



2026 OBIE ENTRY FORM – RETAIL MEDIA & COMMERCE OOH

ENTRANT INFORMATION

First Name *
Last Name *
Title *
Company *
Email Address *
Phone # *
Street Address *
Line 2
City *
State / Province *
Country *
Zip / Postal Code *

ALTERNATIVE CONTACT

Please provide an alternative contact in case you can't be reached.

Alternative First Name *
Alternative Last Name *
Alternative Title *
Alternative Company *
Alternative Email *
Alternative Phone *

Are you from an OOH media company (or another third-party representative) entering on behalf of an agency/brand? *

Select one option

Yes No

If yes, please provide the following information for the agency and point of contact there.

Name of the Agency *
Agency Contact First Name: *
Agency Contact Last Name: *
Agency Contact Title: *
Agency Contact Email: *
Agency Contact Phone: *

If no, complete the **Creative Role Certification** *

I certify that my organization contributed materially to the original creative concept and execution of this work, and did not serve solely in a media placement, adaptation, resizing, or repurposing role.



SUBMISSION OVERVIEW

Entry Title / Name of the Work *

Category *

Many entries qualify for more than one category. Entrants may submit in multiple categories. However, please note entries submitted into one of the following categories MAY NOT be entered into any other category:

- International OOH
- OOH for Good

In addition, there is no limit to the number of entries submitted by one individual entrant.

To submit an entry into multiple categories, complete the entry form for one of the categories you wish to enter. Once you complete the entry and add it to your cart, you'll be given the option to copy the application. After copying the entry, you can change the category selection and edit the submission accordingly. Repeat this process for additional categories.

For category descriptions, [click here](#). Then scroll down and click on "Categories."

Select one Category

A. Creative Idea & Impact

- A01: Big Idea in OOH
- A02: Contextual Brilliance
- A03: Social Buzz
- A04: Experiential & Immersive OOH
- A05: Omnichannel Impact
- A06: Creative Effectiveness

B. Creative Craft

- B01. Copywriting
- B02. Visual Design & Art Direction
- B03. Motion & Animation
- B04. Production & Build Craft

C. Innovation & Future-Facing OOH

- C01. Immersive Technology
- C02. Programmatic & Real-Time OOH

F. Tribute Board Retrospective (Non-Award)

D. Commerce, Purpose & Global Work

D01. Retail Media & Commerce OOH

- D02. OOH for Good (Note: Tribute boards are not eligible.)
- D03. Local Impact OOH
- D04. International OOH (Note: Executions and campaigns entered in this category cannot be entered in any other category.)

E. Industry Sectors

- E01. Healthcare OOH
- E02. Pharma OOH
- E03. Consumer Packaged Goods OOH
- E04. Fashion & Luxury OOH
- E05. Financial Services OOH
- E06: Technology OOH
- E07: Entertainment & Media OOH
- E08: Legal Services OOH
- E09: QSR OOH
- E10: Travel & Hospitality OOH



Brand / Advertiser *

Submitted by (Company name) *

Submitting Organization Type *

(Select one from the menu below)

Agency Brand Media Company Production Company Other

If Other, please describe the submitting organization *

Eligibility *

Work must have been live between January 1, 2025 and May 31, 2026.

I confirm this work ran within the eligibility period.

Markets Where Work Ran *

List cities and regions.

OOH Media Owner(s) / Vendor(s) *

Please list owners and vendors who ran this work.

Dates Active *

Paid Media Confirmation *

For work to qualify, media space must have been purchased directly from an OOH media owner or operator. (Exception: OOH for Good category.)

I confirm compliance with this OBIE eligibility requirement.

WRITTEN SUBMISSION

Please answer the following questions clearly and concisely. Judges will review these responses alongside submitted creative materials.

Brand Background & Challenge (max 500 words) *

What was the business, brand, or communications challenge? What problem were you solving?

Insight (max 300 words) *

What was the key human, cultural, or marketplace insight that led to the creative idea?

The Creative Idea (max 500 words) *

Describe the single core idea. How was it designed specifically for out of home? Why did it require the medium?

Execution of Out of Home (max 500 words) (Retail Media & Commerce OOH)

How did the idea come to life with OOH? How did OOH influence retail behavior before or around the point of sale? Explain how the physical environment and placement strengthened the idea.

Role of OOH Within the Broader Campaign (if applicable) (max 300 words) *

If part of an integrated campaign, explain how OOH was essential.



Results & Impact (max 500 words) *

Please address all that apply:

- Objectives
- KPIs
- Measurable outcomes
- Business impact
- Cultural or earned impact

Provide verified data where available.

50-Word Summary (max 50 words) *

Provide a concise summary of the work.

Note: This may be used in awards material or show copy.

CREATIVE MATERIALS & OOH FORMAT DETAILS

Upload up to 10 images. Acceptable formats JPG, JPEG, PNG.

Minimum 2 MB per image.

Images must reflect the work as it appeared in market. Only real in-situ photography or proof of placement (PoP) documentation is permitted.

Mockups, speculative renderings, or digitally altered composites that do not represent the actual installed execution are not allowed.

Image 1*

Image 2

Image 3

Image 4

Image 5

Image 6

Image 7

Image 8

Image 9

Image 10

Case Film (Strongly Recommended)

Upload Video (Max 200MB)

Acceptable formats: MP4, MOV

Additional Video

YouTube or Vimeo Link

Optional: Supporting Materials

Upload additional relevant materials such as:

- Presentation deck
- Data Summary
- Media Plan
- Press coverage

Acceptable formats: PDF, PPT, DOC



OOH Format Details *

- Airport
- Arenas/Stadiums
- Bike Kiosks
- Billboard
- Bulletins
- Buses
- Bus Benches
- Bus Shelters
- Cinema
- Experiential
- Interior/Exterior Place-Based
- Mobile/Trucksideside Billboards
- Newsstands
- Outdoor Kiosks
- Posters
- Rail/Subway
- Shopping Malls
- Taxis/Rideshare
- Urban Panels
- Vehicle Wraps
- Wall Murals
- Other

Other OOH Format *

If other, please enter OOH Format.

CREDITS

Client / Brand *

Creative Agency *

Media Agency

Production Company

OOH Specialist

OOH Media Company

Key Creative Credits

List individuals who contributed to this work. You may include up to 25 credits.

Role

First Name

Lat Name

Company



DISCLOSURES, PERMISSIONS & AUTHORIZATIONS

AI Disclosure *

Was artificial intelligence used in the development of this work or in the creation of the entry materials?

Disclosure is required if AI played a material role in the creative concept, execution, production, or case materials. Use of AI does not advantage or disadvantage an entry.

Select one: Yes No

If yes, please complete the AI Disclosure Detail *

Please briefly describe how AI was used in the development, production, or presentation of the work. (max 100 words)

Permissions & Authorizations *

By entering this work into the OBIE Awards, OAAA is granted the right to reproduce and display submitted materials for the awards, publicity, educational, and archival purposes.

I agree that the written entry, creative materials, and supporting assets may be published or displayed for promotional and educational purposes.

I confirm that the advertiser and/or agency has authorized this submission

I understand that OAAA may request documentation to verify authorization, permits, media purchase, or other eligibility requirements, and that failure to provide such documentation may result in disqualification

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