAKING THE
COMPLICATED
SIMPLE, AWESOMELY
SIMPLE, THAT'S
CREATIVITY.**

Charles Mingus

Creativity is the driving force behind impactful and highly engaging outdoor advertising.

As Australia's number one broadcast medium, our unmatched presence; on streets, in transit, at point-of-purchase and across evolving digital platforms, provides endless opportunities for creative innovation and connection.

So we are thrilled to launch the OMA Creative Awards, which have been established to recognise and celebrate creative excellence in outdoor and out of home across all formats.

These awards are focused solely on honouring outstanding creative work. It costs you nothing to enter and with just six categories and a simple entry process, the awards are also designed to respect the time and resources of busy creatives.

Like our medium, we've created a standout award trophy with impact – a bold, unexpected design that will undoubtedly become a sought-after addition to any agency reception or trophy cabinet.

Best of all? Our inaugural Grand Prix winning creative team, selected by an expert jury from six category champions, will be awarded the ultimate industry prize – a trip to the 2025 Cannes Lions Festival of Creativity in June.

Get ready to showcase your most inspired work from the past year and join us in celebrating outdoor's impact.

Everything you need to know is contained in the following pages, so now it's over to you. Good luck!



Elizabeth McIntyre

CEO – Outdoor Media Association (OMA)

**MESSAGE
FROM CEO
AWARDS**

**ENTRIES OPEN
FEB 3**

**ENTRIES CLOSE
MAR 7**

**AWARDS JUDGING
MAR 24-28**

**FINALISTS ANNOUNCED
MAR 31**

**CATEGORY AND
GRAND PRIX WINNERS
ANNOUNCED
APR 4**

Judging criteria

Nominated campaigns must meet the following criteria:

1. TIME & LOCATION

Campaigns must have run between 1 January 2024 to 31 January 2025. Campaigns must have appeared in Australia.

2. OMA Membership

The campaign must have appeared on an asset owned by an OMA member. Campaigns may have run across multiple media channels, but the entry must meet the requirements for the Outdoor Media Format stipulated and this format must be owned by an OMA member organisation.

3. ENTRY SUBMISSIONS

All entries must be submitted through the online platform.

Incomplete entries will not be accepted.

A single campaign may be entered into multiple categories, provided it meets the criteria for each.

Each campaign may only be entered once in a category.

Create an Entry

Before beginning your entry submission, please read the Terms and Conditions section. Submitting an entry means that you have read and agreed to all the conditions, including obtaining appropriate releases and authorisations in writing from your client and management.

You will respond to specific written criteria and upload support materials (images, etc). You must submit 2-5 of your best high-res images to be judged. Use the highest quality JPEG setting available. You may choose to submit additional images through a Dropbox link for marketing and promotional use. These additional photos will not be judged by the jury.

It is preferred that entrants submit their company logo, but entries will not be invalid if this is unavailable. Please supply the logo in high resolution as a PNG (transparent) or PDF. You may submit a brief video (60 seconds max) to be used for social media. It won't be viewed by the jury. Upload to Vimeo, YouTube or Dropbox and include a URL, where possible.

If you require any assistance with your award submission please contact **info@oma.org.au**

**GENERAL
CRITERIA
AWARDS**

OMA
A

The “Best Classic Campaign” award celebrates outdoor advertising campaigns that have captured the essence of creativity and impact. This award recognises campaigns that have pushed the boundaries of classic outdoor media, harnessing originality to captivate audiences in extraordinary ways.

Entries should highlight

- A bold approach to design and execution, that may incorporate large-scale visuals, dynamic elements, and brilliant use of colour and light
- The campaign should leave a lasting impression on viewers

Judging criteria

- Creativity that challenges
- Integrates compelling storytelling
- Leverages the unique opportunities of outdoor spaces

Included entry types

ROADSIDE

- Billboards
- Bus/tram shelters
- Bus/tram externals (wraps)
- Kiosks
- Phone booths
- Free standing panels
- Bicycle stations

TRANSPORT

- Train wraps
- Rail platforms and concourses
- Bus interchanges
- Bus/tram internals
- Airport external billboards
- Airport internals

RETAIL/LIFESTYLE

- Shopping centres
- Universities
- Cafes
- Petrol stations
- Convenience stores
- Gyms and sports clubs

**LIFE IS ART.
ART IS LIFE.
I NEVER
SEPARATE IT.**

Ai Weiwei

**BEST
CLASSIC
CAMPAIGN
AWARDS**



The “Best Digital or Programmatic Format Campaign” award celebrates innovation in leveraging digital and programmatic advertising within outdoor media. This award recognises campaigns that harness the power of digital technology, data, AI or programmatic strategies to deliver dynamic, data-driven and highly targeted or interactive messaging.

Entries should highlight

- A sophisticated use of digital screens, interactive displays or programmatic ad placements that optimise real-time data, audience insights or contextual relevance
- How digital or programmatic elements were strategically employed to enhance engagement, personalise the viewer experience or drive measurable results

Judging criteria

- The effectiveness of the digital or programmatic campaign
- Creativity in utilising technology to deliver compelling and relevant content

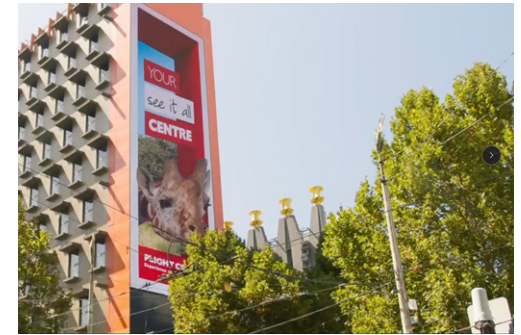
Included entry types

- ROADSIDE
 - Billboards
 - Bus/billboards
 - Bus/tram shelters
 - Kiosks
 - Phone booths
 - Bicycle stations
- TRANSPORT
 - Rail platforms and concourses
 - Bus interchanges
 - Airport external billboards
 - Airport internals
- RETAIL/LIFESTYLE
 - Shopping centres
 - Universities
 - Office buildings and lifts
 - Cafes
 - Petrol stations
 - Convenience stores
 - Gyms and sports clubs

IMAGINATION RULES THE WORLD.

Napoleon Bonaparte

BEST DIGITAL OR PROGRAMMATIC CAMPAIGN AWARDS



The “Best Innovation or Sustainability Campaign” award recognises campaigns that set new benchmarks by introducing innovative concepts or making advances in environmental responsibility.

Innovation entries should highlight

- Creative or technological advancements that redefine traditional outdoor advertising
- Interactive technologies

Sustainability entries should highlight

- Efforts to minimise environmental impact through eco-friendly materials
- Energy-efficient technologies
- Initiatives that promote recycling and reduce waste

Judging criteria

- Originality and impact in either category
- Showcase forward thinking innovation
- How well the campaign pushes boundaries and contributes to a more sustainable future

Included entry types

ROADSIDE

- Billboards
- Bus/tram shelters
- Bus/tram externals (wraps)
- Kiosks
- Phone booths
- Free standing panels
- Bicycle stations

TRANSPORT

- Train wraps
- Rail platforms and concourses
- Bus interchanges
- Bus/tram internals
- Airport external billboards
- Airport internals

RETAIL/LIFESTYLE

- Shopping centres
- Universities
- Office buildings and lifts
- Cafes
- Petrol stations
- Convenience stores
- Gyms and sports clubs

**EVERYTHING
YOU CAN
IMAGINE
IS REAL.**

Pablo Picasso

BEST INNOVATION OR SUSTAINABILITY CAMPAIGN AWARDS



The “Best Multi-Format Campaign” award honours the most effective integration of 3 or more outdoor advertising formats into a compelling campaign. This award is designed for projects that skilfully combine multiple outdoor media channels – such as billboards, transit ads, digital displays, retail and lifestyle into a unified strategy.

Entries should highlight

- A seamless blend of formats, demonstrating how each medium complements and amplifies the overall message
- A strategic use of different platforms to create a harmonious narrative that engages audiences from multiple touchpoints

Judging criteria

- Utilise 3 or more formats to demonstrate creative coordination and innovative execution

Included entry types

ROADSIDE
Billboards
Bus/billboards
Bus/tram shelters
Bus/tram externals (wraps)
Kiosks
Phone booths
Free standing panels
Bicycle stations

TRANSPORT
Train wraps
Rail platforms and concourses
Bus interchanges
Bus/tram internals
Airport external billboards
Airport internals

RETAIL/LIFESTYLE
Shopping centres
Universities
Office buildings and lifts
Cafes
Petrol stations
Convenience stores
Gyms and sports clubs

**SIMPLICITY IS
THE ULTIMATE
SOPHISTICATION.**

Leonardo da Vinci

**BEST
MULTI-FORMAT
CAMPAIGN
AWARDS**



The “Best Small Format Campaign” award celebrates exceptional creativity and impact within the confines of smaller advertising spaces. This category honours campaigns that creatively utilise compact formats, such as kiosks, transit posters, digital screens and smaller billboards, to create memorable messages.

Entries should highlight

- Effective use of limited space
- How well the campaign leverages small formats to capture attention and convey its message

Judging criteria

- Quality of design and execution, making the ad stand out in a smaller format
- Ability to engage viewers and drive action
- Creative adaptation to the small format, maximising available space

Included entry types

ROADSIDE

- Bus/tram shelters
- Kiosks
- Phone booths
- Free standing panels
- Bicycle stations

TRANSPORT

- Rail platforms and concourses
- Bus interchanges
- Bus/Tram internals
- Airport internals

RETAIL/LIFESTYLE

- Retail (portrait panels)
- Shopping centres
- Universities
- Office buildings and lifts
- Cafes
- Petrol stations
- Convenience stores
- Gyms and sports clubs

**YOU CAN'T
USE UP
CREATIVITY.
THE MORE
YOU USE, THE
MORE YOU
HAVE.**

Maya Angelou

**BEST
SMALL FORMAT
CAMPAIGN
AWARDS**



The “Best Special Build Campaign” award celebrates creativity and ingenuity in outdoor advertising. This award recognises campaigns that go beyond conventional formats, showcasing extraordinary execution or one-of-a-kind special builds that captivate audiences in innovative ways. This award celebrates campaigns that turn advertising into art forms.

Entries should highlight

- Use of unique design elements
- Unconventional materials
- Custom-built installations
- The campaign should stand out for its originality and impact

Judging criteria

- Exceptional creativity
- The ability to push the boundaries of outdoor media

Included entry types

ROADSIDE
Billboards
Bus/tram shelters
Bus/tram externals (wraps)
Kiosks
Phone booths
Free standing panels
Bicycle stations

TRANSPORT
Train wraps
Rail platforms and concourses
Bus interchanges
Bus/tram internals
Airport external billboards
Airport internals

RETAIL/LIFESTYLE
Shopping centres
Universities
Cafes
Petrol stations
Convenience stores
Gyms and sports clubs

**CREATIVITY
IS SEEING
WHAT
OTHERS
SEE AND
THINKING
WHAT NO ONE
ELSE EVER
THOUGHT.**

Albert Einstein

BEST SPECIAL BUILD CAMPAIGN AWARDS



**CLIENT
LETTERHEAD
TEMPLATE**
**OMA
AWARDS**

[Client Letterhead]

[DATE]

To whom it may concern

This confirms that [WORK/CAMPAIGN TITLE] executions submitted for the 2024 OMA Creative Awards [CATEGORY/IES] are legitimate and were created for [CLIENT COMPANY] by [LEAD AGENCY].

The campaign was first live/in market on [CAMPAIGN DATE].

We approve of this campaign being entered into the 2024 OMA Creative Awards.

Yours sincerely

[CLIENT SIGNATURE]

[CLIENT NAME]
[CLIENT EMAIL ADDRESS]