

Media Release

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Creative Collection Q3 winners use place, tech, and outdoor space

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

There were 37 entries from OMA members including: BIG Outdoor, Blue Tongue Outdoor, Civic Outdoor, goa, GoTransit, JCDecaux, oOh!media, QMS, Scentre Group Brandspace, Shopper and TorchMedia.

Guest judges included:

- Aldo Ferretto, Creative Director, The Hallway
- Angelo Poli, Head of Sales, The Media Shop
- Edwina Moller, Brand Manager – BONDS, HANES Brands
- Mark Buckley, General Manager, Civic Outdoor

OMA CEO, Charmaine Moldrich, said: “This quarter’s Creative Collection competition represented a wide range of excellent Out of Home advertisements, starting from simple, clever ideas, to big, audacious displays. The always clever and humorous, Specsavers continue to riff on ... *Should have gone to Specsavers* using a tried and true line of copy and the poster space to cut through with their brand message, juxtaposed with new 3DOOH tech from BINGE’s, *House of the Dragon* campaign, creating an optical spectacle.”

Angelo Poli, Head of Sales at The Media Shop, said “I liked The Guardian *Live Headlines* campaign as it echoed back to the days of old where we saw our daily headlines on a newsagent’s poster; this simple tried and true idea was used to transform DOOH panels into modern-day headline breakers. It functions as an extension of the online world and gives passers-by news notifications in real time.”

Edwina Moller, Brand Manager at BONDS – HANES Brands, said “I was excited by the many great campaigns that were out and about last quarter. The entries have definitely inspired me to think differently about what I could do with my brand in the future.”

Aldo Ferretto, Creative Director at The Hallway, said “The *Without Them* National Missing Persons Week campaign was the clear winner in the Out of Home for Good category. The impactful, human element inspires action, and the creative does a nice job of showing the reality of long-term missing persons using the power of the poster to get the message across.”

Mark Buckley, General Manager at Civic Outdoor said “From a media owner perspective, it is wonderful to see the high calibre of creative. We talk a lot about technology and innovation and it’s absolutely true that the OOH space has never been so dynamic.”

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

Big, Bold and Bright Winner

Campaign: Should've gone to Specsavers

Advertiser: Specsavers

Creative agency: AJF

Media agency: Initiative

Printer: N/A



Big, Bold and Bright Honourable Mention

Campaign: Born this WA

Advertiser: Bankwest

Creative agency: Union

Media agency: Union

Printer: GSP Print



Best Use of Multi-Format Winner

Campaign: Lord of the Rings – Rings of Power
Advertiser: Amazon Prime Video
Creative agency: Mediabrands Content Studio
Media agency: Rufus powered by Initiative
Printer: Grand Print Services & GSP



Best Use of Multi-Format Honourable Mention

Campaign: Find your people
Advertiser: Reddit
Creative agency: R/GA
Media agency: Initiative
Printer: Polly Production



Best Use of Digital Winner

Campaign: Guardian Australia Live Headlines
Advertiser: Guardian Australia
Creative agency: Broken Yellow
Media agency: N/A
Printer: N/A



Innovation in Out of Home Winner

Campaign: House of the Dragon

Advertiser: BINGE

Creative agency: BINGE and Thinkerbell

Media agency: Mindshare (Sydney)

Printer: Cactus Imaging



Innovation in Out of Home Honourable Mention

Campaign: Optus Home Internet & ATN

Advertiser: Optus

Creative agency: Yes Agency

Media agency: Universal McCann (NSW)

Printer: N/A



Out of Home for Good Winner

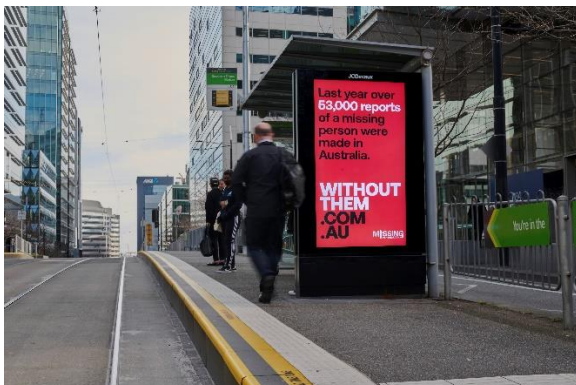
Campaign: Without Them - National Missing Persons Week

Advertiser: AFP in partnership with the Outdoor Media Association

Creative agency: Superdream

Media agency: N/A

Printer: in-house at GoTransit



Out of Home for Good Honourable Mention

Campaign: Out of the Shadows

Advertiser: Lifeline Australia

Creative agency: Thinkerbell

Media agency: Thinkerbell

Printer: Cactus Imaging



ENDS

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 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.