



Media Release

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3DOOH in the spotlight for Quarter One Creative Collection competition

The Outdoor Media Association (OMA) has today announced the winners of the Quarter One Creative Collection competition for 2022.

There were 35 entries from OMA members including: goa, JCDecaux, Motio, oOh!media, QMS, Shopper, TorchMedia and Val Morgan Outdoor (VMO).

Guest judges included:

- Damian Nielsen, General Manager, CV Media & Signage
- Gordon D'Mello, Marketing & Content Director, Motio
- Jo Lawson, Corporate Partnerships Manager, Lifeblood
- Oliver Devaris, Co-founder and Creative Director, Ext77

OMA CEO, Charmaine Moldrich, said: "The OMA's quarter one 2022 Creative Collection marks our tenth year running the competition. Out of Home (OOH) advertising has come leaps and bounds since the Creative Collection's inception, with the introduction of technology and innovation brought to the industry. We saw the first 3D creative campaigns entered in the competition this quarter, something new. We have also seen a resurgence of QR codes, popular in 2013 and back to being ubiquitous, something old."

Jo Lawson, Corporate Partnerships Manager, Australian Red Cross Lifeblood, said: "It's great to see OOH bouncing back strongly in Q1 2022 with a selection of creative campaigns nominated across a wide range of brand categories. Screen technology continues to advance and push the boundaries of digital execution and the first applications of 3D creative in the Australian market were a highlight, and it's no surprise OOH campaigns have started to take advantage of QR codes as this accessible technology has become a staple in every-day life for Australians."

Damian Nielsen, General Manager at CV Media & Signage, said: "Recent advancements in Digital OOH and 3DOOH technologies are opening up new opportunities for Outdoor to utilise Digital OOH to its full potential. 3DOOH is gaining momentum around the world, and now Australia has jumped on board. AFL's *Festival of Footy* campaign stood out to me because of its impressive 3D display and engaging creative. Even more now content is King!"

"The *Better than you remember* campaign was a compelling example of creative really nailing the essence of the campaign. Images are naturally so critical in Out of Home. The short, simple copy and call to action tied the creative together nicely -

making the campaign a strong contender for an award,” said Gordon D’Mello, Marketing & Content Director at Motio.

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

FURTHER INFORMATION:

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About the OMA

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.

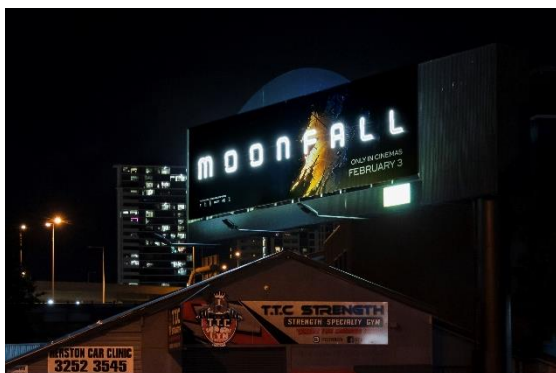
The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was incorporated in 1939.

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.

Q1 2022 Creative Collection winners:



Big, Bold and Bright Winner

Campaign: Moonfall

Advertiser: Village Roadshow Group

Creative agency: Hogarth

Media agency: OMD Australia

Printer: Cactus Imaging



Best Use of Multi-Format Winner
 Campaign: Beyond Big
 Advertiser: Subway
 Creative agency: Publicis Team Fresh
 Media agency: Publicis Team Fresh
 Printer: GSP



Best Use of Digital Winner
 Campaign: Satisfy your strange
 Advertiser: Chatime
 Creative agency: Special Group Australia
 Media agency: Love Media (OOH) & Wired Digital (Social)
 Printer: Cactus Imaging, De Signage & GSP



Innovation in Out of Home Winner
 Campaign: Festival of Footy 3DOOH
 Advertiser: AFL
 Creative agency: AFL & QUBE (QMS)
 Media agency: AFL
 Printer: NA



Innovation in Out of Home Honourable Mention
 Campaign: All Love – Australian Open
 Advertiser: Mastercard
 Creative agency: McCann
 Media agency: Carat
 Printer: Grand Print Services



Out of Home for Good Winner
Campaign: United we Shine: Ride with Pride to the Rainbow Road
Advertiser: Sydney Gay and Lesbian Mardi Gras, Transdev Sydney, ALTRAC and Transdev Sydney Ferries
Creative agency: Sydney Gay & Lesbian Mardi Gras and TorchMedia
Media agency: TorchMedia
Printer: Print Effect



Out of Home for Good Honourable Mention
Campaign: Better than you remember
Advertiser: Health and Wellbeing Queensland w/the Outdoor Media Association
Creative agency: Khemistry
Media agency: NA
Printer: GSP

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