

**Outdoor Media Association**

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## Media Release

# Sweet simplicity wins for Out of Home

The Outdoor Media Association (OMA) has today announced the winners of its quarter three 2018 Creative Collection competition.

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

Campaigns are judged across the following categories:

- Best creative execution
- Best traditional use of the OOH medium
- Best use of a special build
- Best use of technology and innovation

Quarter three 2018 attracted 35 submissions from OMA members including: Adshel, APN Outdoor, JCDecaux, oOh!media, Paradise Outdoor Advertising, QMS Media, and TorchMedia.

Guest judges included:

- Peter Grose, Head of Investment, Ikon Communications
- Tammie Oon, Senior Brand Manager, Sanofi
- Andrew Tyquin, Director, Outdoor Systems

“The OMA’s quarter three 2018 Creative Collection showcased very strong contenders who demonstrated a breadth of creative executions that were out of the box. We also saw submissions which capitalised on technology and data to maximise impact, engagement, and contextual relevancy. Be that as it may, what came across as paramount is simplicity and clarity of the brand message. An ingenious creative execution will always win in a medium that is meant to capture the attention of many in a blink of an eye,” said Tammie Oon, Senior Brand Manager, Sanofi.

Of special note is the ‘Yoplait’s “Y” words’ campaign which was awarded the Grand Prix this quarter. A quarterly Grand Prix is given when a campaign epitomises creative excellence. Yoplait delivered a message that was comprehended within a single glance, using OOH to its fullest brand-building potential.

Congratulations to the following winners:



**Best creative execution and Q3 Grand Prix:**

Campaign: 'Yoplait "Y" Words'  
 Advertiser: Lion Drink and Dairy  
 Creative agency: AJF Partnership  
 Media agency: Starcom



**Best traditional use of OOH:**

Campaign: 'Bananas (Peel Good Feel Good)'  
 Advertiser: Horticulture Innovation Australia  
 Creative agency: Elevencom  
 Media agency: Ikon Communications



**Best use of a special build:**

Campaign: 'The Experimental Series – Glenfiddich'  
 Advertiser: Glenfiddich  
 Creative agency: Jerrycan Creative  
 Media agency: Vizeum and Posterscope



**Best use of technology and innovation:**

Campaign: 'Mt Hotham Snow Cam'  
 Advertiser: Mt Hotham Skiing Company  
 Creative agency: MDW Design  
 Media agency: None

**ENDS**

**FURTHER INFORMATION:**

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

**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 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.