

Outdoor Media Association

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Media Release

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For immediate release

‘News’ takes top gong for simple, clever and creative use of Out of Home

The Outdoor Media Association (OMA) has announced ‘News in colour’ by News.com.au as the Creative Collection Grand Prix winner for 2018.

Selected from over 132 Out of Home (OOH) campaigns, submitted throughout the year as part of the OMA’s Creative Collection competition, the Grand Prix category is judged using the following criteria:

- A simple idea that is flawlessly executed within a single glance
- Visual impact and strong creative appeal
- Encourages people to think and/or generates an emotional response
- Clear and obvious branding
- Complements/strengthens other mediums (online, mobile, radio, etc.)
- Contextually relevant
- The idea lends itself to further engagement and interaction through the use of digital technology or innovation

“These judging sessions give us the opportunity to not only see the best campaigns in market, but also to discuss and debate the best use of OOH. Again, this year we were inspired by the creativity of our fellow advertising channels and their ability to use our medium to its fullest potential. The one thing that remains constant is the unanimous agreement that when it comes to great OOH, it’s simplistic and clever creative that wins each time,” said Charmaine Moldrich, CEO, OMA.

While News.com.au took out the top gong, honourable mentions were also given to Lion Drink and Dairy for Yoplait “Y” words and Jetstar for “All eye want for Christmas.”

“As an advocate of OOH, it was particularly pleasing to see such a varied collection of work put forward. We had examples of beautifully art directed and sophisticated creative going head to head with cheeky and irreverent copy that may not be as aesthetically pleasing but worked the format and was contextually perfect,” said Bryan Magee, Managing Director, Posterscope.

Grand Prix judge Tammie Oon, Senior Brand Manager, Sanofi said, “Outdoor is the litmus test for marketing at its best; achieving scale, impact and effectiveness in mere seconds. While News.com.au was crowned the best of the best for 2018 for its ability to combine technology with creativity, “Y” words from Yoplait showcased how simplicity in visuals and messaging can deliver great cut through and impact fusing strong copy with a great creative visual.”

Also judged on the day was the 2018 Creative Collection quarter four, which attracted 34 submissions from OMA members including APN Outdoor, JCDecaux, oOh!media, QMS Media and TorchMedia.

Quarter four campaign winners across the following categories were:

- Best creative execution – Paramount Pictures ‘Bumblebee’
- Best traditional use of the OOH medium – Myer ‘Myer Rebrand’
- Best traditional use of the OOH medium – Koala Mattress ‘Up Santa’s Chimney’
- Best use of a special build – Chrysler Group LLC ‘Jeep Cherokee’
- Best use of technology/innovation – Jetstar ‘All Eye Want for Christmas’

“I’ve always loved Outdoor. It’s still the purest form of advertising and, in my opinion, one of the toughest to get right. Campaigns such as ‘Shot on iPhone’, ‘Hello Boys’ and the sublime ‘pointing boy’ for British Airways show that a simple idea can do more for a brand than god knows how many social media content paradigm shifters. As such, it was great to sit down and, let’s be honest, fight like hell with a bunch of jurors with that same love. The winners didn’t need multiple headlines, confusing visuals and body copy. They were simple. They were eye-catching. And that’s why they won,” said Andy Flemming, Group Creative Director, M&C Saatchi.

Congratulations to all of the winners and thank you to our judges:

2018 Grand Prix judges:

- Andy Flemming, Group Creative Director, M&C Saatchi
- Peter Grose, Sydney Head of Investment, Ikon Communications
- Bryan Magee, Managing Director, Posterscope
- Rob Martin Murphy, Executive Creative Director, Ikon Communications
- Tammie Oon, Senior Brand Manager, Sanofi
- Tom Ormes, Founder and Creative Director, DO. Agency
- Charles Parry-Okeden, CEO, ECN International

2018 Creative Collection quarter four judges:

- Andy Flemming, Group Creative Director, M&C Saatchi
- Matthew Knopp, Trade Marketing Manager, oOh!media
- Bryan Magee, Managing Director, Posterscope
- Nikki Young, Advertising and New Business Manager Retail, Sydney Airport

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 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.

2018 Creative Collection Grand Prix



2018 Grand Prix:

Campaign: News in colour

Advertiser: News.com.au

Creative Agency: Bohemia Group

Media agency: Bohemia Group

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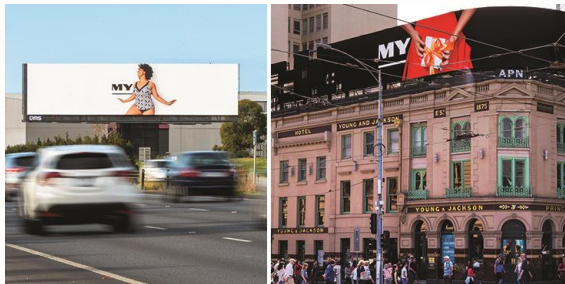
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2018 Creative Collection quarter four



Quarter four – Best creative execution:

Campaign: Bumblebee
 Advertiser: Paramount Pictures
 Creative agency: Paramount Pictures International, XYi Design, Spark
 Media agency: Wavemaker



Quarter four – Best traditional use of the OOH medium, joint winner:

Campaign: Myer re-brand
 Advertiser: Myer
 Creative agency: Clemenger
 Media agency: Ikon Melbourne



Quarter four – Best traditional use of the OOH medium, joint winner:

Campaign: Up Santa's Chimney
 Advertiser: Koala Mattress
 Creative agency: Koala Mattress
 Media agency: Koala Mattress



Quarter four – Best use of a special build:

Campaign: Jeep Cherokee
 Advertiser: Fiat Chrysler Automobiles Australia
 Creative agency: Cummins & Partners
 Media agency: Starcom Melbourne



Quarter four – Best use of technology/innovation:

Campaign: All Eye Want for Christmas
 Advertiser: Jetstar
 Creative agency: JWT
 Media agency: Wavemaker