

Media Release

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Clever campaigns win in Q3

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

OMA members submitted 31 entries, including campaigns by JCDecaux, oOh!media, QMS, Scentre Group Brandspace, Cartology, TorchMedia, goa and Val Morgan Outdoor (VMO).

Guest judges:

- Abigail Holmes, Head of Client Strategy & Campaign Solutions, JCDecaux
- Christine Le Maitre, Head of Marketing ANZ, iNova Pharmaceuticals
- Mick Lakin, Creative Director, DesignStreet
- Sara Lappage, Chief Operating Officer, QMS

Elizabeth McIntyre, CEO of the OMA said: “Q3 was an outstanding quarter for Outdoor, with some big brands in market. The winners were a good mix of entertainment, services, and retail. It’s clear that some deep thinking went into these creatives to grab attention, a smile, and even a laugh. Inspiring emotion in advertising is hard to do, but when it happens it has the power to cement the brand into long-term memory. The winners for Q3 are not only immersive and clever, but are most certainly effective.”

Abigail Holmes, Head of Client Strategy & Campaign Solutions at JCDecaux said: “The *Barbie* campaign was a clear standout in the Best Use of Multi-format category. Tailoring creative for different formats made all the difference, and helped this campaign shine. From immersive bus shelters to train station takeovers, the city was painted Barbie pink.”

Christine Le Maitre, Head of Marketing ANZ at iNova Pharmaceuticals said: “I am a fan of strong, clear branding, and using a brand’s distinctive assets across mediums to get cut through. We saw effective use of colour in the *Uber Eats* campaign, *Get Almost Almost Anything 2.0*, in the Big, Bold, and Bright category by utilising the brand’s distinctive and iconic colours and tone of voice. This makes the campaign instantly recognisable and builds brand awareness.”

Mick Lakin, Creative Director at DesignStreet said: “LifeBlood always delivers beautiful campaigns, and the *Big, Bold & Bloody Unmissable* campaign is no exception. With a great cause, strong branding and contextually relevant messaging, this campaign claimed the win in the Out of Home for Good category. The judges were also very impressed that the red colour perfectly matched the tram colour to create a seamless design.”

Sara Lappage, Chief Operating Officer at QMS said: “The *Network 10 Hunted* campaign was a fantastic demonstration of the true power and impact of Digital OOH when used as part of cross-channel campaign integration. By focusing on

individuals in the series and inviting the public to play along, Network 10 created an immersive campaign that used Digital OOH to their advantage; delivering broadcast reach and contextual relevance with the right message, in the right environment, at the right time.”

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

Winners:



Big, Bold, and Bright – Winner

Campaign: Get Almost Almost Anything 2.0

Advertiser: Uber Eats

Creative agency: N/A

Media agency: EssenceMediacom

Printer: N/A

Best Use of Multi-Format – Winner

Campaign: Barbie

Advertiser: Warner Bros.

Creative agency: Warner Bros.

Media agency: EssenceMediacom

Printer: Hogarth, JCDecaux & oOh!media



Best Use of Digital – Winner

Campaign title: Network 10 Hunted

Advertiser: Network 10

Creative agency: Network 10 Marketing and Design

Media agency: Wavemaker

Printer: N/A

Innovation in OOH - Winner

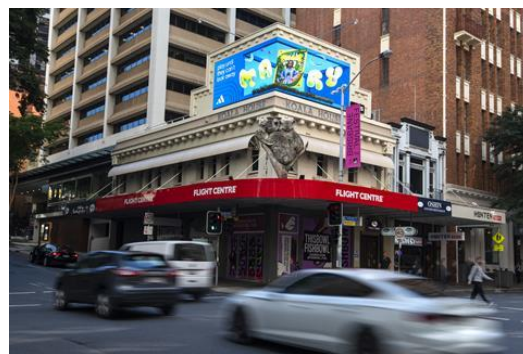
Campaign: Adidas play until they can't look away

Advertiser: Adidas

Creative agency: Never Sit Still

Media agency: EssenceMediacom

Printer: N/A



Out of Home for Good – Winner

Campaign: Big, Bold & Bloody Unmissable Sydney & Canberra FY24 Campaigns

Advertiser & Creative: Australian Red Cross Lifeblood

Media agency: CHEP Network

Printer: N/A

Out of Home for Good – Honourable Mention

Campaign: Shift20 Initiative

Advertiser: Shift20 Initiative

Creative agency: Special Group

Media agency: PHD Media

Printer: N/A



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Further Information

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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.