



2020 ENTRY PACK

This year, the refreshed Outdoor Media Awards (OMAs) are not just a celebration of the Out of Home (OOH) industry. With new category groups and more awards up for grabs than ever, they're a re-shaped showcase of a modern OOH industry, highlighting the best of best of 2019 and the continued power of the poster.

The Grand Prix winner will receive £100,000 worth of media space to use across Clear Channel UK screens.*

The awards are run by Clear Channel UK in partnership with Campaign magazine.

GET IN TOUCH

If you have any questions about the awards or your entry, don't hesitate to get in touch with the Outdoor Media Awards team: outdoormediaawards@clearchannel.co.uk

*Conditions apply. See Terms and Conditions.

AWARDS TIMELINE

Entries open: Monday 27th January

Entries close: Friday 3rd April

Shortlist announced: Mid-May

Winners announced: Thursday 11th June

CATEGORIES

Read through the categories and entry form questions listed in this pack.

We've slightly increased the number of awards we're giving out this year and grouped the categories to better reflect the different 'disciplines' within OOH in the modern media landscape. We'll also be celebrating our people, and those using the medium as a force for good.

Creative – The core of the media and advertising industries.

Planning – A big high-five for all of the planners and their craft.

Effectiveness – Celebrating the effective campaigns for big, small and new advertisers.

A Platform For Good – Rewarding those using Out of Home to make our world a better place to live.

Talent – We're a good bunch, so let's celebrate the excellent people in our industry.

The Grand Prix – Winner will receive £100,000 worth of media space to use across Clear Channel UK screens.

HOW TO ENTER

Go to the [Outdoor Media Awards website](#) and find the form entry button. This will take you to a separate entry microsite. Register there to enter - registration and entry is completely free.

Select which award you would like to enter from the five possible category groups. This will then take you through to the online entry area, and you can select the correct one from the drop down and start filling in the information.

You will be able to save your progress and edit your entry before submitting.

You'll need to submit the entry via this online portal as two different formats – in the online text boxes and as a complete PDF form. Detailed instructions about this are in the online entry form. We also need you to provide us with a minimum of three hi-res images of any campaign submitted, 300 dpi, minimum 1000 pixels wide.

ONLINE ENTRY FORM QUESTIONS

The Creative, Planning, Talent, Effectiveness & Platform for Good Categories (Visual Craft Award / Tech Innovation Award / Installation and Experience Award / Data and Intelligence Award / Cross Format Award / Cross Channel Award / Brand Fame Award / SME and Local Advertising Award / New Approach Award / Rising Star Award / Social Impact Champion Award / National Social Impact Award / Local Social Impact Award)

- In under 100 words, why should this campaign win this category.
- Please write your entry in under 750 words. Include background, strategy, objectives, execution, and results. Also bear in mind the category description and what the judges are particularly interested in seeing in this category.

You can submit as many entries as you like, and can enter a campaign into more than one category. We suggest you tailor these to each category entered.

Remember – your campaign will be judged only by your submitted entry, so make sure you include all the details that make your campaign a winner!

THE CEREMONY

Winners will be announced at the ceremony on the evening of Thursday 11th June 2020.
The awards will be free to attend and attendance is by invite only.

ENTRY RULES

Who can enter?

Entries are open to any organisation, in any sector, or any size (excluding the 'SME and Local Advertising Award'), which ran an OOH campaign in the UK in 2019.

Eligible campaigns will have run between 1st January 2019 and 31st December 2019 only (except the 'Brand Fame Award' – more details about this in the online portal), and can be either a traditional or digital campaign.

Entry fees

Entry is free of charge.

Entry deadline

Entries will close at 20:59pm, Friday 3rd April 2020.

Confidentiality

Please clearly mark any confidential information in your entry, and we will treat it as such and share only with the judges as part of the judging process.

Terms and Conditions

By entering the Outdoor Media Awards, you agree to our [Terms and Conditions](#).

AWARDS

Creative

Visual Craft Award

The category celebrates best-in-class, eye-catching Out of Home poster design. The winning creative will be undeniably brilliant in its art direction, powerfully convey its message and be true to the brand. The poster will suit the OOH environment where it is displayed and bring the campaign strategy to life.

The category is open to brands and companies of all sizes across all classic and digital OOH campaigns.

The judges will be particularly interested in seeing campaigns with:

- Classic / Digital creative that demonstrates exceptional art direction and ‘the art of the poster’
- The effective use of great design to capture the audience’s attention and imagination

Creative

Tech Innovation Award

This category celebrates creative executions that stand out because of their innovative deployment of technology or data.

The winning campaign will use tech or data in new and interesting ways to push the boundaries of what is possible in Out of Home with an original and unique execution.

This category will be judged on how the data or technology has been used to deliver a creative execution, rather than for campaign planning.

The category is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- How the campaign was unique and / or a media first
- How new technology has been used to boost the campaign’s performance

Creative

Installation and Experience Award

This category awards campaigns that are one-off, PR-worthy special installations or immersive real-world experiences. Campaigns entered don't necessarily need to fit inside the usual formats found in an Out of Home campaign.

The category is open to brands and companies of all sizes.

Judges will be particularly interested in seeing:

- How and why campaigns particularly resonated with new and existing audiences because they broke the mould
- Paid media delivering earned media and the results across PR and social

Planning

Data and Intelligence Award

This category awards smart planning powered by data.

Campaigns entered into this category will be able to clearly demonstrate how great planning resulted from the use of audience-focused data, insight and the tools used to create the plan. The entry will demonstrate how the campaign was more successful as a result.

The category is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- The source of the data and how it was applied in the planning & execution of the campaign
- How the data and resulting planning drove positive campaign results

Planning

Cross-Format Award

This category is open to campaigns which have strategically used at least two different OOH formats across different environments.

Whether this is the use of small and large formats, traditional and digital formats, mall advertising and high street advertising, etc, the entry needs to clearly demonstrate why particular formats have been used together, and the strategy behind the choices.

The category is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- Why multiple formats have been used to deliver the campaign
- How the use of multiple formats boosted this campaign's performance

Planning

Cross-Channel Award

This category is open to cross-channel campaigns which have strategically used Out of Home as a lead channel when partnered with at least one other medium, to the benefit of the campaign in reaching the desired audience.

The category is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- Why OOH was the lead medium and how it was combined with other channels to deliver the campaign
- How the channel combination boosted this campaign's performance

Effectiveness

Brand Fame Award

This category celebrates campaigns that have utilised national reach to successfully build Brand Fame through a committed, effective and prolonged use of Out of Home.

Campaigns entered into this category will have run for a minimum of 6 months and must have been live in 2019.

Entries into this category must have an Out of Home media budget of over £1million.

The judges will be particularly interested in seeing:

- A consistent commitment to the medium (min 6 months) and the strategy behind this
- A demonstrable positive shift in measurable brand metrics as a result of long-term Out of Home activity

Effectiveness

SME & Local Advertising Award

This category awards local Out of Home campaigns with demonstrable positive results for SMEs.

The category is open to campaigns from Small and Medium-sized Enterprises. These advertisers must have a turnover of less than £25m per annum and fewer than 250 employees.

The judges will be particularly interested in seeing:

- Why and how the campaign used OOH
- The positive results for the organisation from using OOH

Effectiveness

New Approach Award

This category awards a small or large advertiser that has either; used OOH for the first time, returned to using Out of Home after at least one year away from the medium, or have changed their approach to using Out of Home in response to the technological advances of the medium, resulting in positive business effects.

Judges will be particularly interested in seeing:

- How and why Out of Home was used, how it was different to previous media strategy
- How this new approach delivered positive results

A Platform For Good

National Social Impact Award

This category is open to specialists, agencies, and media owners working in Out of Home who are delivering projects that drive positive change for the environment and / or communities in the UK on a national level.

It's also open to specialists, agencies, and brands using outdoor as part of a campaign put in place to amplify positive social impact projects at a national level.

Whether it's working to improve urban spaces, diminishing your company's impact on the environment, supporting minority groups or helping charitable causes, your project and / or Out of Home campaign will have made a measurable positive impact on society.

The judges will be particularly interested in seeing:

- The level of impact at a national level that has come from the work
- Where Out of Home has been used as part of the campaign, what its role was, and how effective it's been at delivering results

A Platform For Good

Community Social Impact Award

This category is open to specialists, agencies, and media owners working in Out of Home, who are driving positive change to the environment and / or communities in the UK on a local level.

It's also open to specialists, agencies, and brands using outdoor as part of a campaign put in place to amplify positive social impact projects at a local level.

Whether it's working to improve urban spaces, diminishing your company's impact on the environment, supporting minority groups or helping charitable causes, your project and / or OOH campaign will have made a measurable positive impact.

The judges will be particularly interested in seeing:

- The level of impact that has come from the work in the community the project happened in
- Where Out of Home has been used as part of the campaign, what its role was, and how effective it's been at delivering results

Talent

Social Impact Champion Award

This category is open to individuals working with and in communities, who are mobilising themselves and others to drive awareness, positive action and social change in the UK, and use Out of Home to amplify their work.

It's open, but not limited to, people from within the Out of Home industry.

The judges will be particularly interested in seeing:

- The individual's input into the project
- The resulting impact in the community that has come from the work
- Where Out of Home has been used, what its role was, and how effective it's been at delivering results

Talent

Rising Star Award

This category awards a talented newcomer to the industry who's going the extra mile, having shown incredible enthusiasm and involvement in Out of Home industry. This individual will work for a media owner, media agency or specialist, and will have joined the world of Out of Home within the last 5 years.

They will be making a positive impact for their stakeholders (internal or external), the industry and their organisation. They will be making waves by going above and beyond what is expected of them.

Individuals are allowed to nominate themselves and can work in any department.

The judges will be particularly interested in seeing:

- The individual's passion for the Out of Home industry
- How the individual has gone above and beyond to contribute to the industry or deliver an Out of Home campaign for advertisers

The Grand Prix

This is the best of the best of our category winners, according to our judges, and the selected campaign will be awarded £100,000 worth of media space.

GET IN TOUCH

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