

## Media Release

---

*For immediate release: Friday 6<sup>th</sup> June 2025*

### **Specsavers *Welcome to Melbourne* Campaign Wins Big at the World Out of Home Congress in Mexico**

Announced at WOOH's Annual Congress in Mexico City (June 4-6<sup>th</sup> 2025), Specsavers won the **Creatives Award: Classic**, which recognises an OOH creative execution that demonstrates a brilliant use of medium and is considered a memorable and effective piece of work.

This is not the first time Specsavers have taken home this award, winning back in 2022 with their iconic slogan. 'Should've gone to Specsavers' is over 20 years old and still manages to amuse and delight audiences.

The ***Welcome to Melbourne*** campaign also won the 2024 Grand Prix at the Inaugural Outdoor Media Association Creative Awards back in April. Lead creatives **Tom Badge** and **Alana Wood** from **TBWA\Melbourne** were awarded a trip to the Cannes Lions International Festival of Creativity 2025 in June, including return airfares, accommodation in central Cannes and full festival passes.

**Elizabeth McIntyre**, CEO of the Outdoor Media Association (OMA) was at the Congress and accepted the award. "Australia leads the world in OOH audience measurement & we are just as passionate about creativity and concept. We are proud that an Australian campaign has been recognised on a global stage. Specsavers dominate OOH with their creative and innovative takes on utilising both classic and digital billboards in unusual and site-specific ways."

Dino Burbidge, Jury Chair for the WOO Awards and Founder of Dinova said, "Just when you think they've peaked, Specsavers reminds you that the 'Should've gone to Specsavers' strategy isn't like the others. The latest ***Welcome to Melbourne*** campaign is a behavioural science masterpiece, leaving the audience in confused limbo for a few seconds (with maybe a hint of panic) before the aha! penny drops. It's a brilliant example of how OOH can blend simplicity, creativity and location to create something that's greater than the sum of its parts."

**ENDS**

---

#### **Further Information:**

P: 02 9357 9900

E: [info@oma.org.au](mailto:info@oma.org.au)

#### **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 the OMA Creative Awards**

The OMA Creative Awards launched in 2024 to celebrate Outdoor and Out of Home creative excellence across all formats.

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

These awards are dedicated solely to honouring outstanding creative work; the campaigns from the past year that have inspired, built brands, emotionally connected, disrupted, captured the zeitgeist, mobilised people and impacted in meaningful ways.

Winners of the Grand Prix are awarded a trip to the Cannes Lions International Festival of Creativity which includes return airfares, accommodation and full festival passes.