

Media Release

For immediate release | 28 February 2023

Big win for Subway's Beyond Big campaign

2022 Grand Prix:

The Outdoor Media Association (OMA) today announced the Grand Prix winner for the 2022 Creative Collection competition as Subway's *Beyond Big* campaign.

The Grand Prix 2022 guest judges included:

- Angelo Poli, Head of Sales, The Media Shop
- Gordon D'Mello, Marketing & Content Director, Motio
- Kirsty Visman, Managing Director, Superdream
- Peter Galmes, Creative Director, POLY Creative

The judges were unanimous in their decision that the consistent message and range of different Out of Home (OOH) advertising formats used in Subway's *Beyond Big* campaign showcased outstanding creativity. The *Beyond Big* campaign captured the attention of the public and the judges, with big, bold and bright imagery, this campaign could not be missed.

The Grand Prix winner was chosen from 22 campaigns— all winners of the quarterly Creative Collection competition, which has been run by the OMA since 2013. In total, 125 campaigns were submitted for judging in 2022.

OMA CEO Charmaine Moldrich said, "Location and context are some of OOH's biggest opportunities. *Beyond Big* is a perfect example of what happens when the campaign creative takes the surrounding environment into consideration— the results can be spectacular! Well done to the teams at Subway and Publicis Teamfresh for working with the OOH formats to create such a bold and memorable campaign."

Kirsty Visman, Managing Director at Superdream said, "For me, Subway was a clear winner. I loved the station takeover, with the creative running across the stairs at Central station. With tailored creative to fit each location it's a great multi-format OOH execution."

Peter Galmes, Creative Director at POLY Creative said, "This year we have seen 3DOOH take off in a big way, yet it is still the simple, creative ideas that stick with me. Subway's *Beyond Big*, had great hero shots of the iconic Footlong, coupled with humorous copy, proved hard to beat."

2022 Quarter 4:

Also judged on the day was the quarter four Creative Collection 2022 competition, with 20 entries submitted by OMA members including: GoTransit, JCDecaux, oOh!media, QMS, Scentre Group Brandspace, Shopper and TorchMedia.

The quarter four 2022 guest judges were:

- Caroline Nikolic, Senior Group Brand & Marketing Manager, Scentre Group Brandspace
- David Widdop, Managing Director, Blue Tongue Outdoor
- Nina Nyman, CMO, UnLtd
- Peter Galmes, Creative Director, POLY Creative

The winner in the Big, Bold and Bright category was Providoor's *We worship food* campaign, and an honourable mention in this category was awarded to Mecca's *Gift the love of beauty at Mecca* campaign. The winner in the Best Use of Multi-Format category was SBS's *World Cup 2022* campaign. South Australia Tourism Commission took out the Best Use of Digital category for its *For those who want a little more* campaign, and an honourable mention in this category was awarded to BMW's *X-Range* campaign. The top prize in the Innovation in Out of Home category was *The Lively Bunch* campaign from Jacob's Creek. The winner of the Out of Home for Good category was RSL Australia's *Remembrance Day* campaign.

Nina Nyman, CMO at UnLtd, said, "The South Australian Tourism Commission cut through to distracted commuters with a full motion shark-diving video that created emotion and excitement. A great example of the impact good OOH can have."

Caroline Nikolic, Senior Group Brand & Marketing Manager at Scentre Group Brandspace, said, "These winning campaigns demonstrate the value of engaging creative, driven by customer mindset, in strategic placements. Reaching customers at the right time, in the right location is how OOH creates impact. Providoor targeted hungry commuters on their drive home, and Mecca's tram running through Sydney's CBD were perfectly timed for the lead-up to the Christmas retail season."

David Widdop, Managing Director at Blue Tongue Outdoor said, "With so much development in technology, there's more creative opportunity than ever before. Remembrance Day is such an important day to many Australians and having the roadblock of digital signs across Australia, marking a minute's silence at 11am on the 11th day of the 11th to commemorate this important day is very powerful."

The OMA's Creative Collection celebrates the big, bold, and audacious canvas that is Out of Home by recognising exceptional campaigns each quarter and awarding a Grand Prix for the year. 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

Further Information

Romy Robinson, Marketing and Communications Manager, OMA – T: 0408 861 638

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.

2022 Grand Prix winner



2022 Grand Prix

Campaign: Beyond Big

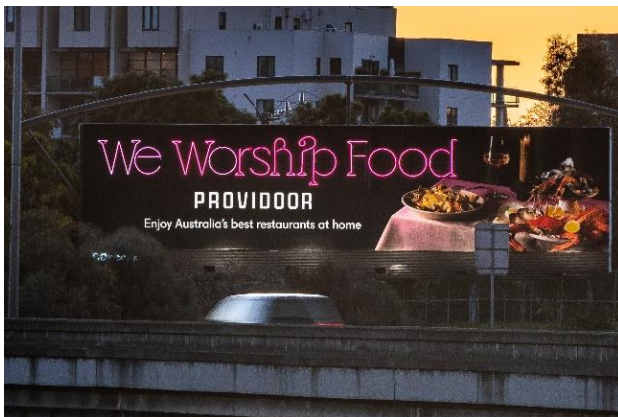
Advertiser: Subway

Creative agency: Publicis Teamfresh

Media agency: Publicis Teamfresh

Printer: GSP

Q4 2022 Creative Collection winners



Big, Bold and Bright Winner

Campaign: We worship food

Advertiser: Providoor

Creative agency: Emotive

Media agency: PNG

Printer: Grandprint



Big, Bold and Bright Honourable Mention

Campaign: Gift the love of beauty at Mecca
 Advertiser: Mecca
 Creative agency: Mecca in-house
 Media agency: OMD
 Printer: Print Effect



Best Use of Multi-Format Winner

Campaign: World Cup 2022
 Advertiser: SBS
 Creative agency: SBS (in-house)
 Media agency: Zenith
 Printer: GSP



Best Use of Digital Winner

Campaign: For those who want a little more
 Advertiser: South Australian Tourism Commission
 Creative agency: South Australian Tourism Commission
 Media agency: Carat Adelaide
 Printer: N/A



Best Use of Digital Honourable Mention

Campaign: X-Range
 Advertiser: BMW
 Creative agency: Clemenger BBDO
 Media agency: Atomic 212
 Printer: N/A



Innovation in Out of Home Winner

Campaign: Lively Bunch
 Advertiser: Jacob's Creek
 Creative agency: Clemenger BBDO
 Media agency: Initiative
 Printer: Grandprint



Out of Home for Good Winner
Campaign: Remember to Remember, Remembrance Day
Advertiser: RSL Australia
Creative agency: RSL Queensland (in- house)
Media agency: N/A
Printer: N/A