



### **General Information**

Eligibility for the 2018 OBIE Awards competition requires that paid advertising was displayed on an out of home advertising display at some point during the 2017 calendar year (January 1 through December 31). Identical advertisements displayed during the 2017 calendar year, but entered in any previous OBIE Awards competition, are ineligible.

For an advertisement to qualify for an OBIE Award, the advertiser (or its agency) will have made payment for the unit space directly to an out of home media company owning or operating the structure, the only exception being public service advertisements. Illegal installations or entries that do not comply with standard entry guidelines may be declared ineligible.

### **Entry Fees**

2018 OBIE Awards submissions are \$175 per entry.

In order to complete your entry submission online, payment must be made by credit card. If your organization prefers to pay by check, you can still submit entries online but please contact Allie Collier ([acollier@oaaa.org](mailto:acollier@oaaa.org)) to make payment arrangements. Checks should be made payable to "OAAA 2018 OBIE Awards." Checks or money orders from all countries outside the United States must be drawn on a U.S. bank, payable in U.S. dollars, and mailed to:

OAAA 2018 OBIE Awards  
1850 M Street NW, Suite 1040  
Washington, DC 20036  
(202) 833-5566

### **Submission Procedure**

All entry forms, digital files, and payments must be received by **Friday, December 29, 2017**.

Each image must be in JPEG format and under 1.5 MB. In order 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 (i.e. a tease and reveal) or multiple creative executions within the same campaign.

### **Categories**

Judging is by advertising categories, brand categories, and OBIE Craft Awards. The brand categories evaluate and reward out of home advertising by the advertiser's industry. Special executions should be submitted in the advertising categories. OAAA reserves the right to determine the appropriate product category for an entry and move that entry accordingly.



## A. OBIE Advertising Categories

### A01. Contextual OOH

Campaigns using geographic context or targeted placement as part of the creative elements of an OOH execution.

### A02. Custom Installation

Campaigns using embellishments and extensions, or specially fabricated props as part of an installation.

### A03. Engagement

Campaigns using dynamic content, incorporating mobile connectivity, or using proximity technology such as geo-fencing or beacons to engage consumers.

### A04. Experiential

Campaigns creating immersive consumer experiences that encourage consumer participation or interaction. This includes special promotional events, brand experiences, and street team intercepts. Experiential campaigns will be placed in this category and only this category.

### A05. Integrated Multi-Media

Campaigns using a media mix led by OOH with examples of other media channels included as part of submissions (i.e. 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.

### A06. International

Any campaigns executed outside of the US will be placed in this category and only in this category.

## B. OBIE Brand Categories

### B01. Automotive

Automotive, automotive accessories & equipment, auto dealers & services, gasoline products, or rental car agencies

### B02. Consumer Goods & Services

Apparel and accessories, appliances, convenience and drug stores, dry cleaners, fitness centers, furniture, health and beauty, household products, office supplies, pet supplies, toys or games, builders, business-to-business services, churches, computers and software, educational institutions, electronics, financial, freight services, government organizations, health care, insurance, internet service providers, manufacturing equipment, real estate, or telecommunications

### B03. Entertainment

Casinos, concerts and venues, lotteries, museums, night clubs and bars, sporting events and teams, theatres and live productions, theme parks, or zoos

### B04. Food & Beverage

Beverages, ingredients, prepared and packaged foods, produce, or restaurants and food services

### B05. Media



Magazines, motion pictures, mobile applications, newspapers, Internet services, out of home, radio, television, websites, or yellow pages

**B06. Retail**

Department stores, discount and variety stores, shopping centers and malls, sporting goods, supermarkets, warehouse stores

**B07. Nonprofits & Public Service**

Any campaign created expressly for use by a charitable cause or non-profit organization

**B08. Transportation, Travel, & Tourism**

Airlines, bus lines, cruise ships, hotels, motels, national parks, public transportation, resorts, trains, or travel & tourism services

OBIE Craft Awards recognize the individuals or teams behind award-winning campaigns. The entry process allows submitters to recommend agencies and/or individuals for exceptional design contributions made to an OOH campaign or campaigns.

**C. OBIE Craft Awards**

**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.