



Media Release

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For immediate release

Q2 Creative Collection winners, big, bold and bright

The Outdoor Media Association (OMA) has today announced the winners of its quarter two 2019 Creative Collection competition.

Launched in 2013, the Creative Collection celebrates the big, bold, and audacious canvas that is Out of Home (OOH), and recognises exceptional campaigns each quarter.

The industry has undergone phenomenal change since the inception of Creative Collection. Digital OOH now represents 54% of revenue, reflecting a 42.7% increase from 2013 (11.3%).

The evolving OOH landscape provides boundless opportunities for advertisers to connect with consumers in real-time, while at the same time, the flexibility of classic billboards has continued to deliver scale, reach and impact time and time again.

The Creative Collection categories were revised this quarter to more accurately reflect this new environment and to better showcase the creative work that is being presented.

Campaigns were judged across the following new categories:

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

Quarter two 2019 attracted 19 submissions from OMA members including: goa, JCDecaux, oOh!media, QMS Media, TorchMedia as well as media agency, Havas Media Australia.

Guest judges included:

- Nicole Bardsley, Head of Brand, Westpac
- Guy Fatcher, Creative Director, M&C Saatchi
- Aaron Morton, Sales Director, TorchMedia

“The winning campaigns prove that OOH continues to reach new levels of imagination and creativity. Through thinking ‘outside the box’, OOH has the power to create an interactive experience that immerses audiences in a way that other media channels can only dream of,” said Aaron Morton, Sales Director, TorchMedia.

Congratulations to the following winners:



Quarter two – Big, Bold, and Bright, winner

Campaign: LEGO Masters
 Advertiser: Nine Entertainment Co
 Creative agency: In House; Nine Entertainment Co and Immerse (Commute by oOh!)
 Media agency: Nine Entertainment Co
 Printer: N/A



Quarter two – Big, Bold, and Bright, honourable mention

Campaign: Rocketman
 Advertiser: Paramount Pictures
 Creative agency: ASG – Worldwide and Paramount Pictures
 Media agency: Wavemaker
 Printer: Cactus Imaging



Quarter two – Best Use of Multi-Format, winner

Campaign: Wonder Park
 Advertiser: Paramount Pictures
 Creative agency: Paramount Pictures and oOh!media
 Media agency: Wavemaker
 Printer: N/A



Quarter two – Best use of Digital, winner

Campaign: Now Playing
 Advertiser: Southern Cross Austereo
 Creative agency: Southern Cross Austereo
 Media agency: Wavemaker
 Printer: N/A



Quarter two – Innovation in Out of Home, winner

Campaign: Your Midweek Lift
Advertiser: Tourism North East
Creative agency: Andrew Hogg Design
Media agency: Cole Media
Printer: Grand Print Services

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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.
