

AWARDS CATEGORIES

CREATIVE

Best Creative Concept Award Best Use of Multi-Media Award Best Use of Classic OOH Award

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Best Use of Digital OOH Award

Best Client-Direct Concept Award Best Experiential Campaign Award

Best International Campaign Award

INDUSTRY

Best Innovative Campaign

Best Data-Focused Campaign Award

Best High-Impact Campaign

Community Involvement Award

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Our favourite campaigns are those that are provocative and push the boundaries with humour. The 'Best Creative Concept' winner will get the audience thinking with clever, or "cheeky" taglines and imagery to stand out amongst the rest - all while staying true to their brand.



BEST CREATIVE **CONCEPT** AWARD

Percentage of Score **Judging Criteria** 50% INNOVATION 25% CONCEPT 0-25%

CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.

Innovative use of the out-of-home medium - thinking outside the box.

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





SUBMISSION GUIDELINES

The campaign will use clever, or cheeky messaging and imagery.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

. Any type of out-of-home asset accepted.

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Three images maximum per campaign.

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Environment shots preferred, mock-ups accepted.





Out-of-home in combination with other mediums, or a campaign that utilizes multiple out-of-home product types, strengthens a campaign by increasing visibility and touchpoints. The 'Best Multi-Media' award winner will utilize multiple out-of-home product types and/or different advertising mediums to drive their messaging home.



BEST MULTI-MEDIA AWARD

Percentage of Score

Judging Criteria



CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.



25%

25%

ADAPTABILITY

Each creative concept has been adapted successfully to each medium. (i.e. a transit shelter creative is adapted for a vertical orientation, an online banner is adapted for web, etc.).

BRANDING

Although unique and creative, the advertiser's brand is still clear and concise. Audiences would still be able to recognize the brand easily.

CONCEPT

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





SUBMISSION GUIDELINES

Campaign has to use one additional advertising medium and/or two different out-of-home product types to qualify.

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Environment shots or mock-ups of the out-of-home campaign necessary for submission. For other advertising mediums that cannot be captured in their environments in a static format, creative design images, environment mock-ups, and audio/video files are accepted.

> Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Three images maximum per campaign.

High-resolution is a must.



Classic out-of-home is the bread and butter of our industry. The 'Best Use of Classic OOH' award winner will utilize static assets in a way that cannot go unnoticed. Specialty out-of-home such as extensions, creative storytelling, wraps, printing finishes and 3D effects are the criteria that will be considered for the winner of this category.



BEST USE OF CLASSIC **OOHAWARD**

Percentage of Score **Judging Criteria CREATIVE EXECUTION** The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking. 50% **INNOVATION** 25%

0-25%

Innovative use of the out-of-home medium - thinking outside the box - utilizing extensions, 3D printing effects or any special execution that gives a "wow" factor.

CONCEPT

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





SUBMISSION GUIDELINES

The campaign Classic (static) asset(s) include a special effect such as an extension, printing effects/ finishes, wraps, or 3D printed additives.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

. High-resolution is a must.





Digital provides endless opportunities for advertisers to get creative with the use of unique digital capabilities. The 'Best Use of Digital OOH' award winner will think outside of the box with digital assets, utilizing strategies including (but not limited to): RSS feeds, countdowns, creative agility and weather-triggering!



BESTUSE OF DIGITAL OOH AWARD

Percentage of Score **Judging Criteria** 50% INNOVATION 25% CONCEPT 25%

CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.

Innovative use of the out-of-home medium - thinking outside the box - utilizing unique digital executions.

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





SUBMISSION GUIDELINES

The campaign asset(s) include a unique use of digital out-of-home such as (but not limited to): RSS feeds, countdowns, creative agility, weather-triggering, etc.

Static digital and animated digital accepted.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Environment shots preferred, mock-ups accepted. **.**



The 'Best Client-Direct Concept' award winner will be a regional/local out-of-home campaign entry that breaks through the creative mold and highlights the effectiveness of excellent creative on an out-of-home asset(s).



BEST CLIENT-DIRECT CONCEPT AWARD

Percentage of Score Ju Th ar wi

Judging Criteria

CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.



25%

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INNOVATION

Innovative use of the out-of-home medium – thinking outside the box – utilizing unique digital executions such as (but not limited to) RSS feeds, creative agility, weather-triggering, etc. or static extensions such as 3D printing, effects, wraps, etc.

CONCEPT

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





SUBMISSION GUIDELINES

Submission will be a client-direct sale, not through an agency partner.

Any type of out-of-home asset accepted.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

Three images maximum per campaign.

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Environment shots preferred, mock-ups accepted.





Calling all out-of-home companies and partners across the globe - the 'Best International Campaign' award winner will be celebrated for their unique use of the medium on any product type, in any market! The winner will have showstopping creative, never-beforeseen executions and truly utilizes the out-of-home platform to its maximum ability.



BESTINTERNATIONAL **CAMPAIGN AWARD**

Percentage of Score **Judging Criteria** 50% 25%

25%

CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.

INNOVATION

Innovative use of the out-of-home medium - thinking outside the box - utilizing unique digital executions such as (but not limited to) RSS feeds, creative agility, weather-triggering, etc. or static extensions such as 3D printing, effects, wraps, etc.

CONCEPT

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





SUBMISSION GUIDELINES

Any type of out-of-home asset accepted from a campaign running outside of the Canadian market.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.





The 'Best Experiential Campaign' winner will feature unique activations, experiential marketing, or influencer marketing for a captivating and immersive audience experience, all while including out-of-home in the environment!



BEST EXPERIENTIAL CAMPAIGN

Percentage of Score Judging Criteria INTERACTIVITY Excellent use of interactive, experiential out-of-home with engaging, entertaining and memorable messaging for the target audience.

0-



25%

CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.

CONCEPT

How unique is the concept? Is it a never-before-seen concept? Is it strategic for the brand and target audience?





OUT-OF-HUME

AWARDS 2023

THE CANADIAN

Must include an immersive audience experience through experiential marketing, activations, pop-ups or utilizing influencers as well as out-of-home asset(s).

Any type of out-of-home asset accepted.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Three images maximum per campaign.

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Environment shots preferred, mock-ups accepted.

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Innovation breaks through the mold of classic out-of-home and is truly trailblazing. First to market, unprecedented campaigns that feature standout innovation in the medium (any format) will be considered for the winner of this category.



BEST INNOVATIVE CAMPAIGN

Percentage of Score **Judging Criteria INNOVATION** Innovative use of out-of-home - thinking outside the box and outside of the norm of out-of-home. 50% **CONCEPT AND EXECUTION** Is it strategic for the brand and target audience, and how well is it executed? 50%



SUBMISSION GUIDELINES

Any type of out-of-home asset accepted. **.**

New-to-market, never-before-seen campaigns will be considered.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

••••• Three images maximum per campaign.

•••• Environment shots preferred, mock-ups accepted.

High-resolution is a must.

COMMB.CA

How unique is the concept? Is it a never-before-seen campaign?





The 'Best Data-Focused Campaign' winner will utilize data as a main consideration for planning their out-of-home campaign. Audience measurement, customer profiles/demographics, and/or programmatic/digital will be considered for the strategy of their campaign.



BEST DATA-FOCUSED CAMPAIGN

Percentage of Score **Judging Criteria STRATEGY** 50% 25%

0-

25%

How strategic is the campaign from a data perspective? How many data variants were applied and considered in the campaign, and was it strategic for the target audience?

OBJECTIVES

The campaign reached or surpassed the objective of the campaign: website traffic, foot traffic, product sales, etc.

CREATIVE EXECUTION

The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking.





OUT-OFHOME

AWARDS 2023

THE CANADIAN

Unique and strategic use of data in campaign planning.

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Case study or post campaign report demonstrating strategic datafocused campaign planning.

. Any type of out-of-home asset accepted.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Three images maximum per campaign.

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Environment shots preferred, mock-ups accepted.

High-resolution is a must.

25%

Out-of-home works best in numbers and in size. The 'Best High Impact Campaign' utilizes multiple out-of-home locations, larger-than-life locations or "high-impact" assets to drive the advertiser's message home. Big, bold and multiplied - the winner of this category will dominate intersections, markets or globally!



BESTHIGH IMPACT CAMPAIGN

Percentage of Score **Judging Criteria** IMPACT How impactful are the boards? Do they stand out, in size or in numbers? Were the locations chosen for maximum reach of the audience? 50% **CREATIVE EXECUTION** 25% The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking. INNOVATION 0-

Innovative use of out-of-home - thinking outside the box and outside of the norm of out-of-home.



SUBMISSION GUIDELINES

AARDS 2023

THE CANADIAN

OUT-OF-HW

High-impact "larger-than-life" board(s) and/or a multiple asset campaigns are accepted.

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Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

••••• Campaign details required for entry.

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Four images maximum per campaign.

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Environment shots preferred, mock-ups accepted. **.**





Out-of-home is crucial in spreading important information. The 'Best Community Involvement Campaign' is out-of-home for a good cause. Winner will have had to provide pro-bono donated ad space or PSA campaigns to benefit a charity, community organization, or non-profit.



BEST COMMUNITY INVOLVEMENT AWARD

Percentage of Score **Judging Criteria CREATIVE EXECUTION** The creative will follow effective design practices for out-of-home and will capture the attention of onlookers. Copywriting, if applicable, will utilize clear messaging that is cheeky or thought-provoking. 50% CONCEPT How unique is the concept? Is it strategic for the brand and target audience? 50%



SUBMISSION GUIDELINES

Creative must have been featured on vendor-donated ad space in a full campaign on multiple assets.

Positive impact in our national/provincial/ local community with relevant information.

Any type of out-of-home asset accepted.

Slideshows for standard images (PowerPoint or Keynote) and 30 second video files are accepted.

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Campaign details required for entry.

Three images maximum per campaign.

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Environment shots preferred, mock-ups accepted.





WHO CAN ENTER

	MEDIA AGENCIES	k 4	OUT-OF-HOME OPERATORS	le
۹ ۹	EXPERIENTIAL MARKETING AGENCIES			6
۹ ۲	CREATIVE ENGINEERS AND PRINTING SPECIALISTS			6
	CREATIVE AGENCIES	6_9	BRANDS/ADVERTISERS	le

The Canadian Out-of-Home Awards encourages all parties involved in the development of a campaign to enter.



For submissions with multiple companies involved, please ensure you have connected with your counterpart and discuss your submission. We want to ensure there are no duplicate entries. The entry may be subject to withdrawal and the entry fee would be refunded.



SUBMISSION PROCEDURE

Entries can be submitted into the various categories outlined in this document. There is no limit to the number of categories a single entry may be entered as long as it fits into the individual category submission guidelines. COMMB reserves the right to determine the appropriate category for an entry and move that entry accordingly. Winners are eligible for a maximum of one award in one Creative Category and one Industry Category. French creatives shall be submitted through the the same categories, and do not have a separate category. Any category that allows digital entries may be either standard digital creatives or animated digital creatives.



PRODUCT CATEGORIES



All entry forms, digital files, and payments must be received no later than the final submission deadline of April 15th 2023 through AwardForce.

FILE REQUIREMENTS



COMMB and panelists reserve the right to deny an entry if entry images are of low quality, illegible or do not fit the file requirements.

NOTE

This is your moment to shine! Your entry will be featured on a large screen in front of agencies, brands and operators. Keep that in mind while submitting your campaign.



DATE AND DEADLINES



