

## Media Release

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# Industry leaders announced as inaugural OMA Creative Awards jury

## Entries close this Friday 7 March

The Outdoor Media Association has today announced its lineup of inaugural judges for the 2024 OMA Creative Awards - some of Australia's most respected senior creative leaders, marketers, heads of media and industry luminaries:

- Tom Martin Partner and CCO, Special Australia
- Petra Perry Chief Marketing Officer, Qantas Group
- Chris Howatson Founder and CEO, Howatson+Company
- Esther Clerehan Founder and CEO, Clerehan
- Cam Blackley Creative Founder, Bureau of Everything
- Andy Morley Director of Marketing APAC, Uber
- Katrina Alvarez-Jarratt Executive Creative Director, TBWA\ Sydney
- Clare Tsubono Head of Media AU/NZ, Lion Beverages
- Tommy Cehak Executive Creative Director, Leo Australia
- Paul Swann Chief Creative Tinker, Thinkerbell
- Simon Lee Chief Creative Officer and Partner, Enigma
- Bridget Jung Executive Creative Director, Ogilvy
- Ben Skelsey Head of Marketing, ANZ Bank
- Leisa Ilander Associate Creative Director, Dentsu Creative
- Nick Hunter Founding CEO and ECD, Paper Moose
- Fiona King Founder and Director, Fierce Ideas
- Josie Fox Creative Director, BMF

Elizabeth McIntyre, OMA CEO said: "As the world's largest creative canvas, Out of Home is one of the most dynamic and engaging platforms in advertising today. The calibre of our inaugural jury reflects Out of Home's impact as a space for groundbreaking ideas and creativity. We are thrilled to have such an exceptional panel on board for our first year to help us set the creative benchmark for outdoor now and in the future."

The OMA Creative Awards will showcase the best in Outdoor and Out of Home creativity across six categories, with this year's Grand Prix-winning creative team awarded a trip to the 2025 Cannes Lions Festival of Creativity in June.

Entry is complimentary, with a simple submission process that takes just minutes. Entries close Friday 7 March. Enter now at [oma.org.au/creativeawards](http://oma.org.au/creativeawards)

## **ENDS**

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### **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).