



Media Release

Wednesday 4 March 2020
For immediate release

‘First Nations’ first in class with bold, contextual use of Out of Home

The Outdoor Media Association (OMA) has announced ‘First Nations’ by NRMA Insurance as the Creative Collection Grand Prix winner for 2019.

Selected from over 79 Out of Home (OOH) campaigns, submitted throughout the year as part of the OMA’s Creative Collection competition, the Grand Prix category is judged against the following criteria:

- A simple idea that is flawlessly executed within a single glance
- Visual impact and strong creative appeal
- Encourages people to think and/or generates an emotional response
- Clear and obvious branding
- Complements/strengthens other mediums (online, mobile, radio, etc.)
- Contextually relevant
- The idea lends itself to further engagement and interaction through the use of digital technology or innovation

“The OMA Creative Collection competition was born out of a desire to debate and celebrate great Outdoor creative in market. 2019’s winning campaign exemplifies the power of an Out of Home advertisement executed with simplicity and beauty. NRMA is producing award winning work across all platforms and this campaign is yet another example of their use of something deeply Australian to evoke an emotion that connects us with our land and its original people,” said Charmaine Moldrich, OMA CEO.

NRMA was deemed the uncontested winner, with a campaign created in collaboration with three Aboriginal Land Councils and three Aboriginal artists from Wonnarua, Wiradjuri and Dharawal countries.

“The clever use of the fabric of large-format signs by NRMA to drive awareness and engagement with the traditional lands and identities of Aboriginal people was considered by the judges a wonderful use of Out of Home,” concluded Moldrich.

What struck me about the body of work shortlisted this year was the diversity

of the thinking and the breadth of different ways to bring ideas to life with Out of Home. That's really what is so great about getting to judge the Grand Prix - the ability to see all of the best work over the entire year across all the judging criteria. As always, ideas rule and although there was plenty of debate, we universally elevated NRMA's Welcome to Country billboards to the top. It showed how culturally significant Out of Home media can be while being visually spectacular at the same time," said Grand Prix Judge Sharon Edmondston, Creative Director, M&C Saatchi.

Also judged on the day was the 2019 Creative Collection quarter four, which attracted 20 submissions from OMA members including goa, JCDecaux, oOh!media, QMS Media, and TorchMedia.

NRMA Insurance's First Nations campaign won the Big Bold and Bright category as well as being awarded the quarter four Grand Prix. Honourable mention in this category went to the Royal Automobile Club of Queensland (RACQ). Modibodi and eBay were joint winners in the Best Use of Multi-Format category while Compare the Market's Simple Fuel campaign won the Best Use of Digital category, with an honourable mention awarded to Lexus.

Victoria Government's Fire Ready campaign took out the Innovation in Out of Home category. Honourable mention in this category was awarded to Movember.

Quarter four judge Emily Lewis, Marketing and Commercial Manager, TorchMedia said, "All of the campaigns were great examples of how the Out of Home industry continues to evolve - taking risks with bigger and bolder creative ideas. The standout for me is how advertisers are creating beautiful, simple campaigns that not only communicate a campaign message, but provide utility for all who view them."

Congratulations to all of the winners and thank you to our judges:

2019 Grand Prix judges:

- Sharon Edmondston, Creative Director, M&C Saatchi
- Adam J Francis, Founding Partner, Executive Creative Director, AJF Partnership
- Roxy Howe, Account Director, Hearts & Science
- Guy Patrick, Creative Director, The Works

2019 Creative Collection quarter four judges:

- Wendy Gower, Managing Director, Hearts & Science
- Hugh Hanlon, General Manager NSW, Hanlon Industries
- Emily Lewis, Marketing and Commercial Manager, TorchMedia
- Thanh Nguyen, Campaign Manager, Brand, eBay

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, Outdoor Media Association – T: 02 9357 9916

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 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.

2019 Creative Collection Grand Prix



2019 Grand Prix:

Campaign: First Nations
Advertiser: NRMA Insurance
Creative Agency: Thinkerbell
Media agency: Mindshare
Printer: Cactus Imaging and oOh!media

2019 Creative Collection quarter four



Quarter four – Big, Bold, and Bright and quarter four Grand Prix, winner:

Campaign: First Nations
Advertiser: NRMA Insurance
Creative agency: Thinkerbell
Media agency: Mindshare
Printer: Cactus Imaging and oOh!media



Quarter four – Big, Bold, and Bright, honourable mention:

Campaign: Insurance Pillar
 Advertiser: RACQ
 Creative agency: Clemenger
 Media agency: Universal McCann
 Printer: Omnigraphics



Quarter four – Best Use of Multi-Format, joint-winner:

Campaign: Modibodi
 Advertiser: Modibodi
 Creative agency: In house
 Media agency: n/a



Quarter four – Best Use of Multi-Format, joint-winner:

Campaign: Black Friday Sale
 Advertiser: eBay
 Creative agency: eBay in-house creative agency, FEED
 Digital Development: oOh!media
 Media agency: MediaCom
 Printer: n/a



Quarter four – Best Use of Digital, winner:

Campaign: Simplex Fuel
 Advertiser: Compare the Market
 Creative agency: In-house
 Media agency: n/a
 Printer: n/a



Quarter four – Best Use of Digital, honourable mention:

Campaign: Lexus Melbourne Cup 2019—The Race That Stops The Nation
 Advertiser: Lexus
 Creative agency: M&C Saatchi
 Media agency: The Media Store
 Printer: n/a



Quarter four – Innovation in Out of Home, winner:

Campaign: Victoria Government
Advertiser: Fire Ready
Creative agency: Wunderman Thompson and oOh!media
Media agency: MediaCom
Printer: Cactus Imaging and oOh!media



Quarter four – Innovation in Out of Home, honourable mention:

Campaign: Movember
Advertiser: Movember
Creative agency: Chin and Ching
Media agency: n/a
Printer: Grand Print Services