



Media Release

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For immediate release

‘Kindness’ shines on Out of Home in quarter one

The Outdoor Media Association (OMA) has today announced the winners of its quarter one 2020 Creative Collection competition.

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

Quarter one 2020 attracted 25 submissions from OMA members including: BIG Outdoor, JCDecaux, oOh!media, and QMS Media.

Guest judges included:

- Adam Cadwallader, CEO, XTD
- Natalie Hocking, Manager, Marketing Strategy and Sponsorships, RACQ
- Guy Patrick, Creative Director, The Works
- Claire Woods, Head of External Communications and Digital Marketing, oOh!media

The judges praised the innovation and creativity across all of the entries, awarding a Grand Prix winner as well as two Honourable Mention winners.

“The winning campaigns showcased the potential of Outdoor to put interesting twists on classic ideas. The Doritos campaign in particular created a miniature reality by transforming a bus shelter into a food truck, interacting with the audience in a way no other media channel could dream of. Great Outdoor makes you crave something you never even knew you wanted,” said Natalie Hocking, Manager Marketing Strategy and Sponsorships, RACQ.

“Outdoor has the ability to be very direct, in an over the top way which makes it impossible to miss. Utilising the opportunity of multi-formats with pop-culture references is what leveraged the winning campaigns over others, and made them stand out for the judges,” said Adam Cadwallader, CEO, XTD.

“oOh!media’s *Kindness* campaign captured the COVID-19 zeitgeist. oOh!media was quick to react in a time when people needed to be reminded to be kind and act with everyone’s best interest at heart. *Kindness*, helped drive a more thoughtful sentiment in the community. The timely nature of this campaign embodies the power of Out of Home, to positively influence communities,” said Charmaine Moldrich, CEO, OMA.

Congratulations to the following winners:



Q1 Grand Prix and Innovation in Out of Home
Campaign: Doritos – Food Truck Flavours
Advertiser: Doritos (Pepsi Co)
Creative agency: Isobar
Media agency: PHD
Printer: N/A



Big, Bold, and Bright
Campaign: Australian Open 2020
Advertiser: KIA
Creative agency: Advertising Associates
Media agency: Havas media
Printer: N/A



Big, Bold, and Bright – Honourable Mention
Campaign: Schweppes
Advertiser: Schweppes
Creative agency: TBWA Melbourne
Media agency: OMD Melbourne
Printer: Cactus Imaging/oOh!media



Best Use of Multi-Format

Campaign: Messages of Kindness, Consideration and Compassion

Advertiser: oOh!media and Junkee Media

Creative agency: oOh!media

Media agency: N/A

Printer: N/A



Best Use of Digital

Campaign: Peters Proud and Punch

Advertiser: Peters

Creative agency: Leo Burnett

Media agency: Spark Foundry

Printer: N/A



Best Use of Digital continued



Innovation in Out of Home – Honourable Mention

Campaign: SUV & LCV Q1 2020

Advertiser: Renault

Creative agency: Big Red Communications Group

Media agency: United Melbourne

Printer: N/A

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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.
