



THE CANADIAN
OUT-OF-HOME
AWARDS **2024**

AWARDS CATEGORIES

CREATIVE

Best Creative Award
Best Use of Multi-Media Award
Best Use of Classic OOH Award
Best Use of Digital OOH Award
Best Client-Direct OOH Award
Best Global OOH Campaign Award

STRATEGY

Best Data-Focused Campaign Award
Best High-Impact Campaign Award
Community Involvement Award



CREATIVE

The 'Best Creative' winner used appropriate creative & design practices for OOH assets. The ad will get the audience thinking with clever, or "cheeky" taglines and imagery to stand out amongst the rest - all while staying true to brand.

BEST CREATIVE AWARD

Percentage of Score

Judging Criteria

50%

CLARITY OF MESSAGING

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy

50%

CREATIVITY

- Used clever/memorable/humorous image/copy
- Involved the viewer
- Had an aesthetic design

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SUBMISSION GUIDELINES

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

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Any type of Out-Of-Home asset accepted.

Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.

COMMB.CA

The 'Best Multi-Media' award winner utilized multiple out-of-home product types and/or different advertising mediums to drive their messaging home by increasing visibility and touchpoints.

BEST MULTI-MEDIA AWARD

Percentage of Score

Judging Criteria

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humourous image/copy
- Involved the viewer
- Had an aesthetic design

25%

ADAPTABILITY

Has each creative concept been adapted successfully to each medium:

- Billboard creative legible from highways
- Street level creative is adapted to ped/vehicle street traffic
- Creative from an online or broadcast ad adapted to OOH

25%

THE ROLE OF OOH

Was OOH the dominant part of the overall plan?

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SUBMISSION GUIDELINES

Campaign has to use one additional advertising medium and/or two different OOH product type to qualify.

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 jpegs, environment mock-ups, .mp3 and/or .mp4 files are accepted.

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Three images maximum per campaign.

High-resolution is a must.

COMMB.CA

Classic out-of-home is the bread and butter of our industry. The 'Best Use of Classic OOH' award winner utilized 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 OOH AWARD

Percentage of Score

Judging Criteria

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humorous image/copy
- Involved the viewer
- Had an aesthetic design

25%

STRATEGY

- The campaign used the correct format(s)
- The campaign had the appropriate weight/share of voice
- Format locations were appropriate to connect to the target audience

25%

CONCEPT

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

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SUBMISSION GUIDELINES

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

.....
Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

.....
Three images maximum per campaign.

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

.....
High-resolution is a must.

COMMB.CA

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!

BEST USE OF DIGITAL OOH AWARD

Percentage of Score

Judging Criteria

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humourous image/copy
- Involved the viewer
- Had an aesthetic design

25%

INNOVATION

- The campaign used correct format(s)
- The campaign had the appropriate weight/share of voice
- Data was used to target specific audiences

25%

CONCEPT

- Was DOOH the lead medium for the campaign?
- Was social or online incorporated into the campaign as part of the buy?
- Where any other digital tools used in the execution of the campaign (i.e. Weather triggers, day parting)?

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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 and weather-triggering!

Static digital and animated digital accepted.

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.

COMMB.CA

The 'Best Client-Direct OOH' 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 OOH AWARD

Percentage of Score

Judging Criteria

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humorous image/copy
- Involved the viewer
- Had an aesthetic design

25%

STRATEGY

- The campaign used the correct format(s)
- The campaign had the appropriate weight/share of voice
- The campaign helped the client stand out in the community

25%

CONCEPT

- Proper contextual advertising was utilized
- The correct environment was used to target appropriate audiences
- A stand out/quirky slogan/copy used that will help the local business get talked about/ brand fame/celebrity factor?

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SUBMISSION GUIDELINES

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

Any type of Out-Of-Home asset accepted.

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.

COMMB.CA

Calling all out-of-home companies, non-COMMB members and partners across the globe – the 'Best Global Campaign' award winner will be celebrated for their unique use of the medium on any OOH product type, in any market! The winner will have show-stopping creative, never-before-seen executions and truly utilizes the out-of-home platform to its maximum ability.

BEST GLOBAL OOH CAMPAIGN AWARD

Percentage of Score

Judging Criteria

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humourous image/copy
- Involved the viewer
- Had an aesthetic design

25%

STRATEGY

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

25%

CONCEPT

- The concept was unique
- Is was a never-before-seen execution
- Is was strategic for the brand and target audience

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SUBMISSION GUIDELINES

Any type of Out-Of-Home asset accepted from a campaign running outside of the Canadian market.

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.

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STRATEGY

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

25%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humourous image/copy
- Involved the viewer
- Had an aesthetic design

50%

STRATEGY

- Data was used to target specific audiences
- What kind of data was used? (1st party, 3rd party, sales data etc)
- How was the data used to execute the campaign?

25%

ADDITIONAL USE OF DATA

- Was data used for mobile/online retargetting?
- Was data used for Footfall Attribution?

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SUBMISSION GUIDELINES

Unique and strategic use of data in campaign planning.

Case study or post campaign report demonstrating strategic data-focused campaign planning.

Any type of Out-Of-Home asset accepted.

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.



COMMB.CA

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 have a dominate impact!

BEST HIGH IMPACT CAMPAIGN

Percentage of Score

Judging Criteria

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humourous image/copy
- Involved the viewer
- Had an aesthetic design

25%

STRATEGY

Formats & locations are crucial:

- The ad was placed where it could reach a large target audience effectively
- Relevance and personalization are important
- The content would resonate with the audience's interests and needs
- Big bold formats, creative concept, extensions considered

25%

CONCEPT

Were digital elements integrated, like social media or interactive technology, or experiential marketing to enhance engagement.

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SUBMISSION GUIDELINES

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

Slideshows for standard images (PowerPoint or Keynote) and 30 second video .mp4 files are accepted.

Campaign details required for entry.

Four images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.



COMMB.CA

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 provided 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

50%

CLARITY & CREATIVITY

The creative will follow effective design practices:

- The ad used effective and clear copywriting
- Used appropriate colours/contrasts
- Used appropriate fonts/sizing
- Used correct limits on text/copy, clever/memorable/ humorous image/copy
- Involved the viewer
- Had an aesthetic design

25%

STRATEGY

- The right formats and/or environments used
- The correct weight was used/share of voice

25%

CONCEPT

Additional elements that helped drive engagement (fundraisers, events etc).

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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 .mp4 files are accepted.

Campaign details required for entry.

Three images maximum per campaign.

Environment shots preferred, mock-ups accepted.

High-resolution is a must.

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ENTRY GUIDELINES

WHO CAN ENTER

NEW 2024 GUIDELINES

ALL COMMB MEMBERS CAN ENTER

OUT-OF-HOME OPERATORS

MEDIA BUYING/PLANING AGENCIES

BRANDS/ADVERTISERS

OOH SPECIALISTS

****NON COMMB-MEMBERS CAN ONLY ENTER THE GLOBAL AWARD CATEGORY****

SHARED CREDIT

For submissions with multiple companies involved, please ensure you have connected with your counterpart and discussed your submission. We want to ensure there are no duplicate entries.

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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 and digital files must be received no later than the final submission deadline of April 24th 2024 through [AwardForce](#).

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FILE REQUIREMENTS

Unlimited file sizes; see next slide for accepted formats. Zip archive files are also accepted.

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

Three images maximum per campaign (unless otherwise specified). High-resolution entries required.

Environment shots (unless otherwise stated in award category) are required for entry.

Campaigns that were launched/active between January 2023 - December 2023 are eligible this year.

FILE FORMATS

DOCUMENTS

csv, doc, docx, fla, indd, odp, ods, odt, pdf, ppt, pptx, xls, xlsx, psd

VIDEOS

avi, flv, m4v, mov, mp4, mpg, mpeg, mpeg4, ogm, ogx, srt, swf, wmv

IMAGES

gif, jpeg, jpg, png, tif, tiff, webp, ico

COMMB and judges 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.

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DATE AND DEADLINES

Call for Entries



1

FEBRUARY

Entry Deadline



24

APRIL

Awards Gala



30

MAY



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