

Media Release

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Joint Grand Prix 2020 winners announced in the Creative Collection competition

The Outdoor Media Association (OMA) has today announced the winners in the Creative Collection competition for 2020.

The joint Grand Prix winners are Peters' *Proud and Punch* campaign and Broadsheet Media in partnership with JCDecaux for *Restaurant Live Lists*.

The judges were unanimous in their decision, noting that the two campaigns stood out for very different reasons. Peters' was big, bright and bold, a classic Out of Home creative that launched their new line of vegan ice creams. The Broadsheet campaign in partnership with JCDecaux was recognised for delivering a great purposeful creative encouraging Melbournians and Sydneysiders to support local restaurants during lockdowns.

The Grand Prix winners were selected from 14 campaigns, the winners of each quarter. Over 81 campaigns in total were submitted for judging in 2020.

"Each year the Grand Prix presents the judges with a challenge having to choose the best of the best. This year the decision was made harder as the campaigns fell into two distinct categories: brand and purpose. Rather than debate the merits of each, the judges thought the two campaigns were equally deserving," said Charmaine Moldrich, CEO, OMA.

"The Grand Prix entries reflect the shift that occurred during 2020, where we saw advertisers quickly adapt. The Broadsheet and JCDecaux campaign was a sure winner for me – it had innovation covered, in addition to being perfectly timed when audiences were predominantly local and looking for ways to support their community. It was great to see so many purpose-driven Out of Home campaigns in the judging selection this year and this was amplified by how brands changed their messages and creative to embrace the community," said Thomas Tearle, CEO, VMLY&R.

Also judged on the day was the 2020 Creative Collection quarter four entries. The judges chose from 19 campaigns submitted from OMA members including JCDecaux, oOh!media and QMS Media.

General Mills' Old El Paso campaign won the Big, Bold and Bright category. Honourable mention in this category was awarded to both William Grand & Sons (Monkey Shoulder) and Coopers. Flipspot, the new textbook re-sale app, won the Best Use of Multi Format category, while MyPayNow won the Best Use of Digital category, with an honourable mention awarded to ANZ.

"The dynamic use of digital this quarter created an opportunity for brands to have fun with their messaging and enhance temporal relevance in their campaigns. It is great to see such genuine creativity in Outdoor, proving that OOH can triumph even in a year when everyone is being told to stay inside," said Paul Swann, Executive Creative Tinker, Thinkerbell.

In 2021, the OMA will add a fifth category to the competition. Out of Home for Good will awards purpose driven campaigns, which are becoming more prevalent on OOH signs.

Congratulations to all the 2020 winners and thank you to our judges.

2020 Grand Prix judges:

- Paul Swann, Executive Creative Tinker, Thinkerbell
- Thomas Tearle, CEO, VMLY&R

2020 Creative Collection quarter four judges:

- Darren Olliffe, Director of Brand Health Tracking and Creative Development, Ipsos
- Josh Steel, Group Sales Manager, goa
- Paul Swann, Executive Creative Tinker, Thinkerbell
- Phil Eastwood, CEO, BIG Outdoor

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, Outdoor Media Association – T: 02 9357 9916

Editor's Notes:

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.

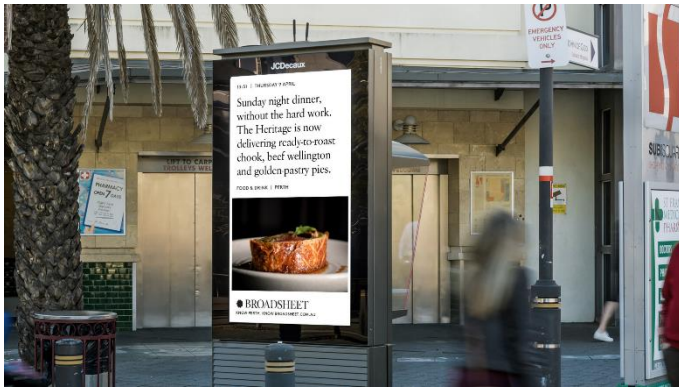
The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was incorporated in 1939.

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.

2020 Creative Collection Grand Prix Winners



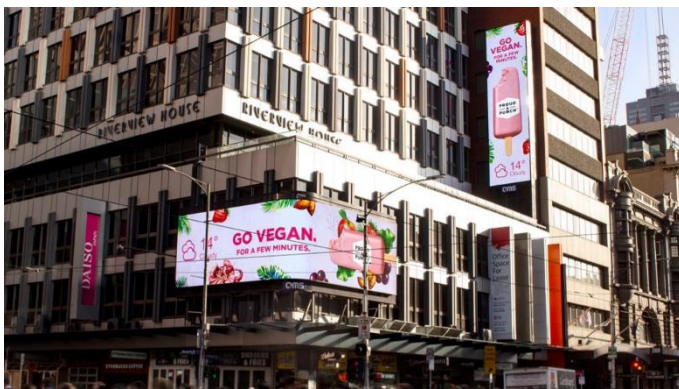
2020 Grand Prix

Campaign: *Restaurant Live Lists*
Advertiser: *JCDecaux and Broadsheet Media*
Creative Agency: *JCDecaux and Broadsheet*
Media agency: *Direct*



2020 Grand Prix

Campaign: *Peters – Proud and Punch*
Advertiser: *Peters*
Creative Agency: *Leo Burnett*
Media agency: *Spark Foundry*



Congratulations to the following winners for Quarter Four 2020:



Big, Bold and Bright

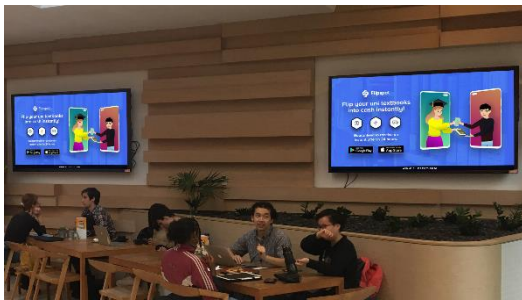
Campaign: *Tortilla Pockets – Launch into Mess Free Mexican*
Advertiser: *General Mills (Brand Old El Paso)*
Creative agency: *Thinkerbell*
Media agency: *Mindshare*



Big, Bold and Bright – Honourable Mention
 Campaign: *Forever Original*
 Advertiser: Coopers
 Creative agency: The Royals
 Media agency: KWP! Media



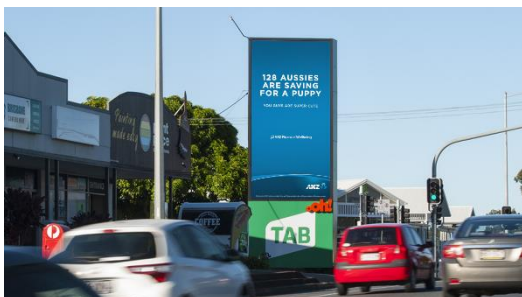
Big, Bold and Bright – Honourable Mention
 Campaign: *Monkey Shoulder Q4*
 Advertiser: William Grand & Sons (Monkey Shoulder)
 Creative agency: Isobar
 Media agency: iProspect



Best Use of Multi-Format
 Campaign: *Launching Flipspot – the App*
 Advertiser: Flipspot
 Creative agency: N/A
 Media agency: N/A



Best Use Digital
 Campaign: *MyPayNow*
 Advertiser: MyPayNow
 Creative agency: 40/40 Creative
 Media agency: MyPayNow



Best Use of Digital - Honourable Mention
 Campaign: *Financial Wellbeing*
 Advertiser: ANZ
 Creative agency: TBWA
 Media agency: PHD VIC

Please note there were no winners this quarter in the Innovation in Out of Home category.