



Media Release

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Creative Collection Q3 winners reflect advertisers' confidence in Out of Home

The Outdoor Media Association (OMA) has today announced the winners in the quarter three Creative Collection competition for 2021.

The competition attracted 19 submissions from OMA members including: Adflow, JCDecaux, oOh!media, QMS Media, Shopper, and VMO (Val Morgan Outdoor).

Guest judges were:

- Andy Athans, Group Marketing Manager, VMO
- Jessica Debrodt, Founder, Jessica Debrodt Marketing and Communications and Consultant for Art Gallery of NSW
- Tim Kirby, Founder, Galore
- Michael Selden, Head of Sales and Platforms, Jolt Charge

The judges agreed that creativity, strategic placement, and use of technology were at the heart of the winning campaigns:

OMA CEO Charmaine Moldrich said, "With two thirds of the country in lockdown for several months, this has been a particularly challenging quarter for everyone. However, it did not stifle creativity in Outdoor and the entries in the Creative Collection Q3 are a testament to advertisers' confidence in our channel. It was great to see advertisers use OOH environments, formats, and technology to strategically drive their campaigns."

Jessica Debrodt from the Art Gallery of New South Wales said, "While a strong message is important when engaging audiences, creativity and context are equally as valuable when thinking about what will make a campaign memorable. The way the Freedom Foods campaign embedded its messaging within the imagery of nature and juxtaposed it with an urban environment, is a great example of how to create a lasting impression across multi-formats."

Tim Kirby, Founder of creative agency Galore said, "With the versatility and reach it affords, there are many benefits to a well-planned multi-format OOH campaign. However, I rarely see it done well. These kinds of campaigns need to be encouraged, as OOH is one of the only channels with such a large and diverse range of formats, environments and locations. A lot is still being left off the table in that respect."

"Recent developments in programmatic are opening up new opportunities for Outdoor, enabling brands to create innovative campaigns that target the right audiences at the right time. We're seeing a broad range of clients booked on our

network across all key categories, with these brands utilising the power of programmatic trading to reach consumers at scale with the control and flexibility of digital-online targeting.” said Andy Athans, Group Marketing Manager, VMO

Michael Selden, Head of Sales and Platforms, Jolt Charge said, “As a newcomer to the Outdoor market and working in the electric-vehicle industry which routinely celebrates innovation, it has been great to see so many creative concepts come into play in Out of Home this quarter. Even during widespread lockdowns, it’s clear that advertisers understand the value Outdoor drives.”

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:

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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 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.

Congratulations to the following winners:



Big, Bold and Bright Winner

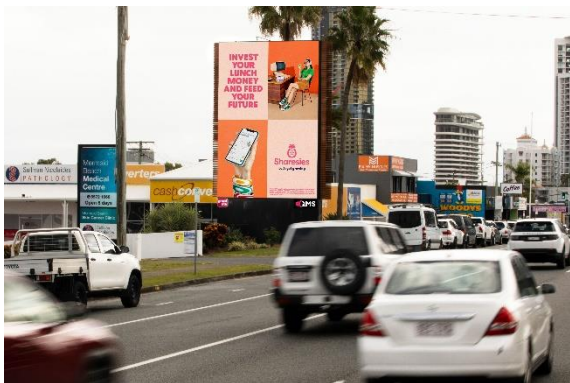
Campaign: The Voice

Advertiser: Channel 7

Creative agency: Trovato Design Pty Ltd

Media agency: Channel 7

Printer: GSP Print



Big, Bold and Bright Honourable Mention

Campaign: Let's Get Growing

Advertiser: Sharesies

Creative agency: BMF

Media agency: MBM

Printer: digital



Best Use of Multi-Format Winner

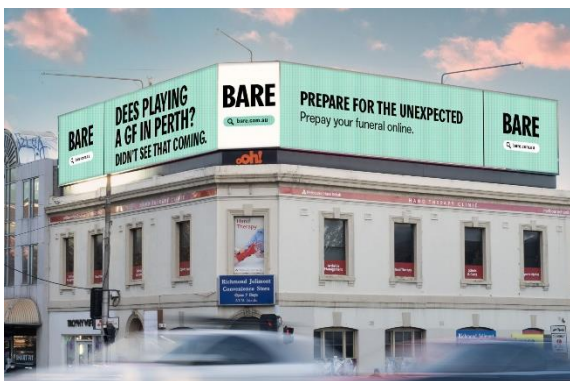
Campaign: Australia's Own - Nurtured by Nature

Advertiser: Freedom Foods

Creative agency: 72andSunny

Media agency: Reprise

Printer: GSP Print



Best Use of Digital Winner

Campaign: #didntseethatcoming

Advertiser: Bare Cremation

Creative agency: Bare Cremation in-house creative

Media agency: N/A

Printer: digital



Innovation in Out of Home Winner
Campaign: Wentworth – The Final Sentence

Advertiser: Foxtel
Creative agency: Fox Creative
Media agency: Mindshare
Printer: digital



Innovation in Out of Home Honourable Mention

Campaign: BTC Markets Live Crypto Feed
Advertiser: BTC Markets
Creative agency: 500
Media agency: Handle Media
Printer: digital



Out of Home for Good Winner

Campaign: Arm Yourself
Advertiser: Australian Government
Creative agency: BMF
Media agency: UM
Printer: digital

ENDS