



Media Release

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The best of Out of Home announced in the OMA's Grand Prix 2021 Creative Collection competition

The Outdoor Media Association (OMA) has today announced Australian Avocados' *Our Green Gold* campaign as the Grand Prix winner for 2021.

The Grand Prix judges were:

- Tim Kirby, Founder and Head Creative, Galore
- Chris Laws, Managing Director, Enigma
- Brent Liebenberg, Executive Creative Director, Khemistry

The judges were unanimous in their decision, that the humorous message and classic imagery of the *Our Green Gold* campaign exemplified the traits at the heart of outstanding Out of Home creativity. *Our Green and Gold* campaign tapped into the 2021 Summer Olympics by cheekily positioning avocados as the unofficial sponsor of almost anything, while solidifying avocados as an icon of Australian food culture.

Grand Prix honourable mentions went to MECCA for its campaign *The Beauty Spectacular Gift Card Vending Machine* and to The Art Gallery of NSW for its campaign *Archibald 100*.

The Grand Prix winner was chosen from 22 campaigns which were all winners of the quarterly Creative Collection competition. In total, 120 campaigns were submitted for judging in 2021.

OMA CEO Charmaine Moldrich said, "Selecting the best of the best is never an easy task. It becomes more difficult each year as the advertisers and agencies tap into the channel's potential. *Our Green Gold* epitomises this, using big, bold and simple design, matched with the emotion of winning Olympic Gold to make a powerful connection with the audience. Well done to the teams at Australian Avocados, TBWA Sydney and Atomic 212 for creating this memorable campaign."

Tim Kirby, Founder of creative agency Galore said, "Judging the Grand Prix was incredibly tough, and that speaks to the calibre of the campaigns up for contention this year. However, it quickly became clear that the campaign for Australian Avocados was the standout winner for its use of simplicity and emotion. There is a lot of great work out there, and it's genuinely exciting to see that great work rewarded."

Chris Laws, Managing Director of creative agency Enigma said, “The entries in this year’s Grand Prix reflected the variety of forms great Out of Home creative can take, from classic single-minded impact to tech that positively disrupts the customer journey. Creative standards were brilliant across the board with a real diversity in formats used. Out of Home’s in great shape.”

Also judged on the day was the quarter four competition, with 32 entries submitted by OMA members including: Australian Outdoor Sign Company (AOSco), JCDecaux, oOh!media, QMS Media, Shopper, TorchMedia and Val Morgan Outdoor.

The quarter four guest judges were:

- Shelley Davis, Associate Marketing Manager, Expedia Group-Wotif
- Brent Liebenberg, Executive Creative Director, Khemistry
- Jesse McIntyre, Head of Sales, AOSco
- Mark Wooldridge, Advertising Lead Public Transport, Transport for NSW

The winner in the Big, Bold and Bright category was Coca Cola’s *Mount Franklin Lightly Sparkling* campaign, and an honourable mention in this category was awarded to Amazon Prime Video’s *Wheel of Time* campaign. The winner in the Best Use of Multi-Format category was Momentum Energy’s *Get Happy* campaign. Expedia Group – Wotif took out the Best Use of Digital category for its *Wotif Local Getaways* campaign. The top gong in the Innovation in Out of Home category went to MECCA’s *The Beauty Spectacular Gift Card Vending Machine* campaign. The joint winners in the Out of Home for Good category were Lifeblood’s *Lifeblood – Bloody Oath* campaign and RSL Australia’s *Remember to Remember, Remembrance Day* campaign.

Shelley Davis, Associate Marketing Manager at Expedia Group-Wotif, said, “One of the advantages of using Out of Home for brands is the ability to fuse creativity and context for maximum impact. The campaign by Amazon Prime Video for its new show *Wheel of Time* did this really well by using wraps that made a tram look like it had been crushed, creating an eye-catching intersection of street scape and fantasy using visual elements from the series.”

Jesse McIntyre, Head of Sales at AOSco said, “Above all, the best Out of Home creative should be more than just something great to look at; it should be fun! It was great to see campaigns that bring the joy and happiness recognised in the quarter four competition. These are the types of campaigns that should be encouraged and that really showcase the creative potential of the Outdoor channel.”

Launched in 2013, the Creative Collection celebrates the big, bold, and audacious canvas that is Out of Home by recognising exceptional campaigns each quarter. Campaigns are judged across the following categories:

- Big, Bold, and Bright
- Best Use of Multi-Format
- Best Use of Digital
- Innovation in Out of Home
- Out of Home for Good

FURTHER INFORMATION:

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 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.

A Board of Directors, elected by the members, governs the OMA.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

2021 Grand Prix Winner



2021 Grand Prix

Campaign: Our Green Gold
Advertiser: Australian Avocados
Creative agency: TBWA Sydney
Media agency: Atomic 212
Printer: N/A

2021 Grand Prix Honourable Mentions



2021 Grand Prix Honourable Mention

Campaign: The Beauty Spectacular
Gift Card Vending Machine
Advertiser: MECCA
Creative agency: MECCA in-house
Media agency: OMD Australia
Printer: Grand Print Services



2021 Grand Prix Honourable Mention

Campaign: Archibald 100
 Advertiser: Art Gallery of NSW
 Creative agency: Art Gallery of NSW in-house
 Media agency: N/A
 Printer: N/A

Q4 2021 Creative Collection winners:



Big, Bold and Bright Winner

Campaign: Mount Franklin Lightly Sparkling
 Advertiser: Coca Cola
 Creative agency: JPD
 Media agency: Universal McCann
 Printer: N/A



Big, Bold and Bright Honourable Mention

Campaign: Wheel of Time
 Advertiser: Amazon Prime Video
 Creative agency: Single Frame
 Media agency: Rufus
 Printer: N/A



Best Use of Multi-Format Winner

Campaign: Get Happy
 Advertiser: Momentum Energy
 Creative agency: Momentum Energy in-house
 Media agency: Havas Media
 Printer: N/A



Best Use of Digital Winner

Campaign: Wotif Local Getaways
 Advertiser: Expedia Group – Wotif
 Creative agency: oOh! Studio
 Media agency: Spark Foundry
 Printer: N/A



Innovation in Out of Home Winner

Campaign: The Beauty Spectacular Gift Card Vending Machine
 Advertiser: MECCA
 Creative agency: MECCA in-house
 Media agency: OMD Australia
 Printer: Grand Print Services



Out of Home for Good Joint Winner

Campaign: Lifeblood – Bloody Oath
 Advertiser: Lifeblood
 Creative agency: Leo Burnett
 Media agency: CHE Proximity
 Printer: N/A



Out of Home for Good Joint Winner

Campaign: Remember to Remember, Remembrance Day
 Advertiser: RSL Australia
 Creative agency: RSL Queensland in house
 Media agency: N/A
 Printer: N/A

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