



2023 OBIE AWARDS

ENTRY GUIDELINES

GENERAL INFORMATION

Eligibility for the 2023 OBIE Awards competition requires that paid advertising was displayed on an out of home advertising location during the 2022 calendar year (January 1 through December 31). Identical advertisements entered in any previous OBIE Awards competition are ineligible. For an advertisement to qualify for an OBIE Award, the advertiser (or its agency) must have paid for unit space directly to an out of home media company owning or operating the advertising assets, the only exception to this rule is public service advertisements. Illegal installations or entries that do not comply with standard entry guidelines will be declared ineligible.

ENTRY FEES

2023 OBIE Awards submissions are \$350 per entry for all entries received by December 30, 2022. Entries submitted on or before December 9, 2022 will have an early bird rate of \$250 per entry. Entries received during the extension period after December 31, 2022 are \$450 per entry. No refunds will be issued. Payment must be made by credit card to complete the entry submission online. Organizations paying for online entries by check or another form of payment must contact OAAA (info@oaaa.org) to make alternative payment arrangements.

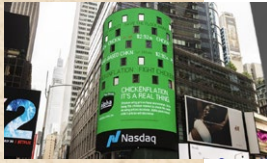
SUBMISSION PROCEDURE

Entries can be submitted into Specialty Categories, Industry Categories, Craft Categories, and Format Categories. Out of home advertising campaigns and executions submitted under industry categories are evaluated and rewarded based on specific industries. Individual executions should be submitted in the advertising categories. There is no limit to the number of categories a single entry may be entered. OAAA reserves the right to determine the appropriate category for an entry and move that entry accordingly.

PRODUCT CATEGORIES

All entry forms, digital files, and payments must be received no later than the final submission deadline: Friday, December 30, 2022. Each image must be in JPEG or PNG format and under 10 MB. To preserve image quality for the judging, OAAA asks that each image file depict only one execution or phase of an execution. An entry submission may include multiple images to demonstrate stages of execution or multiple creative executions within the same campaign. All images must be white labeled. If the image has branding depicting the media owner of any kind, the submission will be returned to the entrant with a request to upload clean images.

A. OBIE Specialty Categories



A01. Buzzworthy Campaign results that can't be ignored, and have gone viral in big, surprising ways. OOH that drove remarkable consumer reaction, press attention, and buzz in the marketplace either nationally or locally.



A02. Contextual Location, location, location. Campaigns using geographic context or targeted placement as part of the creative elements of an OOH execution.



A03. Custom Installation Campaigns using custom-built embellishments and extensions, or specially fabricated props as part of an installation.



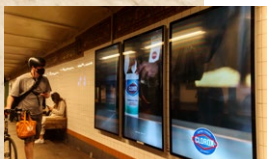
A04. Data Use & Technology Campaigns using data in innovative ways to inform messaging. The use of data-driven creative to reach consumers on their path to purchase. Creative served programmatically, using artificial intelligence or dynamic messaging (e.g., weather triggers, traffic flow).



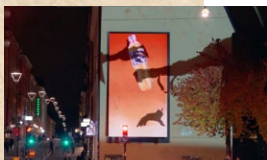
A05. Interactive (Online Integration) Where offline exposure leads to online actions. Where big screens drive people to small screens. Campaigns that drive social interaction and e-commerce. Using proximity technology such as geo-fencing or beacons to engage consumers online either immediately or soon thereafter.



A06. Experiential (Physical Presence) Campaigns creating real-world, physical, immersive consumer experiences that encourage real-life consumer participation or interaction. This includes pop-ups, special promotional events, brand experiences, and street team intercepts. (Note: Experiential campaigns will be placed in this category and only this category.)



A07. Integrated Multi-Media Campaigns using a multi-media mix that includes OOH with examples of other media channels included as part of submissions (e.g., social media, online, mobile, TV, radio, and print). Integrated multi-media campaigns will be placed in this category and only this category; however, the OOH elements of submissions may be entered into other categories.



A08. International Any campaigns executed outside of the U.S. will be placed in this category and only in this category.

B. OBIE Industry Categories



B01. Automotive Automotive, auto accessories/equipment, auto dealers/services, gasoline products, or rental car agencies.



B02. Consumer Products & Services Any campaign or execution by or on behalf of apparel/accessories, appliances, dry cleaners, fitness centers, furniture, health/beauty, household products, office supplies, pet supplies, toys/games, builders, B2B services, churches, computers/software, educational institutions, electronics, financial, freight services, government organizations, health care, insurance, internet service providers, manufacturing equipment, real estate, or telecommunications.



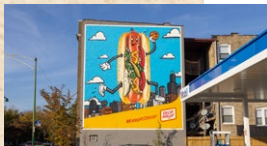
B03. Direct to Consumer Any campaign or execution by or on behalf of brands selling directly to consumers which includes brands selling online and those that may also operate physical retail spaces. DTC work that moved the product needle and helped the business grow.



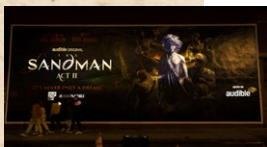
B04. Entertainment, Live Events & Gaming Any campaign or execution by or on behalf of casinos, concerts and venues, lotteries, museums, night clubs and bars, sporting events and teams, theaters and live productions, theme parks, or zoos.



B05. Fashion & Luxury Goods Campaigns and installations showcasing high-quality imagery, impactful design and iconic locations for fashion and luxury brand campaigns and activations.



B06. Food & Beverage Beverages, ingredients, prepared/packaged foods, produce, or restaurants and food services.



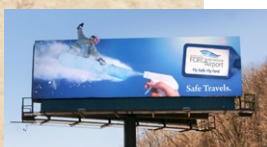
B07. Film & Media Magazines, TV series, streaming services, motion pictures, mobile applications, newspapers, digital media, internet services, out of home companies, radio, television, and websites.



B08. Retail Department stores, discount and variety stores, shopping centers and malls, sporting goods, supermarkets, convenience and drug stores, and warehouse stores.



B09. Public Service & Nonprofits Any campaign created expressly for use by a charitable cause or non-profit organization. (Note: PSA campaigns cannot be entered into other categories.)



B10. Transportation, Travel & Tourism Airlines, bus lines, cruise ships, hotels, motels, national parks, public transportation, resorts, trains, or travel and tourism services.

C. OBIE Craft Categories



C01. Copywriting

Campaigns that bring a brand's story to life using intriguing, simple, or humorous copy.



C02. Digital Design

Campaigns demonstrating exceptional use of digital integration through skill and production including filmmaking and animation.



C03. Illustration

Campaigns demonstrating the most creative and inspiring illustration in OOH.



C04. Photography

Campaigns displaying photography that highlights impressive perception, composition, and scale.

D. OBIE Format Categories



D01. Billboards

Bulletins
Posters
Junior Posters
Wall Murals



D02. Street Furniture

Bus Shelters
Urban Street Furniture
(e.g., kiosks, newsstand)



D03. Transit

Airports
Buses
Private Vehicles
(e.g., mobile trucks, taxis)
Rail/Subway



D04. Place-Based OOH

Arenas/Stadiums
Cinema
Exterior Place-Based
(e.g., golf courses, ski resorts)
Interior/Retail Place-Based
(e.g., elevators, supermarkets)
Shopping Malls



D05. Combined Multi-OOH Formats

ENTRY INFORMATION AND CREDITS

- Company and individual credits are a required part of the online entry form.
- Please make sure all information including campaign name, advertiser/brand/marketer, submitting agency and credits is referenced and spelled exactly as it should appear in information for the media, on trophies, in the Creative Gallery, the OBIE Book and on all printed and multimedia presentation materials for the Awards Program and Show.
- The information supplied in the online entry form may be published and/or appear on trophies and promotional materials. Visit the Creative Gallery to see examples of how winner's entry information has been used online.
- Company credits: You are required to credit all creative and strategic partners who contributed to the campaign. You must credit the client and at least one primary agency.

JUDGING

- An independent panel of highly acclaimed representatives of the entire OOH advertising ecosystem—brand marketers, media companies and advertising agency experts—will convene for an intensive, day-long sequestering and internal debate to determine the finalists and winners in each category.
- Winners will be announced on March 28, 2023, at the OAAA/Geopath OOH Media Conference in Nashville, Tennessee, the premiere event for the OOH industry.
- The OAAA reserves the right not to award categories which, in the judgment of the panel and the administrators, did not elicit entries on par with top industry standards.

PUBLICATION OF WINNING WORK

- Entries that become finalists or winners in the 2023 OBIE Awards may be showcased in various ways including publication. This is at the sole discretion of the OAAA.
- Work submitted must be original or you must have secured rights to submit it.
- Creative Materials and Briefs: By entering your work into the OBIE Awards you automatically grant the OAAA the right to make copies, reproduce and display the creative materials and briefs for educational and promotional purposes such as but not limited to the website, newsletter, programming/conferences, and the Awards Show.
- We respect that entries may have information deemed confidential by the client. For this reason, if you have any questions or concerns about granting publishing permission, please contact info@oaaa.org.

GENERAL CONDITIONS

By participating in this contest, entrants agree to abide by the following terms and conditions and by the decisions of the judges which are final on all matters pertaining to this contest. All federal, state, local, provincial, and municipal laws and regulations apply. This contest is subject to the laws of the United States. The winners of the OAAA 2023 OBIE Awards who do not attend the Awards Ceremony will be notified within approximately seven (7) days after the March 28, 2023, Awards Ceremony. If the OAAA is unable to contact the potential winner after reasonable effort, or if the potential winner fails to respond within three (3) days of first attempted notification, the award may be forfeited, and an alternate winner selected. The winner may be required to execute and return an affidavit of eligibility and liability/publicity release within seven (7) days following the date of first attempted notification. Non-compliance within this time period may result in disqualification and selection of an alternate winner. Return of any award notification as undeliverable may result in disqualification and selection of an alternate winner. OAAA reserves the right to use and publish entrants' proper names online, in print and in any other media in connection with the Contest. Acceptance of an award constitutes permission for OAAA to use the winner's name and likeness and entry submission for advertising and promotional purposes without additional compensation, unless prohibited by law. By entering, participants release and hold harmless OAAA, its respective parents, subsidiaries, affiliates, directors, officers, employees and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Contest. Contact information becomes property of the OAAA and will not be shared with or distributed to any third party.

COPYRIGHT & REBROADCAST

Entries submitted become the property of OAAA and cannot be returned. OAAA retains entries for supplemental presentations to educational institutions, trade groups, advertising professionals and the public generally. Each entrant, by signing the declaration, specifically grants worldwide, royalty-free permission to OAAA to show or play the entries at award shows, at OAAA sponsored or produced events, or in any other public or private presentation with or without charge whenever and as often as the organizers see fit without compensation to Entrant. Entrant authorizes OAAA the use for such purposes of any trademark, animated character(s), animal(s), and merchandise item(s) included in the entries. OAAA may use entries or license entries or the reproduction of entries in perpetuity, without payment to Entrant, non-exclusively throughout the world, for use in telecasts, videotapes, DVDs, the Internet, exhibits, books, pamphlets and other such publications and media now known or hereafter created, including without limitation, television specials featuring OBIE Awards entries for the year or in subsequent years for historical retrospectives. OAAA may charge a fee to third parties for use of such material. Entrant holds or will secure the necessary license for use of all music embodied within the entries. Entrant will fully defend, indemnify and hold OAAA, its affiliated companies, assignees and licensees harmless from any talent or other residual charges due to the release of selected entries or any third-party claims against OAAA, its affiliated companies, assignees and licensees resulting from the content of the entries and the intellectual property contained therein. The person submitting this entry form(s) certifies that he or she has full authority to approve the rights granted herein.

CONTACT For more information, please contact info@oaaa.org.

