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Media Release

OOH creative bringing ideas to life

The Outdoor Media Association (OMA) has today announced the quarter two winners of its 2017 Creative Collection competition.

The [Creative Collection](#) competition recognises and celebrates the most creative and innovative Out of Home (OOH) campaigns in Australia. Launched in 2013, the competition continues to gain momentum, with winners appearing in the biennial publication [OPEN](#) – an anthology of Outdoor creative from Australia and around the world.

Campaigns are judged across the following categories:

- Best creative execution
- Best use of a special build
- Best use of technology/innovation
- Best traditional use of the OOH medium

Quarter two attracted 36 submissions from OMA members including Adshel, APN Outdoor, goa, JCDecaux, oOh!media, Paradise Outdoor Advertising, TorchMedia and QMS Media.

Guest judges included Damian Potter, Commercial Director – APN Outdoor; Alison Tilling, Head of Planning – BMF, and Hannah Swarbrick, Marketing Executive – goa.

“There’s an old saying about doing things because you can, rather than because you should. There’s a high degree of difficulty creating Outdoor campaigns that use tech and innovation well. There are a lot of things a brand CAN do in this space; the challenge comes in what a brand SHOULD do – use tech in Outdoor to bring the idea to life, enhance it, and engage the audience,” said guest judge Alison Tilling, Head of Planning, BMF.

“The Anglicare ‘Arts&Minds’ campaign stood out for me because it is an absolute “should”. It was executed to a very high standard, used technology in ways that added both meaning and excitement to the idea, and was carefully considered from start to finish – the way the artists were chosen, sensitivity to the subject matter and the exhibition at the end. It’s a great campaign for a great cause, and a very worthy category winner and quarterly Grand Prix winner,” Alison concluded.

Congratulations to the following winners:

Best creative execution winner:

Campaign: 'No Turning Back'

Advertiser: Nike

Creative agency: Wieden & Kennedy

Media agency: Mindshare



Best creative execution honourable mention:

Campaign: 'Baywatch Street'

Advertiser: Paramount Pictures

Creative agency: Paramount Pictures

Media agency: MEC



Best traditional use of the OOH medium winner:

Campaign: '\$1 Coffee'
 Advertiser: Hungry Jacks
 Creative agency: Group M Productions
 Media agency: Maxus Australia



Best traditional use of OOH honourable mention:

Campaign: 'Cenovis'
 Advertiser: Sanofi Aventis Cenovis
 Creative agency: Publicis Q
 Media agency: ZenithOptimedia



Best use of a special build winner:
 Campaign: 'Shake things up with Fanta'
 Advertiser: Coca-Cola South Pacific – Fanta
 Creative agency: Ogilvy & Mather
 Media agency: UM



Best use of technology/innovation winner:
 &
Quarter two Grand Prix winner:
 Campaign: 'Anglicare Arts & Minds'
 Advertiser: Anglicare Southern Queensland
 Creative agency: Khemistry
 Media agency: goa



ENDS

FURTHER INFORMATION:

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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 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.