

Outdoor Media Association

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Media Release

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For immediate release

Hyperlocal Out of Home ads win the prizes in Q2

The Outdoor Media Association (OMA) has today announced the winners of its quarter two 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 two 2020 attracted 19 submissions from OMA members including: Bishopp Outdoor Advertising, JCDecaux, oOh!media, and QMS Media.

Guest judges included:

- Oliver Newton, General Manager of Sales, JCDecaux
- Thomas Tearle, General Manager, Isobar
- Russ Tucker, Executive Creative Director, TBWA Sydney
- Elly Whitehouse, Senior Graphic Designer, Bishopp Outdoor Advertising

The judges praised the clarity of messaging and support for local Australian brands across the entries, awarding a quarterly Grand Prix to JCDecaux Content and Broadsheet's *Restaurant Live Lists* campaign.

“The winning campaigns this quarter delivered direct brand messaging in iconic creative. The *Bundaberg* ginger beer campaign was a classic brand advertisement which speaks to all Australians. Bundaberg is a great company which continues to create classic identifiable campaigns,” said Thomas Tearle, General Manager, Isobar.

“Every brand has come out with a COVID ‘reassurance’ campaign in these

'unprecedented times'. The refreshing creative media approach from Broadsheet, directs customers to empty tables in struggling restaurants with location specific digital Outdoor. Creatively executed to feel like a live listing while avoiding COVID clichés," said Russ Tucker, Executive Creative Director, TBWA \ Eleven.

Elly Whitehouse, Senior Graphic Designer, Bishopp Outdoor Advertising said "Outdoor has a way to catch your eye and never let go. Foxtel Binge delivered a campaign that made me want to learn more, it was bright, eye catching and colourful, everything you want to make your service stand out."

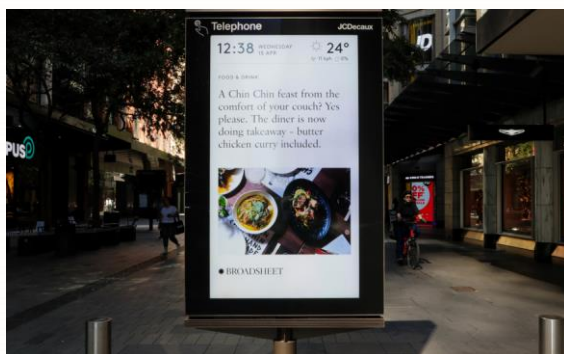
"I want a campaign to draw me in and keep me there. Menulog did just that, using humour so delightfully, in a way to engage with out and about commuters to re-enforce the current 'new normal'. I loved that they used food they deliver to measure physical distancing while maintaining their distinctive branding," said Oliver Newton, General Manager of Sales, JCDecaux.

OMA CEO Charmaine Moldrich said "The OMA's quarter two 2020 Creative Collection showcased two distinct campaign styles. This led to a robust debate over the value of platitudes versus classic branding. The winning campaigns reflect the judges' opinion that being true to your brand is key, and that brands that make a difference in times like this must go beyond the clichés. This was particularly true of Broadsheet's *Restaurant Live Lists* which won the quarter two Grand Prix, for its consistent branding while making a difference to independent restaurants by promoting their menus to diners."

"I was drawn to the National Gallery of Australia's *Know My Name* campaign which brought female Australian artists from the gallery's collection to the street. Using digital signs the campaign featured the work of 45 artists."

"The judges were treated to a great selection of work in quarter two, when Out of Home advertising took a back seat. What was wonderful to see was work that was clear, simple and purposeful; engaging audiences using brand, humour and wit - all the things OOH advertising can bring to the fore in any campaign," concluded Moldrich.

Congratulations to the following winners:



Q2 Grand Prix and Best Use of Digital

Campaign: *Restaurant Live Lists*

Advertiser: JCDecaux Content x Broadsheet Media

Creative agency: JCDecaux x Broadsheet

Media agency: Direct

Printer: N/A

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Big, Bold, and Bright

Campaign: Binge – *Feel a binge coming on?*
 Advertiser: Streamotion Binge
 Creative agency: The Hallway
 Media agency: Havas Media + QMS Media
 Printer: N/A



Big, Bold, and Bright – Honourable Mention

Campaign: *Summer 2019/20*
 Advertiser: Bundaberg Brewed Drinks
 Creative agency: In House
 Media agency: Carat Brisbane
 Printer: N/A



Best Use of Multi-Format

Campaign: oOh!media and the NGA launch the nation's largest art event
 Advertiser: National Gallery of Australia
 Creative agency: N/A
 Media agency: oOh!media
 Printer: Cactus Imaging



Innovation in Out of Home

Campaign: Menulog LAM & Brand
 Advertiser: Menulog
 Creative agency: McCann
 Media agency: UM (NSW)
 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.
