



## Media Release

---

For immediate release | Tuesday 23 May 2023

# Technology leads the way: Creative Collection Q1 2023 Winners

The Outdoor Media Association (OMA) has today announced the winners of the Quarter One Creative Collection competition for 2023.

Submissions increased dramatically this quarter, with 43 entries, up from 31 for the same quarter last year. Campaigns were submitted for consideration by JCDecaux, oOh!media, QMS, Scentre Group Brandspace, Shopper, TorchMedia and Val Morgan Outdoor (VMO).

Judges included:

- Tony Haines, General Manager, EiMedia
- Mario Lendvai, Co-founder and Creative Director, Broken Yellow
- Edward Macaulay, Senior Art Director, Emotive
- Elizabeth McIntyre, CEO OMA and MOVE
- Peter Upton, General Manager, Gawk Outdoor

Elizabeth McIntyre, CEO, OMA said: “I was excited to see the breadth and depth of the entries for my first Creative Collection judging session. What stood out for me was the clever use of technology while still staying true the fundamentals of what works in Out of Home (OOH) advertising. The competition is an excellent one-stop-shop to see the best creative work that is out and about, and this quarter did not disappoint.”

Tony Haines, General Manager, EiMedia, said: “The scale and response of ARN’s *The Christian O’Connell Show - Gold 104.3 (Melbourne)* campaign stood out to me. They created a multi-format, digital OOH campaign, that connected directly with audiences. Outdoor advertising works brilliantly with other formats, and ARN has done this in a very clever and engaging way.”

Mario Lendvai, Co-founder and Creative Director, Broken Yellow said: “OOH is at its best with simple and clever design. Transport for NSW’s *Ride with Pride* campaign is a good example of a simple yet effective campaign that gets across the clear message that everyone is welcome in this space.”

“The AFL’s *Takeover with Your Team Colours* campaign sparked the commuter’s competitive nature and gave them the power to influence the display in front of them. It brings the human element to OOH and taps into the heart of Australian sport,” said Edward Macaulay, Senior Art Director, Emotive.

“For the Innovation in OOH category, I couldn’t look past Cointreau’s *The Original Margarita* campaign. The Bus Shelter Takeover was eye-catching, and then the

follow up with cocktail recipe cards put the brand in the hand and that can't be beaten," said Pete Upton, General Manager at Gawak Outdoor.

Launched in 2013, the Creative Collection celebrates the big, bold, and audacious canvas that is OOH by recognising exceptional campaigns in each quarter. Campaigns are judged across the following categories:

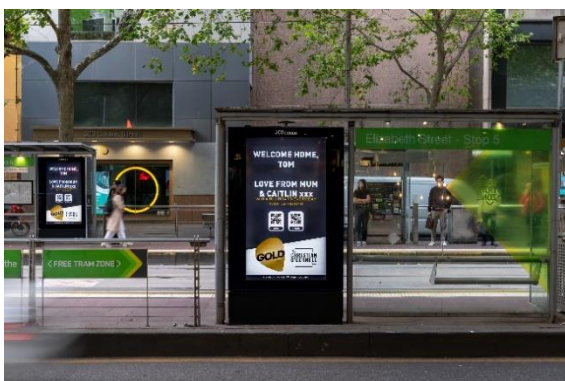
- Big, Bold, and Bright
- Best Use of Multi-Format
- Best Use of Digital
- Innovation in Out of Home
- Out of Home for Good

---

## Q1 2023 Creative Collection winners:



**Big, Bold and Bright Winner**  
**Campaign:** The Super Mario Bros. Movie turned Melbourne Central into Mario Central  
**Advertiser:** Universal Pictures International (UPI)  
**Creative agency:** UPI, XYI Design Limited & Odyssey Media Advertising  
**Media agency:** EssenceMediacom  
**Printer:** Cactus



**Best Use of Multi-Format Winner**  
**Campaign:** The Christian O'Connell Show - Gold 104.3 (Melbourne)  
**Advertiser:** ARN  
**Creative agency:** ARN Marketing & Playful Agency  
**Media agency:** Initiative Melbourne  
**Printer:** N/A



**Best Use of Multi-Format Honourable Mention**

**Campaign:** World Pride/ Mardi Gras 2023  
**Advertiser:** Archie Rose Distilling Co.  
**Creative agency:** Archie Rose in-house  
**Media agency:** The SPEED Agency  
**Printer:** GSP



**Best use of Digital Winner**

**Campaign:** Takeover with Your Team Colours  
**Advertiser:** AFL  
**Creative agency:** POLY & oOh! Content & Creative Technology  
**Media agency:** AFL  
**Printer:** N/A



**Best use of Digital Honourable Mention**

**Campaign:** SCA's Triple M Footy Dynamic Execution  
**Advertiser:** Southern Cross Austereo  
**Creative agency:** Southern Cross Austereo in-house  
**Media agency:** Southern Cross Austereo  
**Printer:** N/A



**Innovation in Out of Home Winner**

**Campaign:** The Original Margarita  
**Advertiser:** Cointreau  
**Creative agency:** Spirits Platform  
**Media agency:** Kaimera  
**Printer:** Grand Print Services



**Out of Home for Good Winner**  
**Campaign:** Ride with Pride  
**Advertiser:** Transport for NSW  
**Creative agency:** Transport for NSW in-house  
**Media agency:** N/A  
**Printer:** Print Effect

**ENDS**

**FURTHER INFORMATION:**

Tallulah Mills-Hicks, Marketing Assistant, OMA, T: 0401 436 970

---

**About the OMA**

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some 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.