



# OUTDOOR MEDIA AWARDS

## 2021 ENTRY KIT



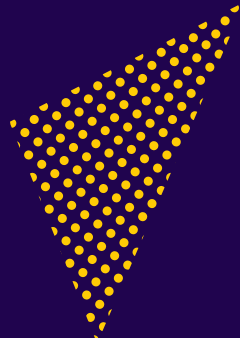
What. A. Year. It's safe to say 2020 was like no other. But, while the times might have been radically different, OOH was and is still here – finding ways to thrive, build trust and deliver for brands and people alike. And so, of course, the Outdoor Media Awards are still here to help commend and celebrate the best of the best; the brands out there that harnessed the power of the poster (digital and paper) in spite of extraordinary times, showcasing the incredible abilities of OOH.

After a complete overhaul last year, this year is more about gentle tweaks rather than full blown change. We have the same number of awards available to win, and they'll be organised in the same overarching category sections too.

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

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

### GET IN TOUCH



If you have any questions or have any issues uploading your entry, don't hesitate to get in touch with the Outdoor Media Awards team:

[outdoormediaawards@clearchannel.co.uk](mailto:outdoormediaawards@clearchannel.co.uk)



\*Conditions apply. See Terms and Conditions.

 Clear Channel ×  campaign



## ENTRY TIMELINE

**Judges announcement** / Wednesday 27<sup>th</sup> January

**Entries open** / Wednesday 3<sup>rd</sup> February

**Entries close** / Friday 19<sup>th</sup> March

**Shortlist announced** / Wednesday 12<sup>th</sup> May

**Winners announced** / Thursday 10<sup>th</sup> June

## HOW TO ENTER

### Step 1

Read through the categories and entry form questions listed in this pack. Decide what campaigns suit which awards and start thinking about writing your entry.

### Step 2

Gather together all the relevant information about the campaign you want to enter. You'll need your written entry, campaign data and results, and some excellent accompanying photography. Don't forget permissions and figuring out what needs to be marked as confidential.

### Step 3

Once your entry is written and ready to be uploaded, go to the [Outdoor Media Awards website](#) and find the form entry button. This will take you to a separate microsite.

### Step 4

Register on the Eventsforce microsite – registration and entry are both completely free.

### Step 5

Select the relevant category and award from the drop down. This will then take you through to the online entry form, where you can start filling in the information.

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

### Step 6

When you are confident you have all the relevant information, additional content and approvals, you should press the enter/submit button, to submit your award entry. You should receive an automated email confirming your submission has been received. If you don't receive it, please check your junk email – they've been known to end up in there. If that doesn't materialise, [email the OMA team](#), and they can check for you.

### Extra info for your entry

You'll need to submit your entry via the 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, within the microsite.

We also need you to provide us with up to three hi-res images of any campaign submitted, 300 dpi, minimum 1,000 pixels wide.

You can submit up to seven additional credits to the awards entry. If your entry is shortlisted we will use these names to build the invite list (if we can have an in-person event), so please ensure you have permission to put their details down.

You can submit as many entries as you like, and enter a campaign into more than one award. We strongly suggest that if you are entering the same campaign into multiple awards, you tailor what you write for each award. Experience tells us that campaigns entered into multiple awards but not tailored to reflect the individual criteria tend to receive lower overall scores.

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!

## ENTRY RULES

### Who can enter?

Entries are open to any organisation, in any sector and of any size (except the 'SME and Local Advertising Award' – see award description for details), which ran an OOH campaign in the UK during 2020.

Eligible campaigns will have run between 1<sup>st</sup> January 2020 and 31<sup>st</sup> December 2020 only (except the 'Brand Fame Award' – see award description for details), 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 19<sup>th</sup> March 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.

We use the summary of the entry to inform anything we might write about the campaign, should it be shortlisted or win, so please bear that in mind when writing your entry.

### **Terms and Conditions**

By entering the Outdoor Media Awards, you agree to our competition Terms and Conditions, which you can find on our website.

## THE WINNERS' ANNOUNCEMENT

Winners will be announced on 10<sup>th</sup> June 2021.

As you can imagine, in the current climate it's hard to know what form the winners' announcement will take, but keep it clear in your diary as we will do something to mark the occasion! We're keeping everything crossed that we can get together in person to celebrate the best of the best in OOH.

## CATEGORIES & AWARDS – FULL DESCRIPTIONS

We expect a lot of the entries we receive this year will be related to Covid-19's impact on brand strategy and the outdoor advertising campaigns that ran. We've deliberately decided not to have specific Covid-19 related categories.

As ever, our judges will be sure to judge each entry on its own merit, Covid-19 related or not.

We've grouped the awards into categories to reflect the different disciplines within Out of Home, as well as those using the medium as a force for good and celebrating our industry's brilliant people that make it all happen.

**Creative** / The core of the media and advertising industries.

**Planning** / A big high-five to all the planners and their craft.

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

**A Platform For Good** / Rewarding those using and working in 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, both those who are new to the game and those who have been doing it a while.



### **Creative / Visual Craft Award**

This award 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 creative will suit the OOH environment where it is displayed and bring the campaign strategy to life.

The award 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 or crafted 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 award celebrates creative executions that stand out because of their innovative deployment of technology or data, that helps brands capture the mood of the moment.

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 award 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 award commends 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 award 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 award celebrates smart planning powered by data.

Campaigns entered into this award will be able to clearly demonstrate how the use of audience-focused data, insights and tools were used to create effective comms strategy for a brand. The entry will show the ways the campaign/s was/were more successful as a result.

The award 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.
- How the data and resulting planning drove positive results.

### Planning / Cross-Format Award

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

The award 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 award celebrates campaigns that has utilised national reach to successfully build Brand Fame through a committed, effective and prolonged use of Out of Home.

Brands can enter multi-campaigns into this to show their long-term strategic use of OOH to build their brand, the key here is that they have an always on approach, even if it's promoting different things.

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

The judges will be particularly interested in seeing:

- A consistent commitment to the medium and the strategy behind this.
- A positive shift in measurable brand metrics as a result of long-term Out of Home activity.

### Effectiveness / SME & Local Advertising Award

This award celebrates localised 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 by using OOH.

### Effectiveness / New Approach Award

This award commends 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 and have distinctly changed their approach to using Out of Home 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 award is open to both organisations and individuals working in or using Out of Home media who are delivering projects at scale that drive positive change for the environment and / or multiple communities in the UK 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 projects and / or Out of Home campaign(s) 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 projects or campaign(s).
- Where Out of Home has been used as part of the campaign/s, what its role was, and how effective it's been at delivering results.

### **A Platform For Good / Community Social Impact Award**

This award is open to both organisations and individuals working in or using Out of Home media who are delivering projects at scale that drive positive change for the environment and / or communities in the UK on a local level. This is specifically about standalone projects or campaigns that impacts one local community.

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**

We encourage companies to take a considered approach to the diversity of their nominations for these awards.

### **Talent / Rising Star Award**

We hope that with the level of talent and brilliant work being produced that organisations will choose to enter multiple individuals. We will be encouraging judges to keep an eye out for diversity of submissions made.

This award commends 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 over and above what is expected of them.

Individuals can nominate themselves and work in any department.

The judges will be particularly interested in seeing:

- The individual's passion 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.

### **Talent / Outstanding Contribution to Outdoor Award**

This award is open to people in leadership roles at specialists, media agencies and media owners within the outdoor media industry.

Written entries should provide evidence of the contribution to their business's performance, leadership and growth, development of company culture, ability to drive transformation and contribution to the betterment of the Out of Home media channel.

The judges will be particularly interested in seeing:

- Evidence of the individual's strength of leadership helping drive their business and the Out of Home channel forward positively.
- Endorsements from a balanced mixture of up to four peers, clients and staff members that backs up the written entry.

A shortlist will be reached in April. This shortlist will be put to the wider industry via an online vote.

The vote will not be binding, and results won't be shared, but will be used to inform the final stage of judging.

### **The Grand Prix**

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

## ONLINE ENTRY FORM QUESTIONS

**The Creative, Planning, Effectiveness and 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 / National Social Impact Award / Community Social Impact Award):

- In under 100 words, please summarise your entry and why this campaign should win this award.
- Please write your entry in under 500 words. Include background, strategy, objectives, execution, and results. Also bear in mind the award description and what the judges are particularly interested in seeing in this award.

**The Talent Category** (Rising Star Award / Outstanding Contribution to Outdoor Advertising Award):

- In under 100 words, please summarise the entry and why this person should win this award.
- Please write your entry in under 500 words. Include background, evidence, testimonials and results. Also bear in mind the category description and what the judges are particularly interested in seeing in this award.

**The Platform For Good Category** (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 500 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.

## ANY QUESTIONS?

If you have any questions or have any issues uploading your entry, don't hesitate to get in touch with the Outdoor Media Awards team: [outdoormediaawards@clearchannel.co.uk](mailto:outdoormediaawards@clearchannel.co.uk)

