



Media Release

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Out of Home for Good steals the show in the OMA's Creative Collection Q2

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

There were 33 entries from OMA members including: GoTransit Media Group, JCDecaux, Motio, oOh!media, QMS, Shopper, Tonic Media Network, TorchMedia, Vicinity Centres and Val Morgan Outdoor (VMO).

Guest judges included:

- George Exikanas, Executive Manager, IAG
- Kirsty Visman, Managing Director, Superdream
- Matt Bushby, Managing Director ANZ/ SEA, Hivestack
- Sev Celik, Commercial Director, Tonic Media Network

OMA CEO Charmaine Moldrich said, "This quarter we saw how an effective Out of Home (OOH) advertisement can start with a single good idea. This was exemplified in the NAIDOC campaign, *Get Up! Stand Up! Show Up!* which won the Out of Home for Good category and was awarded the Q2 Grand Prix. The OOH for Good category was introduced in 2021 to celebrate effective creative developed for a government body or charity/not for profit campaign."

George Exikanas, Executive Manager at IAG said, "3DOOH is slowly starting to make an impact in Australia and the TOP GUN work not only captured the essence of the film but also made great use of the site and the format itself."

"It can be a challenge to translate a piece of art into an effective OOH campaign, but the NAIDOC campaign on the side of trams was a perfect canvas! It was beautiful, eye-catching, and helped the joy of the message shine through," said Kirsty Visman, Managing Director at Superdream.

Matt Bushby, Managing Director ANZ/ SEA at Hivestack said, "For me, the Kayo Sports campaign and the NSW Department of Customer Service campaign are standouts as they used two of programmatic DOOH's best features: location and context. It is great to see brands thinking creatively about message combined with placement, and getting the most out of Out of Home environments."

“The submissions in the multi-format category were really interesting – I love to see how brands create big impact campaigns, by bringing best use of digital and classic together. The L’Oreal YSL campaign was the best example of this, engaging audiences in high traffic, contextual shopping destinations, and also incorporating a targeted experiential activation to complement their broader brand messaging,” said Sev Celik, Commercial Director, Tonic Media Network.

Launched in 2013, the OMA’s 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.

Q2 2022 Creative Collection winners:



Big, Bold and Bright Winner
Campaign: The Boys Season 3
Advertiser: Amazon Prime Video
Creative agency: Mediabrands Content Studio
Media agency: Rufus – Powered by Initiative
Printer: Cactus Imaging (large format)



Big, Bold and Bright Honourable Mention
Campaign: Mint to Be
Advertiser: Royal Australian Mint
Creative agency: OPEN Brand Consulting & in-house at Royal Australian Mint
Media agency: Universal McCann
Printer: Print Effect



Best Use of Multi-Format Winner
Campaign: YSL Beauty Zones
Advertiser: L'Oreal – YSL
Creative agency: EG+
Media agency: Wavemaker
Printer: BMG & OnMedia



Best Use of Digital Joint Winner
Campaign: F1 Melbourne
Advertiser: Kayo Sports
Creative agency: Special Group
Media agency: Mindshare
Printer: Cactus Imaging



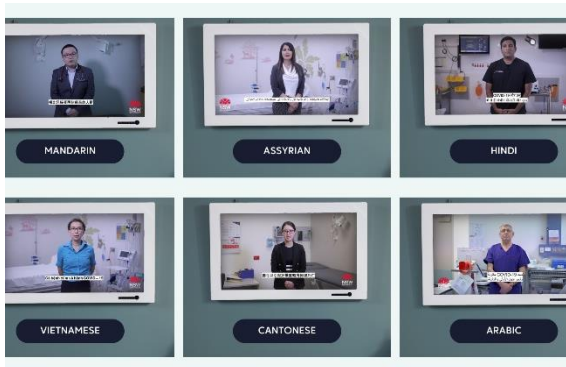
Best Use of Digital Joint Winner
Campaign: Secret Travel Agent
Advertiser: Tourism New Zealand
Creative agency: TBWA
Media agency: Mindshare Sydney
Printer: N/A



Innovation in Out of Home
Campaign: Top Gun 3D
Advertiser: Paramount Pictures
Creative agency: Paramount in-house
Media agency: Wavemaker
Printer: Cactus Imaging (classic)



Out of Home for Good Winner & Q2 Grand Prix
Campaign: NAIDOC Week 2022: Get Up! Stand Up! Show Up!
Advertiser: NAIDOC, Transdev Sydney, ALTRAC, Transport Canberra & City Services, Canberra Metro
Creative agency: Rhyia Dank, Gudanji/Wakaja Artist & TorchMedia
Media agency: TorchMedia
Printer: Print Effect



**Out of Home for Good Honourable
Mention**
Campaign: Covid Winter Campaign CALD
May - August
Advertiser: NSW Department of
Customer Service
Creative agency: N/A
Media agency: Identity Communications
Printer: N/A

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