

Media Release

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Finalists Announced for Inaugural OMA Creative Awards

The Outdoor Media Association (OMA) has announced the finalists for the 2024 OMA Creative Awards, celebrating outstanding creativity across six categories.

Judged by an exceptional panel of senior creatives, marketers, media leaders and industry experts – the inaugural awards drew a remarkable number of entries, far exceeding expectations in its first year.

Finalists - 2024 OMA Creative Awards

Best Classic Campaign

Campaign: Black Friday Sale
Advertiser: Kitchen Warehouse
Agency: Special Group

Campaign: From Space to Your Place
Advertiser: Telstra
Agency: +61

Campaign: Welcome to Melbourne
Advertiser: Specsavers ANZ
Creative: TBWA\Melbourne

Best Digital or Programmatic Campaign

Campaign: Billboard Breakthroughs
Advertiser: NIB
Creative: Dentsu Creative

Campaign: Storm Season
Advertiser: Suncorp Insurance
Creative: ArtBot

Best Innovation or Sustainability Campaign

Campaign: The Fall Guy – Death-Defying Live Action Billboard
Advertiser: Universal Pictures
Creative: Universal Pictures

Campaign: Healthier Ways
Advertiser: Zespri Kiwifruits
Creative: Dentsu Creative

Best Small Format Campaign

Campaign: Ban the Burn
Advertiser: Ocean Spray
Creative: The Reactor

Campaign: Banana Gym Pass
Advertiser: Australian Bananas/Hort Innovation
Creative: Thinkerbell

Best Multi-Format Campaign

Campaign: Black Friday Sale
Advertiser: Kitchen Warehouse
Creative: Special Group

Campaign: Welcome to Melbourne
Advertiser: Specsavers ANZ
Creative: TBWA\Melbourne

Best Special Build Campaign

Campaign: Holiday Special Builds
Advertiser: Amazon XCM
Creative: Amazon & MBCS

Campaign: Black Friday Sale
Advertiser: Kitchen Warehouse
Creative: Special Group

Elizabeth McIntyre, CEO of the OMA, said: “The response to the first-ever OMA Creative Awards has been outstanding – the volume of entries was far greater than we anticipated, which is a clear signal of the strength and vibrancy of Out of Home in Australia. The diversity and quality of the submissions from creative and media agencies, our members and marketers alike are a testament to the powerful role outdoor plays across the advertising ecosystem.”

“We’re incredibly grateful to our inaugural jury – highly-respected leaders in creativity, marketing and media – for their generosity, expertise and support in helping us bring these awards to life. Their involvement not only raises the bar and sets the creative benchmark for these awards in years to come but reinforces the critical role creativity plays in delivering outstanding and effective outdoor campaigns.”

Winners will be announced at an exclusive French-themed lunch for finalists, judges and media at the Sofitel Sydney Wentworth on Friday 4 April. The event will also reveal the prestigious Grand Prix-winning campaign, with the lead creative team awarded a trip to the Cannes Lions Festival of Creativity in June.

More information about the awards is available at: oma.org.au/creativeawards

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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.