

Media Release

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UberEATS delivers victory in 2023

2023 Grand Prix:

The Outdoor Media Association (OMA) today announced the Grand Prix winner for the 2023 Creative Collection competition as UberEATS's *Get Almost Almost Anything* campaign.

The Grand Prix 2023 guest judges included:

- Jane Burhop, Creative Director/Co-Founder Common Ventures
- Mario Lendvai, Co-founder, Broken Yellow
- Mick Lakin, Creative Director, DesignStreet
- Steve Bristow, Creativa

The Grand Prix winner was chosen from 20 campaigns— all winners of the quarterly Creative Collection competition, which has been run by the OMA since 2013. In total, 135 campaigns were submitted for judging in 2023.

OMA CEO Elizabeth McIntyre said, “UberEATS took home the grand prix prize for 2023 because of its iconic branding! The clever copy evokes an emotional response from the audience, and the vibrant green hue adds to its eye-catching allure. OOH is most effective when it’s both simple and clever, and UberEATS has certainly mastered this art.”

Jane Burhop, Creative Director/Co-Founder at Common Ventures said, “UberEATS has created the type of brand recognition that everyone wants! This campaign exemplifies the successful utilisation of a strong brand identity while maintaining a dynamic and creative approach.”

Mario Lendvai, Co-Founder of Broken Yellow said, “This is a lot of trends in OOH but keeping it simple, clear, and funny is hard to beat. UberEATS is a worthy winner of the 2023 Grand Prix prize.”

Mick Lakin, Creative director at DesignStreet said, “The UberEATS campaign is instantly recognisable and was everywhere when it was live. The striking use of their trademark green, along with clever yet simple concept and execution, made it a standout. Congratulations to the creative team behind it.”

Steve Bristow, Creativa said, “Even with your eyes closed, the unmistakable identity of UberEATS shines through, a true sign of a great OOH creative.”

2023 Quarter 4:

Also judged on the day was the quarter four Creative Collection 2023 competition, with 32 entries submitted by OMA members including Bishopp, Cartology, goa, GoTransit, JCDecaux, oOh!media, QMS, Revolution360, Scentre Group Brandspace, TorchMedia and VMO.

The quarter four 2023 guest judges were:

- Annabelle Nielsen, Cartology, Brand and Communications Manager
- Flora Lolev, Revo Fitness, Marketing Manager
- Jane Burhop, Common Ventures
- Jerry Yip, LUMOS, Chief of Design & Experience, Co-Founder

Flora Lolev, Marketing Manager at Revo Fitness said, “R.M. Williams did a great job of grabbing attention in such a saturated market, on George St, in store and online. The impact of the Outdoor asset was the result of an amazing creative out of the box idea, and the in-store activation delivered an amazing omnichannel experience.”

Annabelle Nielsen, Brand and Communications Manager at Cartology, said, “The square campaign was a great demonstration of innovation in out of home, with a clear creative concept that would surprise and delight commuters. The claw machine was definitely a standout, strategically located in a high traffic area to stop commuters in their tracks, following through to encourage conversion for those retailers who use Square.”

Jerry Yip, LUMOS, Chief of Design & Experience, Co-Founder said, “With the power of digital technology, there’s more creative opportunities in OOH than ever before. The Officeworks Black Friday Sale campaign stood out in the Best Use of Digital category, as it utilised a custom-built real-time feed to update campaign creatives across DOOH enabled assets, dynamically reflecting current prices and featured products as stock levels changed rapidly on one of the busiest retail days of the year.”

The OMA’s Creative Collection celebrates the big, bold, and audacious canvas that is Out of Home by recognising exceptional campaigns each quarter and awarding a Grand Prix for the year. 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

2023 Grand Prix winner



2023 Grand Prix

Campaign: Get Almost Almost Anything
Advertiser: Uber Eats
Creative agency: Special Group
Media agency: EssenceMediacom
Printer: N/A

Q4 2023 Creative Collection winners



Big, Bold and Bright Winner

Campaign: R.M.Williams George Street Store Opening

Advertiser: R.M.Williams

Creative agency: Rizer & R.M.Williams in-house creative team

Media agency: Audience Precision

Printer: N/A



Best Use of Multi-Format Winner

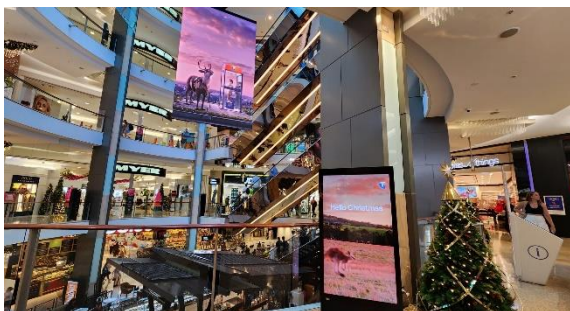
Campaign: Aquaman and the Lost Kingdom

Advertiser: Warner Bros.

Creative agency: C/O Warner Bros. Pictures

Media agency: EssenceMediacom

Printer: Hogarth & JCDecaux



Best Use of Multi-Format Honourable Mention

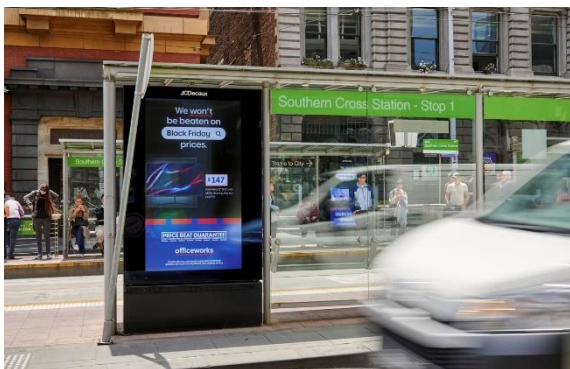
Campaign: Telstra Christmas

Advertiser: Telstra

Creative agency: The Monkeys

Media agency: OMD

Printer: Grand Print Services/Priority Printing



Best Use of Digital Winner

Campaign: Black Friday Sale

Advertiser: Officeworks

Creative agency: CHEP

Media agency: Initiative

Printer: N/A



Innovation in Out of Home Winner
 Campaign: Square Ecosystem: Innovation Pop Up
 Advertiser: Square
 Creative agency: Square (in-house) x POLY
 Media agency: Alchemy One
 Printer: N/A



Innovation in Out of Home Honourable Mention
 Campaign: Holiday Campaign
 Advertiser: Amazon
 Creative agency: MBCS (Mediabrand Content Studios)
 Media agency: Rufus
 Printer: Grand Print Services



Out of Home for Good Winner
 Campaign: AAMI Braille
 Advertiser: Shift20 Initiative in collaboration with the Dylan Alcott Foundation/AAMI
 Creative agency: Special Group
 Media agency: OMD Sydney
 Printer: Grand Print Services

Further Information

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About the OMA

The OMA is the peak industry body that 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.