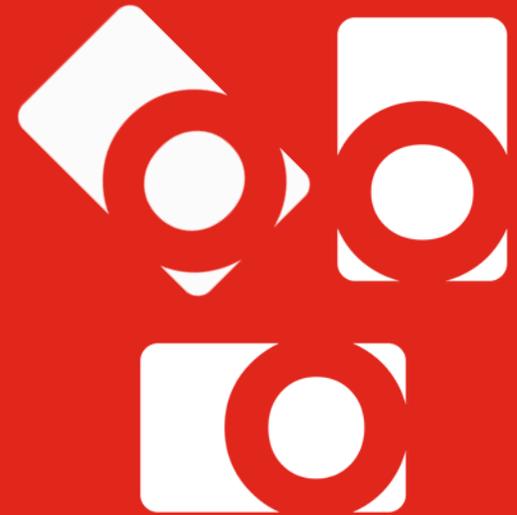




Outdoor Advertising Association of America

2017 OAAA Biennial Membership Meeting & Convention Learnings

2017 OAAA Biennial Membership Meeting



Today's Webinar

Questions

- Questions welcome throughout webinar
- Type questions into the webinar interface
- Questions answered following webinar

Technical Difficulty

- “Raise Your Hand” Button

Voting

- Three action items
- Please vote “yes” or “no” when a poll appears

Agenda

Welcome

- Myron Laible, OAAA

Roll Call

- Myron Laible, OAAA

Membership Action Item

(vote required)

- Myron Laible, OAAA
 - a. Approval of Minutes of Biennial Membership Meeting, May 20, 2015
 - b. Ratification of Action of the OAAA Board of Directors for 2015-2017
 - c. Election of OAAA Officers for 2017-2019

Approval of Minutes

Last OAAA Biennial Membership Meeting

May 20, 2015

2015 OAAA Biennial Membership Meeting – Via Webinar

Minutes

Wednesday, May 20, 2015

Welcome

On behalf of Chairman Bill Reagan and OAAA President and CEO Nancy Fletcher, the OAAA Biennial Membership meeting, held via webinar, was called to order at 2:00 pm. Remarks from Chairman Reagan were conveyed to everyone thanking OAAA members for participating in the governance activities of the association. It was noted that using webinars and other technologies to engage our members is a way for the association to keep up with changing times.

Roll Call

Myron Laible held a roll call. There was a quorum present. The biennial business meeting, consistent with the OAAA Constitution and By-laws, had three action items for approval.

Approval of Minutes of last OAAA Biennial Membership meeting

Myron Laible asked for approval of the May 29, 2013 minutes (the last OAAA Biennial Membership meeting). The minutes were unanimously approved via on-line poll.

Ratification of actions of OAAA Board of Directors for 2013-2015

Myron Laible summarized actions taken by the OAAA Board of Directors from 2013-2015, and asked for ratification. The Board of Director actions for 2013-2015 were unanimously ratified via online poll. Laible noted that there were five in-person Board meetings, five full Board conference calls and several amendments to the OAAA's Constitution and Bylaws during this time period.

Election of OAAA Board of Directors for 2015-2017

Myron Laible asked members to vote for election of 2015-2017 OAAA officers and the Board of Directors, as nominated and approved by the Board on May 11, 2015. The 2015-2017 OAAA officers and Board of Directors were unanimously approved via online poll.

Convention Lessons:

OAAA's Steve Nicklin presented on 2015 OAAA/TAB national convention lessons and OAAA Awards winners. Makeda Kafala provided an overview of 2015 OBIE Awards winners along with a review of the new OBIE website.

The webinar was adjourned at 3:05 pm.

Ratification of 2015- 2017 Board Actions

Actions of May 11, 2015

- Minutes of November 11, 2014 Board of Directors Meeting, January 16, 2015 Board electronic vote, February 25, 2015 Board electronic vote, March 3, 2015 Board electronic vote and Consent Agenda
- Updated OAAA Constitution and Bylaws
- New member applications from November 11, 2014, until May 11, 2015
- Election of 2015-2017 OAAA officers and Board of Directors

Actions of November 3, 2015

- Minutes from the May 11, 2015 Board of Directors meeting and Consent Agenda
- New member applications from May 11, 2015 to November 3, 2015
- 2016 dues cards and 2016 budget

Actions of April 18, 2016

- Minutes from the November 3, 2015 Board of Directors meeting and Consent Agenda
- New member applications from November 3, 2015 to April 18, 2016

Actions of November 2, 2016

- Minutes of April 18, 2016 Board of Directors Meeting, Minutes of August 2, 2016 Board electronic vote and Consent Agenda
- New OAAA member applications from April 18, 2016 to November 2, 2016
- 2017 dues cards and 2017 budget
- Election of Chair-Elect for 2017 - 2019 Term

Actions of May 15, 2017

- Minutes of November 2, 2016 Board of Directors Meeting, March 17, 2017 Board electronic vote and Consent Agenda
- New OAAA member applications from November 2, 2016 to May 15, 2017
- Updated OAAA Constitution and Bylaws
- Election of 2017-2019 OAAA officers and Board of Directors

Election of OAAA Officers - 2017- 2019

Chair

Sean Reilly
Lamar Advertising
Company

President & CEO

Nancy Fletcher
OAAA

Secretary

Jeremy Male
OUTFRONT Media

Treasurer

Don Allman
Intersection

Vice Chair, Communications

Scott Wells
Clear Channel Outdoor

Vice Chair, Legislative

Patrick O'Donnell
YESCO Outdoor Media

Vice Chair, Marketing

Jean-Luc Decaux
JCDecaux North America

Vice Chair, Membership

Tom Norton
Norton Outdoor
Advertising

Vice Chair, Standards, Safety & Technology

Vince Miller
DDI Media

Vice Chair, Ways & Means

Kevin Gleason
Adams + Fairway
Outdoor Advertising

Ex-Officio Chair

William Reagan, Sr.
Reagan National
Advertising

Election of Board of Directors – 2017 - 2019

Debra
Abdalian-Thompson
Cleveland Outdoor
Advertising

John Barrett
Barrett Outdoor
Communication

Paul Cook
Wolverine Sign
Works

Francois de Gaspé
Beaubien
Zoom Media &
Marketing

Rick Del Mastro
City Outdoor USA

David Feldman
Park Outdoor
Advertising

Doug Frantin
Streetblimps, Inc.

Lou Friedman
Total Outdoor

Steven Gorlechen
Steen Outdoor
Advertising

Jeff Gunderman
EYE Corp Media

Drew Katz
Interstate Outdoor
Advertising

David Kupiec
National CineMedia

Jim Moravec
Stott Outdoor
Advertising

Ray Moyers
Signal Outdoor

Richard Peterson
Porter Advertising
LLC

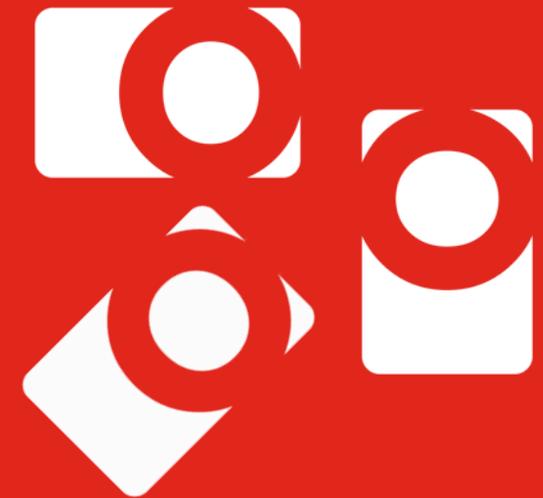
Steve Richards
Mile High Outdoor
Advertising

Pudge Roberts
Coastal Outdoor
Advertising

Bill Schwartz
Vector Media

Mike Zukin
Meadow Outdoor

**Thank you for Attending the
2017 OAAA Biennial
Membership Call**



OAAA/Geopath National Convention Learnings



Convention Presentations and Photos

OOH MEDIA LOCATOR | OOH DIRECTORY | Store | Steven Nicklin | LOGOUT

aaa
Outdoor Advertising Association of America

ABOUT OOH | PROOF OOH WORKS | STAY CONNECTED | ABOUT OAAA | 🔍

Home > Stay Connected > National Convention and Expo | 🖨️ Print | ✉️ Email | ★ My Favorites

STAY CONNECTED

- Newsletter
- Press Releases
- News Articles
- Webinars
- Events

National Convention and Expo

2017 National Convention and Expo

Blogs

NATIONAL CONVENTION AND EXPO

2017 OAAA\GEOPATH MEDIA CONFERENCE & MARKETING EXPO

- Photos
- Speaker Presentations

OOH MEDIA LOCATOR | OOH DIRECTORY

aaa
Outdoor Advertising Association of America

ABOUT OOH | PROOF OOH

2017 OAAA\GEOPATH NATIONAL CONVENTION + EXPO

MAY 15-17, 2017
NEW ORLEANS, LA

CHECK IT OUT! SPEAKER PRESENTATIONS FROM CONVENTION

Over 1,000 Convention Attendees – A Diverse Group!

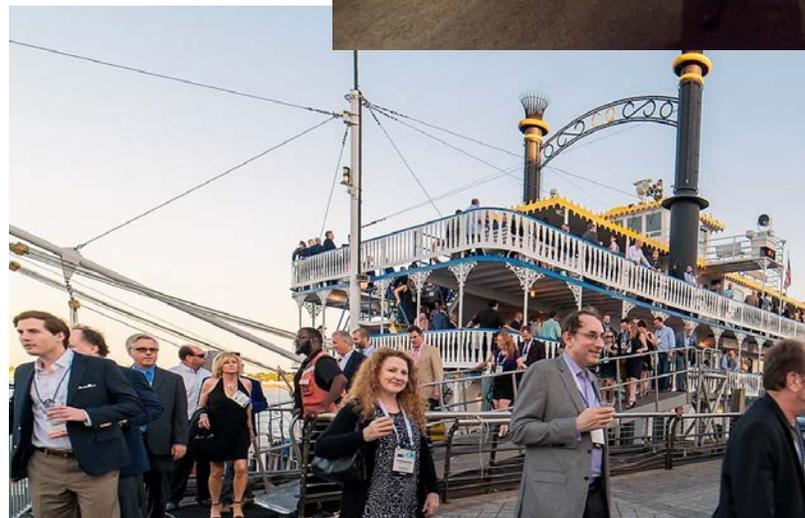
- 1,024 – Total Registrants
- 174 – Advertiser/Agencies
- 446 – OOH Media Companies
- 240 – Associate members
- 40 – International Delegates
- 31 – Spouses/Guests
- 93 – Speakers, Staff, Press



Convention Expo – Products, Networking, Tech Hive



Looking Out in New Orleans



Tech Talks and Art + Science Exchange

Dan Brough, *WAZE* - OOH + Mobile: Transforming the Digital Billboard

Chan Lieu, *Venable* - The Road to Self-Driving Cars

Jeff Evenson, *Corning Incorporated* - Welcome to the Glass Age

Michael Rocha, *Panasonic* - How Game-Day Entertainment Molds the Industry



Brough



Lieu



Evenson



Rocha

Brady Collings, *Spyder* - How to Improve a Brand's Connection with Customers

Elina Greenstein, *xAd* - How to Make OOH Actionable Using Mobile Data

Mark Kwak, *Foursquare* - Understanding Real-Life Foot Traffic of an Audience

Richard Ventura, *NEC* - Facial Detection and the Impact on DOOH



Collings



Greenstein



Kwak



Ventura

Shane Snow, *Contently* - Shortcuts: The Breakthrough Power of Lateral Thinking

Andy Azula, *The Martin Agency* - The Power of Subtraction

James Hurman, *Previously Unavailable* - The Case for Creativity



Snow



Azula



Hurman

Sally Dickerson, *Benchmarking* - OOH Recommended Percentages of Media Mix

Jim Spaeth, *Sequent Partners* - Don't let an ROI Model Ruin Your Day!

Diane Williams, *Nielsen* - Posters Close-Up



Dickerson



Spaeth



Williams

Thank You to Our Convention Co-Chairs!



Kevin Gleason, Co-Chair
President & CEO
Adams + Fairway



David Krupp, Co-Chair
CEO, Kinetic Americas
Kinetic Worldwide



UNLEASHING THE POWER OF NEW DISRUPTION
TO TRANSFORM YOUR BUSINESS

TOM GOODWIN - EVP, HEAD OF INNOVATION, ZENITH MEDIA

Things have never changed so fast before



But will never change so slowly again.

Power of the Paradigm Leap

The most transformative products ever made
Are the first in a new paradigm



In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.



Have they succeed *despite* a lack of experience
or *because* of ?



New Disruption.

Getting breakthrough results by ignoring
assumption that limited others.

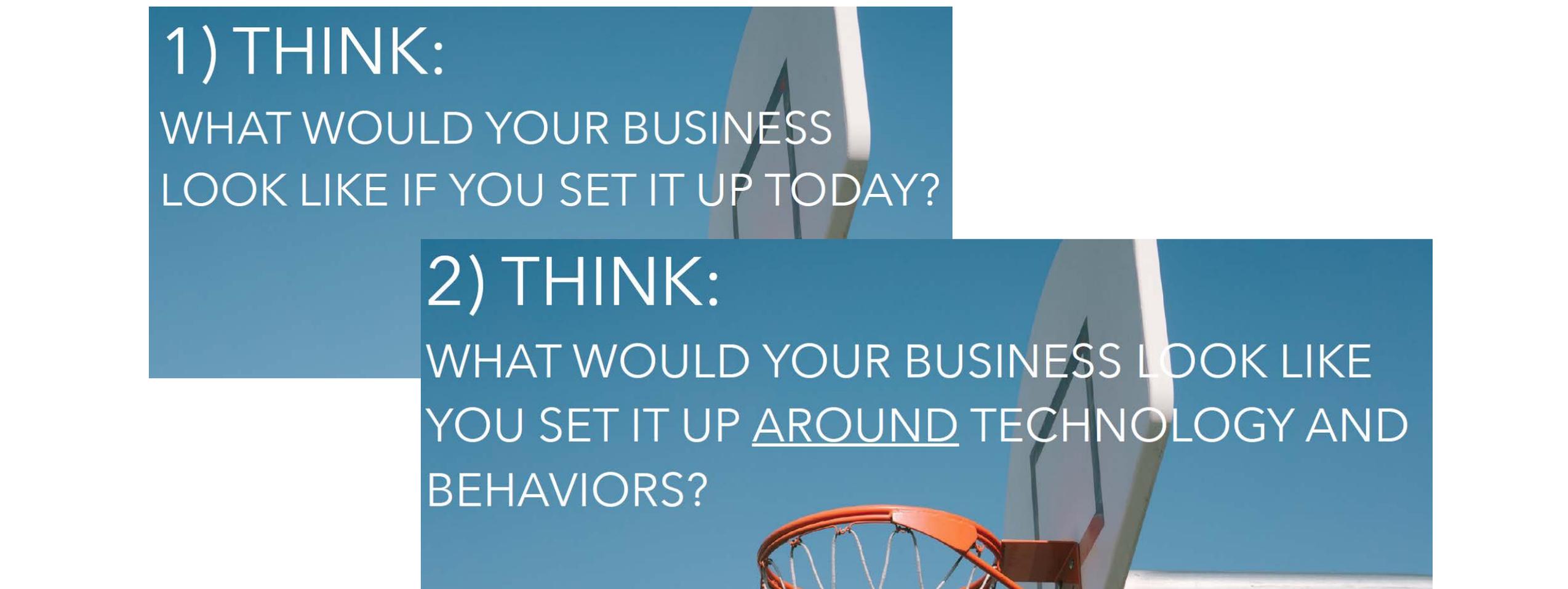
Digitizing vs. Transforming – Ignoring Traditional Assumptions

Digitalization



Digitally Transformed





1) THINK:

WHAT WOULD YOUR BUSINESS
LOOK LIKE IF YOU SET IT UP TODAY?

2) THINK:

WHAT WOULD YOUR BUSINESS LOOK LIKE
YOU SET IT UP AROUND TECHNOLOGY AND
BEHAVIORS?

Goodwin's Recommendations to Power 00H

- 1) *Be aware of the power of disruption - how would your business be built today?*
- 2) *Place digital at the heart of what you and your business can do.*
- 3) *Worry about muscle memory, assumptions, expertise.*
- 4) *Be clear on what is changing and what is the same.*
- 5) *Be excited*



State
of the
OOH Industry

State of the Industry

All-time revenue high of \$7.6 billion

28 consecutive quarters of growth

Every segment of the business is growing

1/4 of the Top 100 OOH advertisers are digital or tech brands

OOH share will surpass magazines this year, and newspapers in 2019

OOH's Target

To continue to transform the OOH medium...

...to prove that OOH is more powerful and valuable than anyone has yet to imagine.

Four Pathways to the Target

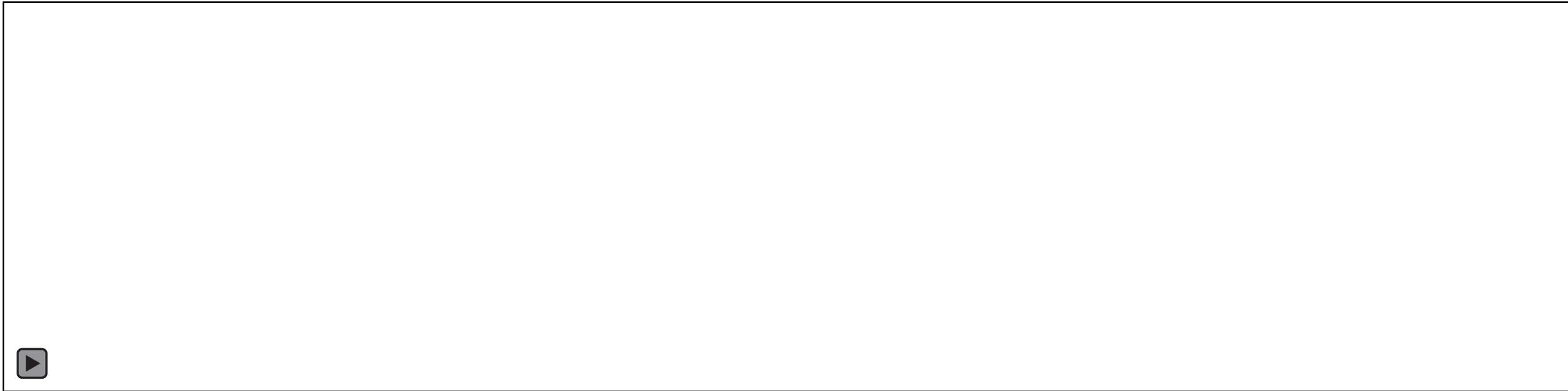
OOH

1. Tell today's OOH story
2. Elevate OOH's creative impact
3. Deliver ease of use and provable results
4. Do our part as industry stewards



1. Tell Today's OOH Story

OOH Positioning Video



A billboard advertisement for the Outdoor Advertising Association of America. The billboard features a white background with a blue sky and clouds in the background. The word "OOH" is displayed in large, stylized letters. The two 'O's are circular and split vertically, with the left half being red and the right half being grey. The 'H' is a solid grey block letter. Below the word "OOH" is the tagline "Real. Powerful. Advertising." in a grey, sans-serif font. The billboard is mounted on a metal structure with several spotlights visible at the bottom.

OOH

Real. Powerful. Advertising.



Feel the Real



Agency Roadshows - 350+ and Counting



SHANE SNOW

**AUTHOR: *SMARTCUTS AND STORIES
AT WORK***

COFOUNDER: CONTENTLY

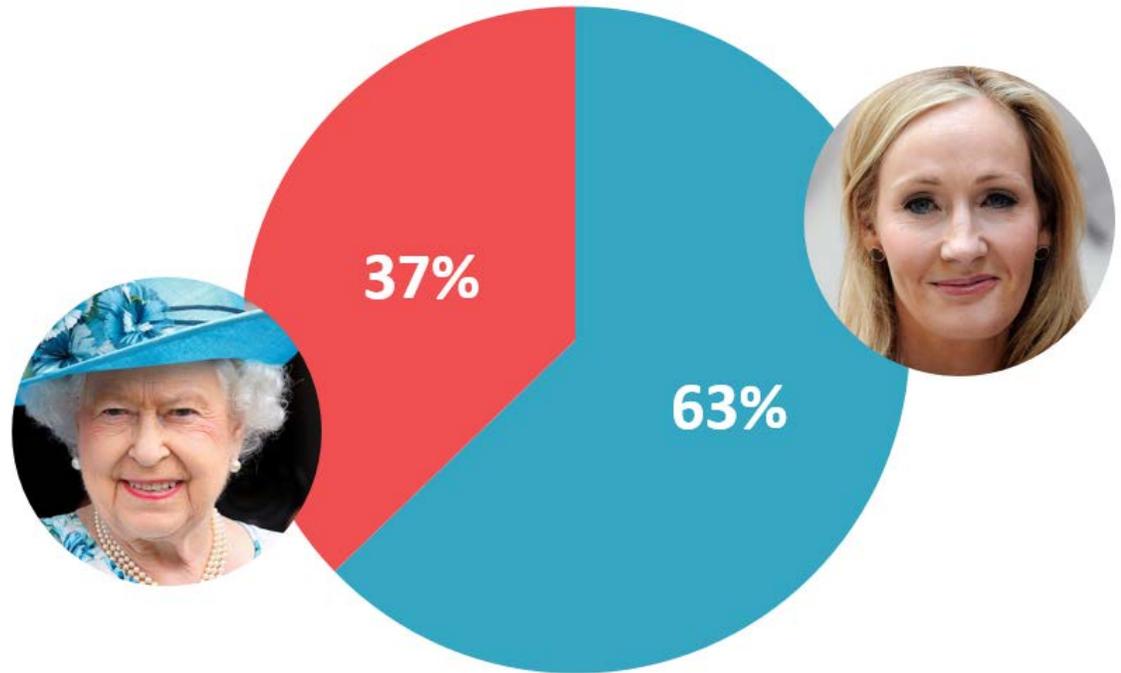
THOSE WHO TELL
THE *Stories*
RULE THE WORLD

NATIVE AMERICAN PROVERB

Who do you trust more?



Queen vs. Rowling

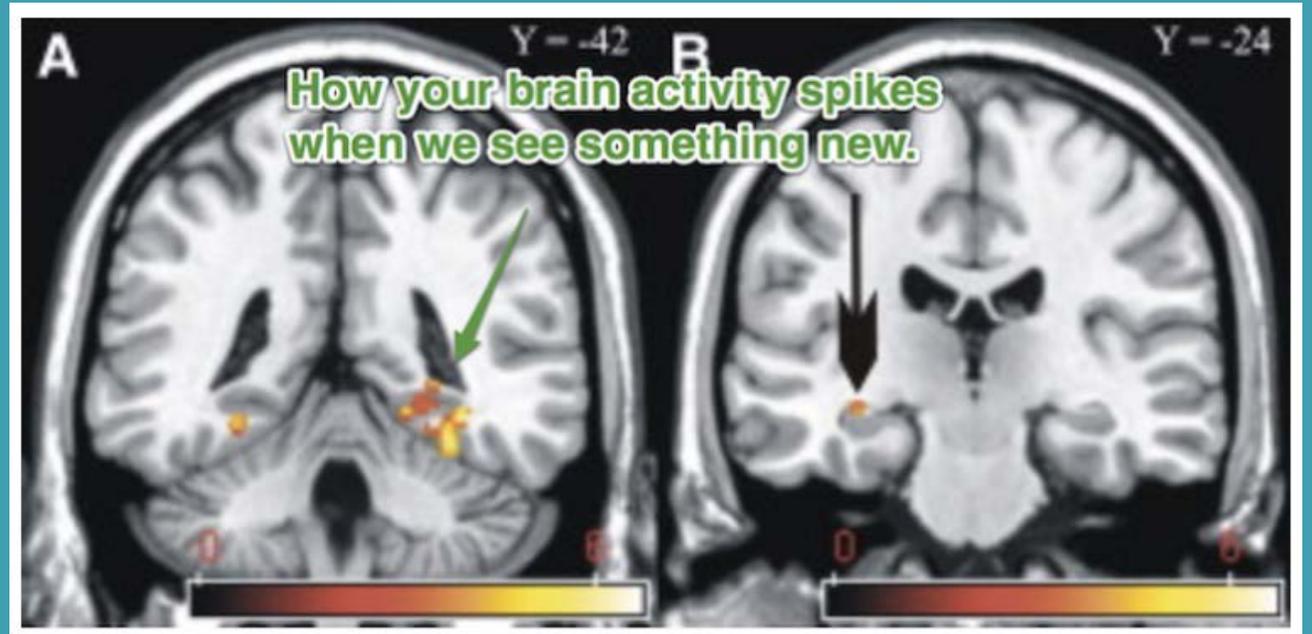


Element #1: Relatability

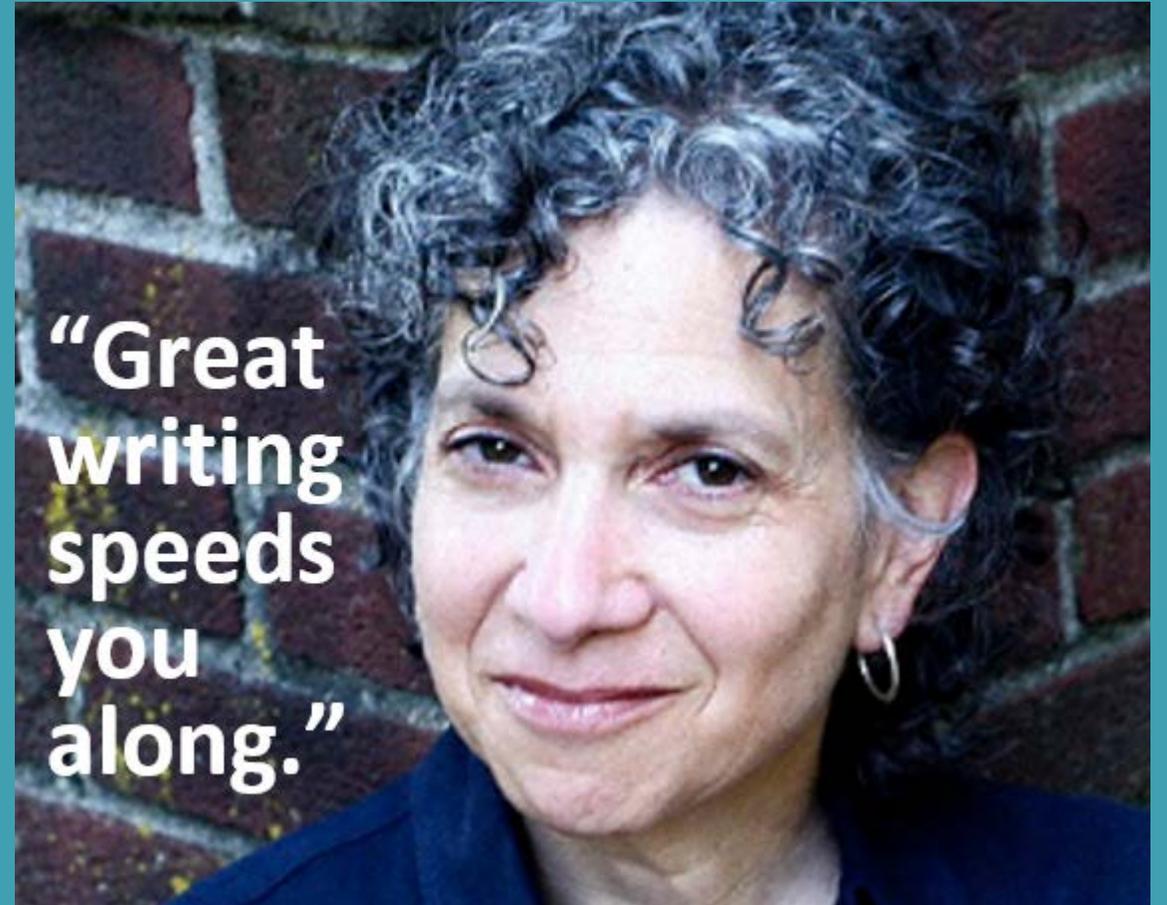
“I feel like I know her.”



Element #2: Novelty



Element #3: Fluency



“Great
writing
speeds
you
along.”

Element #4: Tension



The worst love story

**Stories
are a smarter
way to connect
with people.**



**Stories are
powerful.**



**Great stories
build
relationships.**

Great stories make us care.



2. Elevate OOH's Creative Impact

The Case for Creativity

- Today's advertising occurs in an age of distraction
- Psychologists describe 21st century consumers who are wired, tired, and stressed as normal – conditions that impact attention and memory
- As much as 70% of advertising ROI is attributable to creative quality
- From 1999-2015, the Cannes Lions Marketer of the Year brand outperformed the stock market by a factor of 3.5 times
- Creative impact is consistently ranked as the #1 reason advertisers buy OOH

Great Creative is Magic



“No other media mirrors OOH’s physical size and capacity for delivering a creative message.”

- David Krupp

Creative Testing Tool – 30,000+ Uses



The Eight Second Attention Span.

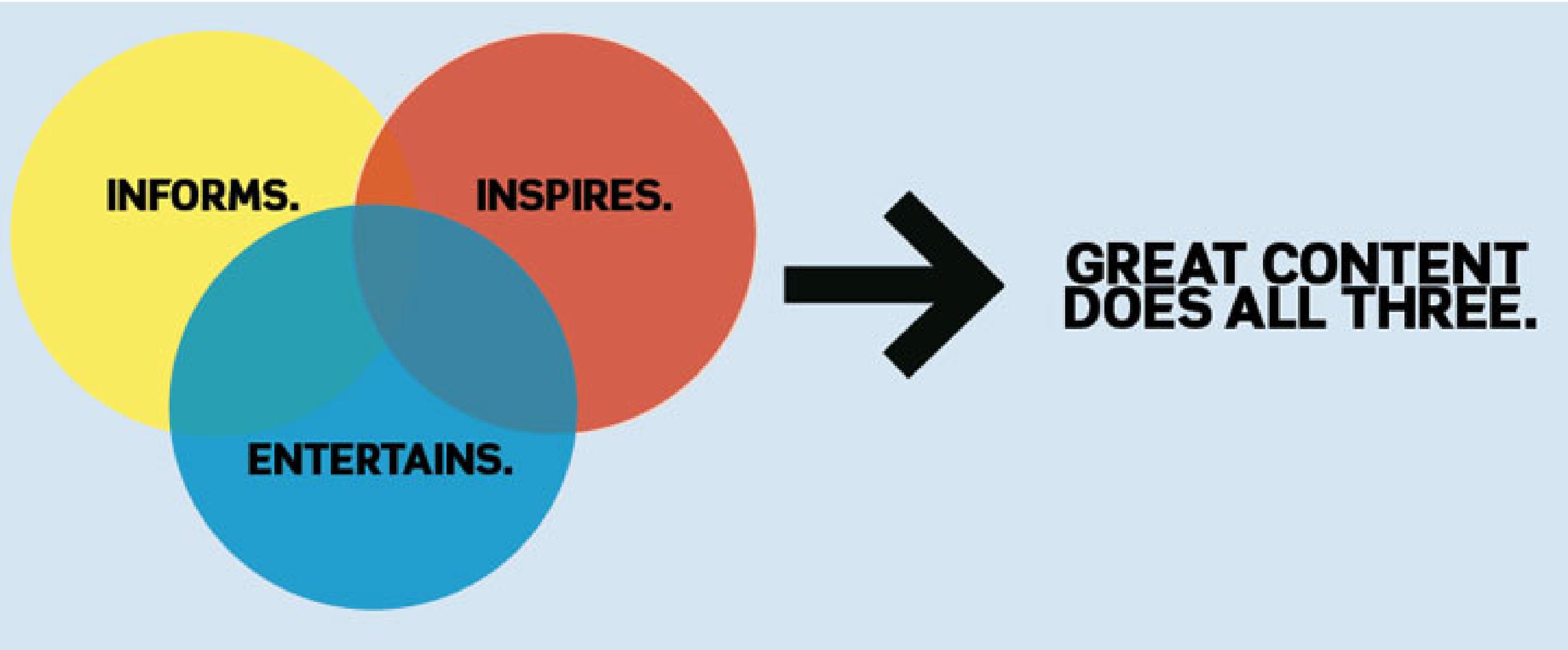
A 2016 survey of media consumption by Microsoft concluded that the average attention span had fallen to **eight seconds**, down from 12 in the year 2000.

We now have a shorter attention span than goldfish, the study found.





**OUR WORLD
REVOLVES AROUND
MULTISCREEN.**



INFORMS.

INSPIRES.

ENTERTAINS.

**GREAT CONTENT
DOES ALL THREE.**

A man with short brown hair and a light beard, wearing a dark grey sweater over a blue and white checkered shirt, is looking out a window. The window has a metal frame and shows a bright, overcast sky. The text is overlaid on the left side of the image.

ONE RULE: PROVIDE VALUE

“Brands need to stop interrupting what consumers are interested in, and start becoming what they’re interested in.”

- @davidbeebe



What is Twitter?

Top Charts

TOP FREE TOP PAID TOP GROSSING TOP NEW

- 

1. Twitter
Twitter, Inc. 
4.2★
INSTALLED
- 

2. News Master: Top News & Vi..
Bytedance Inc.
4.5★
FREE
- 

3. News Republic – Breaking ne..
News Republic 
 EDITORS' CHOICE
FREE
- 

4. News Break - Local & Personal
In Now
4.5★
FREE
- 

5. Reddit: The Official App
reddit Inc.
4.3★
FREE



Apps We Love See All >

- 

NPR One News
- 

The Huffington... News
- 

Texture – unlimited di... News
- 

Mybridge: Read top art... News



Race for the White House See All >

- 

RNC 2016: Official App News
- 

DNC 2016 [Official] News
- 

NBC News News
- 

ABC News – Watch Brea... News



Twitter put up billboards to show how it is connected to the world's biggest issues



Lara O'Reilly  

 Nov. 2, 2016, 6:10 AM  2,647



Twitter





- 10 year+ client/agency relationships win twice as many Lions
- Budgets of all sizes win Lions - no correlation between media spend and Lions wins
- Simplicity works best





The Performance Enhancers Tool Kit



INDIVIDUAL TRIGGERS

- Passion/Purpose
- Risk
- Novelty
- Complexity
- Unpredictability
- Deep Embodiment
- Immediate Feedback
- Clear Goals
- Challenge/Skills Ratio
- Creativity/Pattern Recognition



3. Deliver Ease of Use and Provable Results

Data



Automation



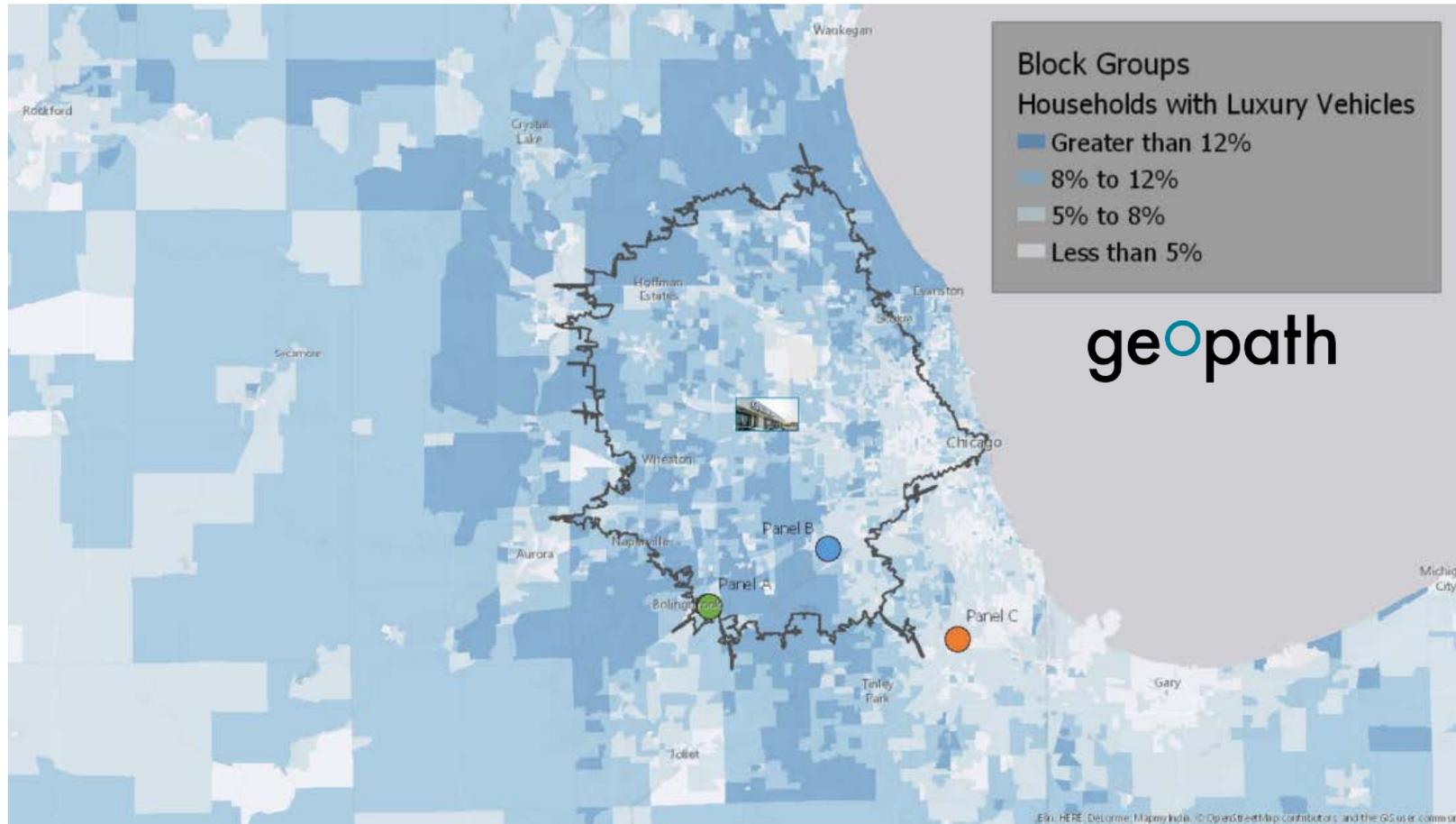
Programmatic



BIG DATA

2,500,000,000,
000,000,000

Smart, Responsible Data



Evolution on Revolution in Marketing Today?

Evolution / Revolution of the Marketer

Past

- Consumer / Categoric Dynamics
- Growing Brand
- Retaining / Creating new
- Media Toolbox
 - TV
 - Radio
 - Print
 - OOH

Today

- Consumer / Categoric Dynamics
- Growing Brand
- Retaining / Creating new
- Variety of Media
 - TV
 - Radio
 - Print
 - OOH
 - Social
 - Digital
 - E-Mail
 - Local Marketing
- Right Time / Right Place
- Analytics

Future

- Consumer / Categoric Dynamics
- Growing Brand
- Retaining / Creating new
- Variety of Media
 - TV
 - Radio
 - Print
 - OOH
 - Social
 - Digital
 - E-Mail
 - Local Marketing
- Right Time / Right Place
- Analytics
- Experiential Marketing
- More Technology

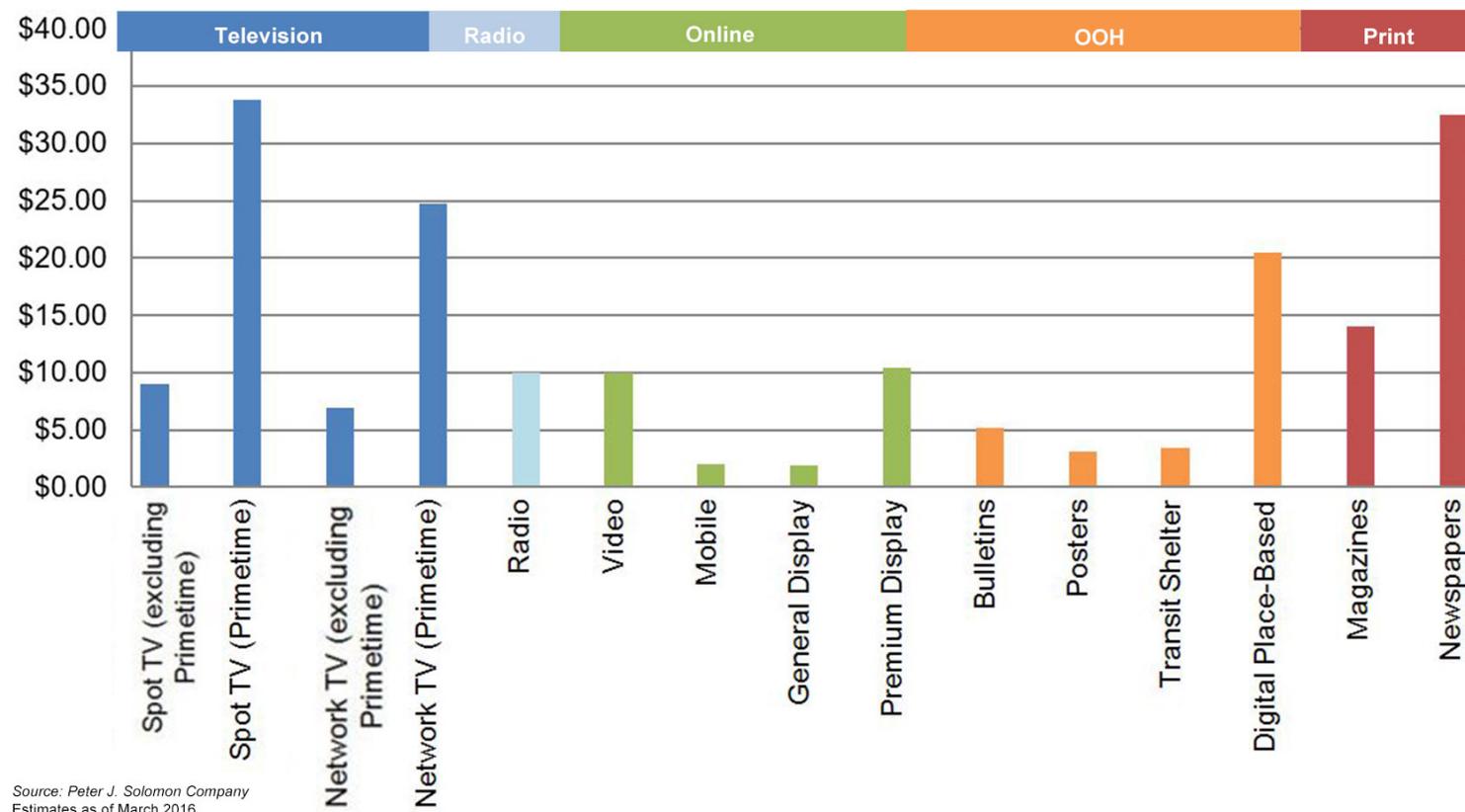


What More Do Clients Want Today?

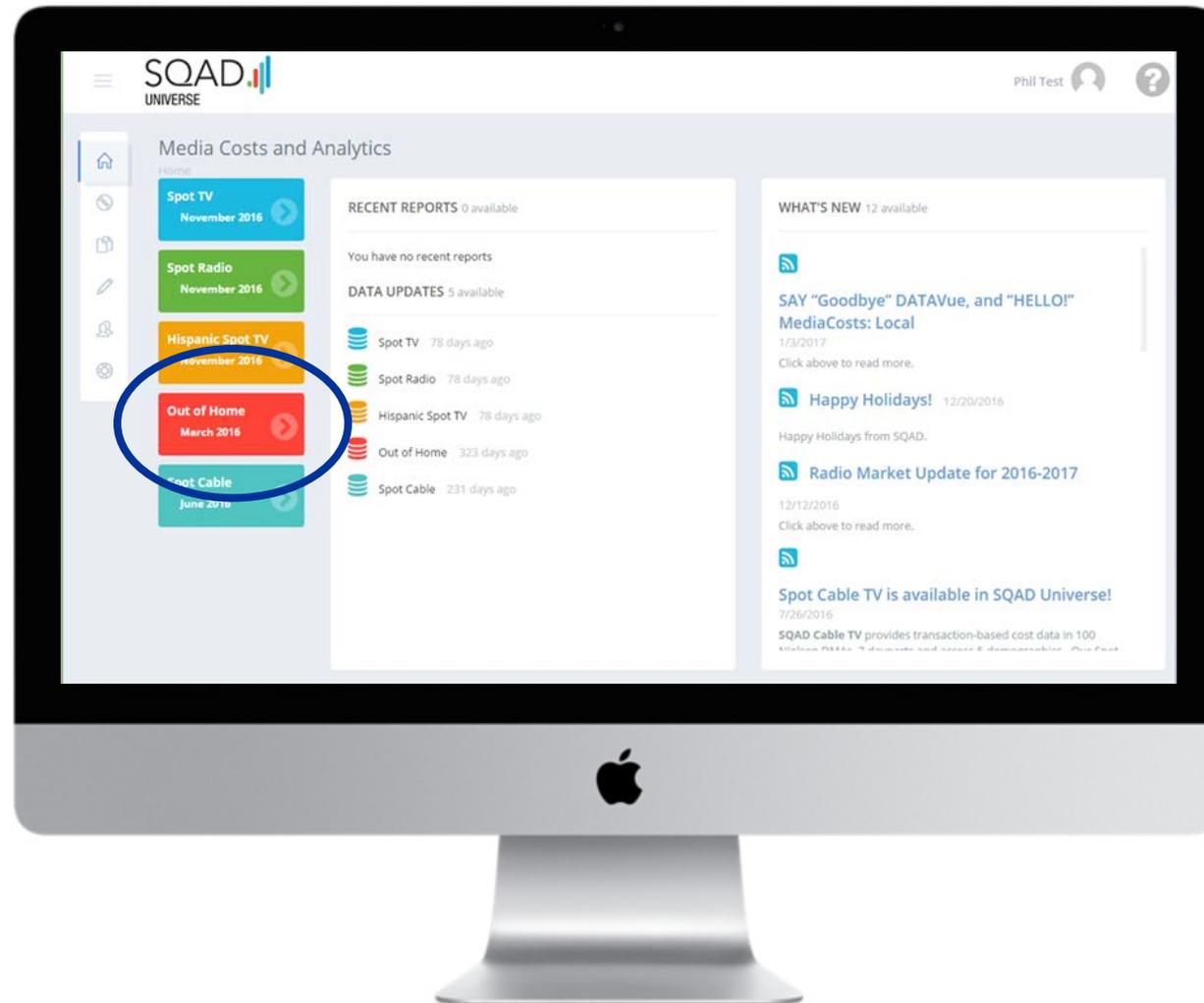
- Integrated thinking, planning, execution from their agency / media teams
- Analytically based recommendations
- Proof of performance
- Creativity to break-through
 - Technology

OOH – Data Driven, Highly Competitive Value

Major Media CPM Comparison



OOH - Available Alongside Other Core Local Media



Deliver Provable Results



OAAA OOH Case Study
Outdoor Advertising Association of America

Coca-Cola Classic

Problem
How does a brand engage with a new generation of tech savvy and Twitter-addicted consumers?

Solution
Use a Time Square OOH location to amplify a social media campaign.

Background
In 2015, Coca-Cola faced a big challenge. After the highly successful Share a Coke campaign, it needed to find new ways to stay relevant to Gen Z's who were drinking less soda than ever before.

Objective
Coca-Cola's communications objective was to engage with a new generation of tech savvy and Twitter-addicted consumers. It needed an advertising campaign with the power to cut through the crowd of competitors and encourage social participation, particularly among Gen Z's (ages 11-19).

Strategy
The goal was to design a strategy that combined three (well known) insights about Gen Z's validated by an Outdoor Consumer Survey:

1. Gen Z's are addicted to their smartphones, primarily using them for social media (158 index) and taking photos (125 index)
2. They are eager to interact with brands where possible (152 index) and expect much more from advertising than their predecessors (167 index)
3. This new generation of consumers is increasingly narcissistic, wanting their 15 seconds of fame they can share with their social following (166 index)

The vendor team worked with Coca-Cola to develop a web experience called "What's in a Name" that celebrates the stories behind a variety of names.

There is something pretty powerful and emotional when people find out something unexpected about themselves. What's in a Name allowed consumers to directly input their first name into the <http://name.sharecoke.com> website and discover fun facts and trivia associated with their name.

The planning team developed and broadcasted an OOH version of What's in a Name on the biggest stage in the world, Times Square, with supporting media on digital screens across the nation.

Times Square visitors could Tweet in their first name with the hashtag #CokeMyName to see a personalized story about their name broadcast on the screen above McDonalds in Times Square.

Once a name is tweeted, it was automatically submitted to the Share a Coke API. If there was a direct match with one of the 160,000 Share a Coke names, the API output factoids to the server. Factoids were based on historical Google data and re-

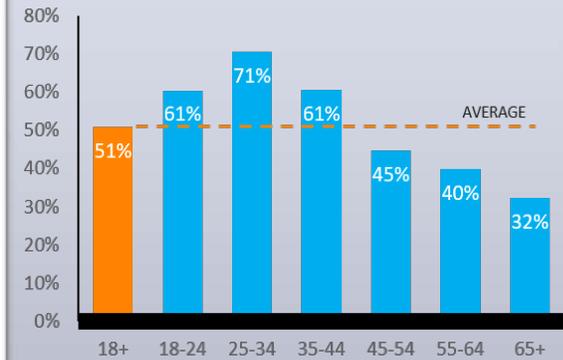
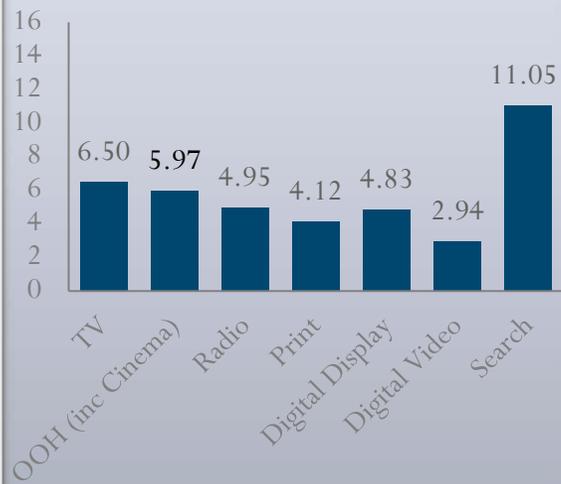
Outdoor Advertising Association of America



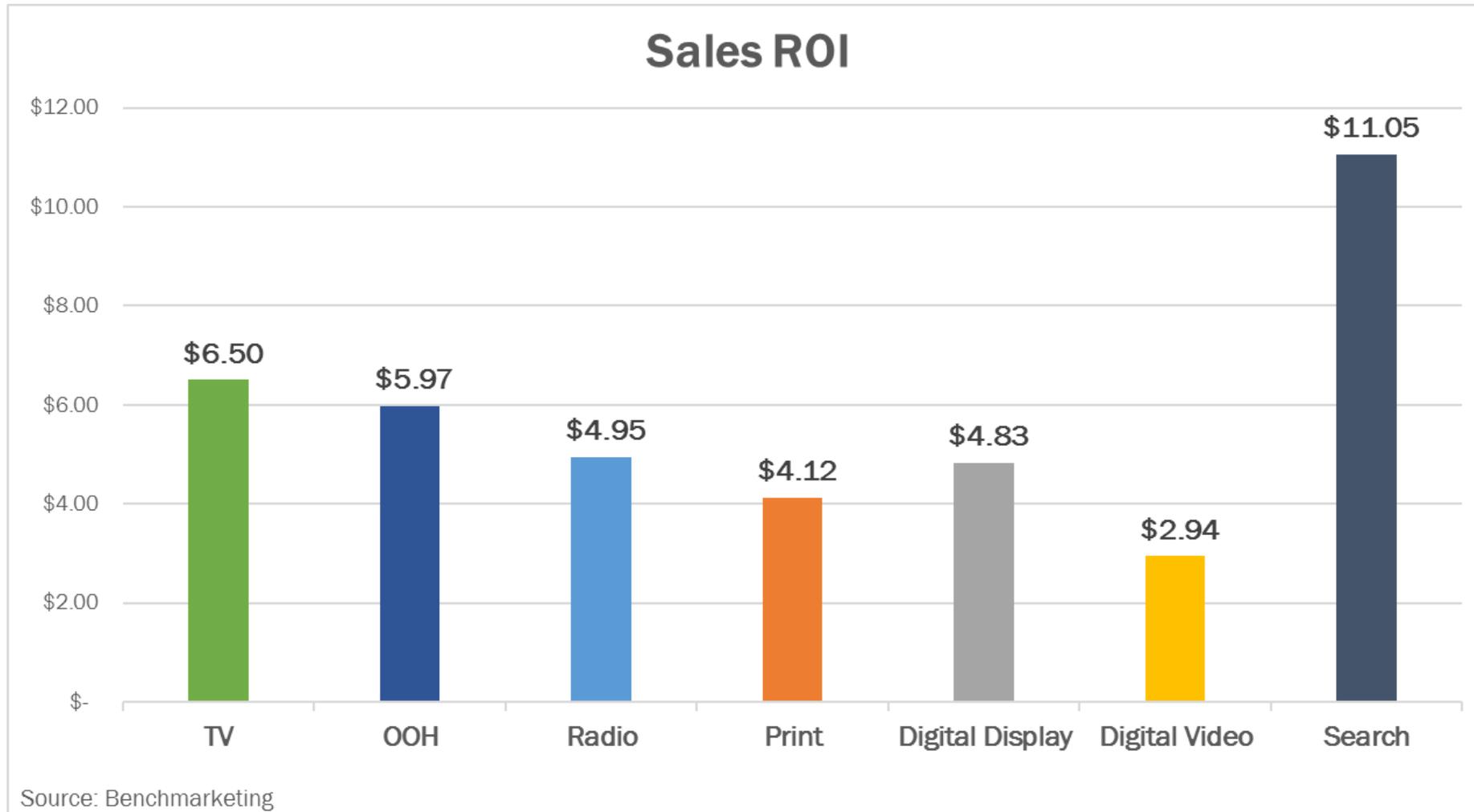
Karen Goumakos, Reagan Outdoor, accepts the 2017 Local Case Study Award from Geopath's Kym Frank and OAAA's Stephen Freitas.

STEPHANIE DeLONG, OUTFRONT MEDIA
AARON GUYTON, FAIRWAY OUTDOOR ADVERTISING
ANDREW KOREST, ADAMS OUTDOOR ADVERTISING
TIM PALOCHAK, LAMAR ADVERTISING COMPANY
JOSHUA TURNER, ADAMS OUTDOOR ADVERTISING

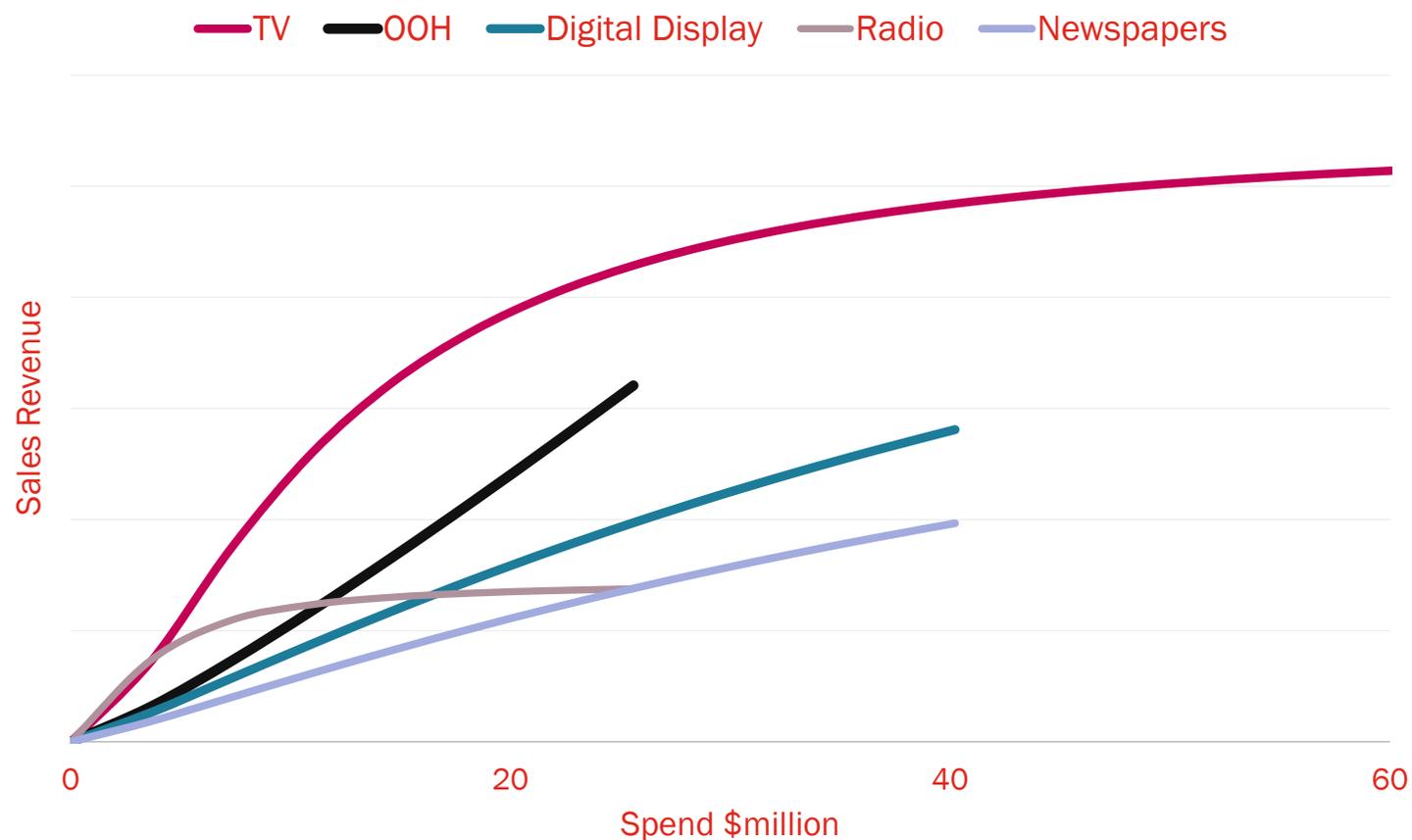
Benchmarking



OOH – EFFECTIVE WITH STRONG ROI



OOH Continues to Add Incremental Value After TV, Radio Diminish

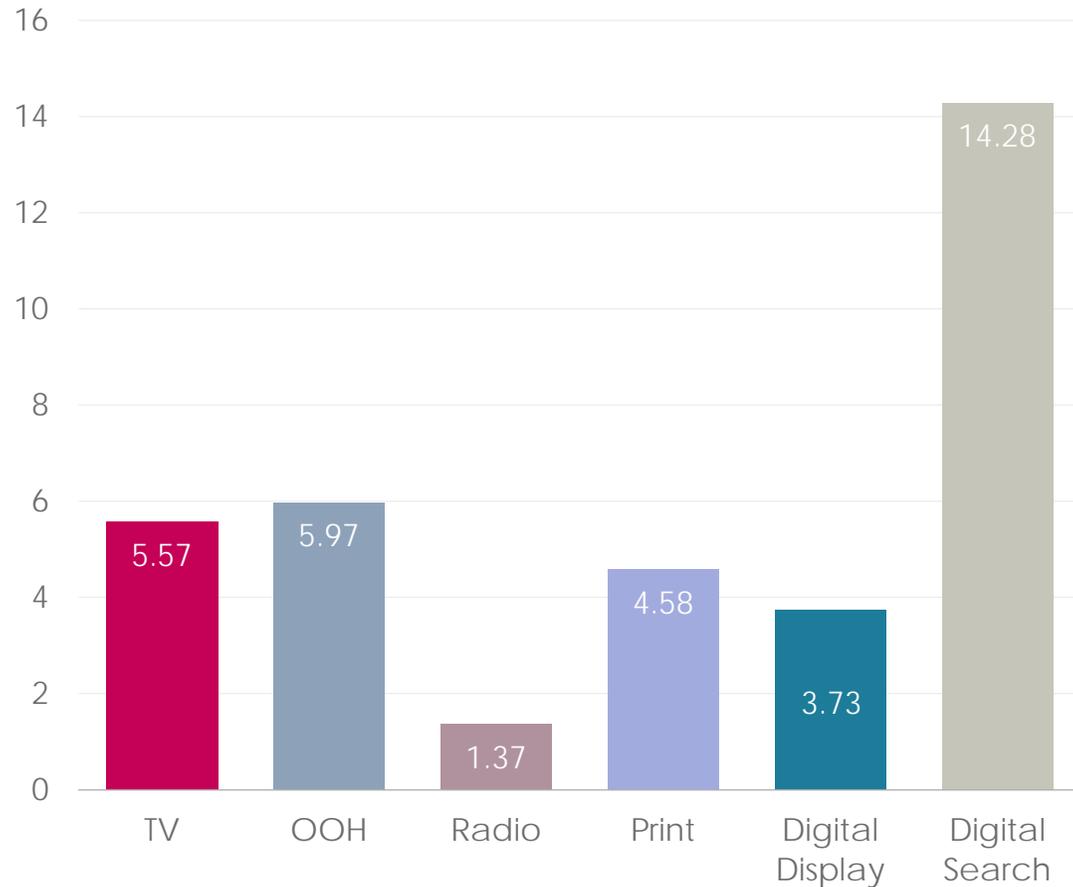


- TV and Radio are high in diminishing returns
- If sales are the only objective, budget should be allocated to OOH and taken out of
 - Radio first
 - TV next
- If new budget is available, it will best be allocated to OOH
- If budgets are to be reduced, OOH should be protected and share should be reduced from Radio, TV, Newspaper, and Display first

OOH Increases Effectiveness of Search +40%, and Print +14%

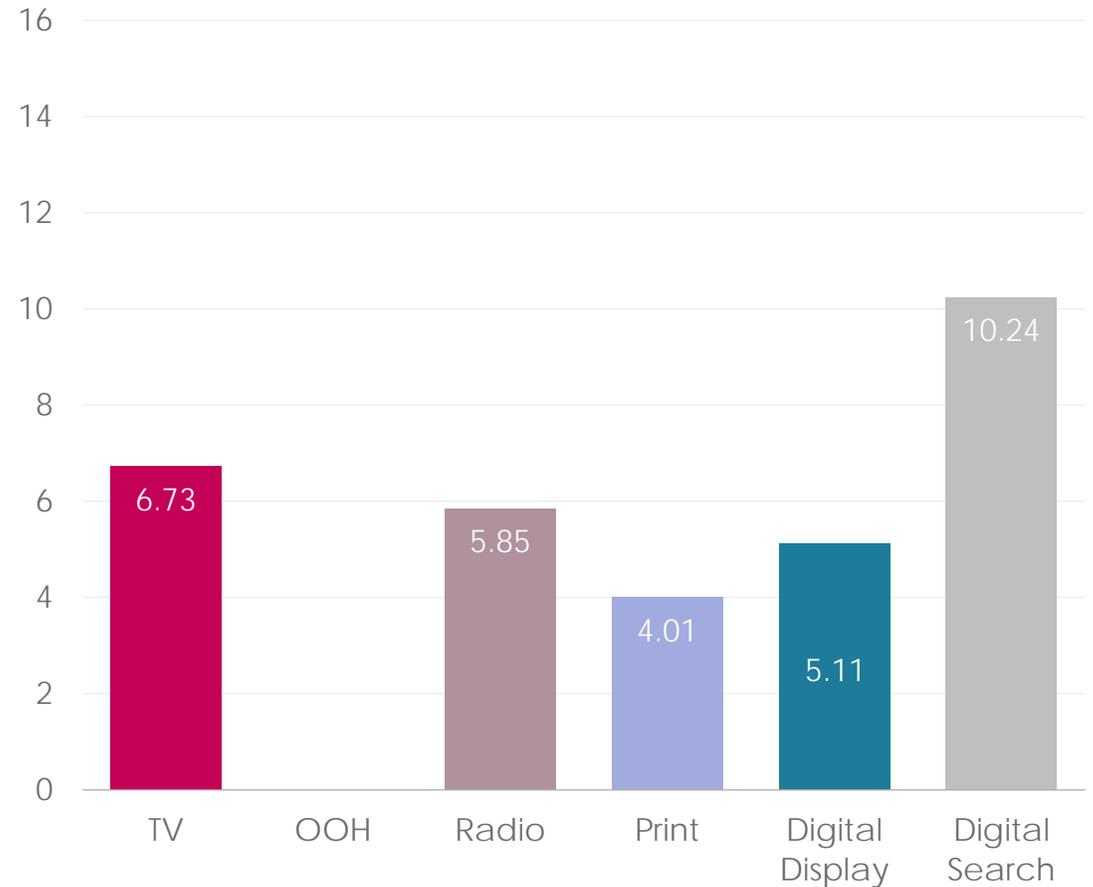
• Sales Revenue ROI Using OOH

Per ad dollar spent



• Sales Revenue ROI Not using OOH

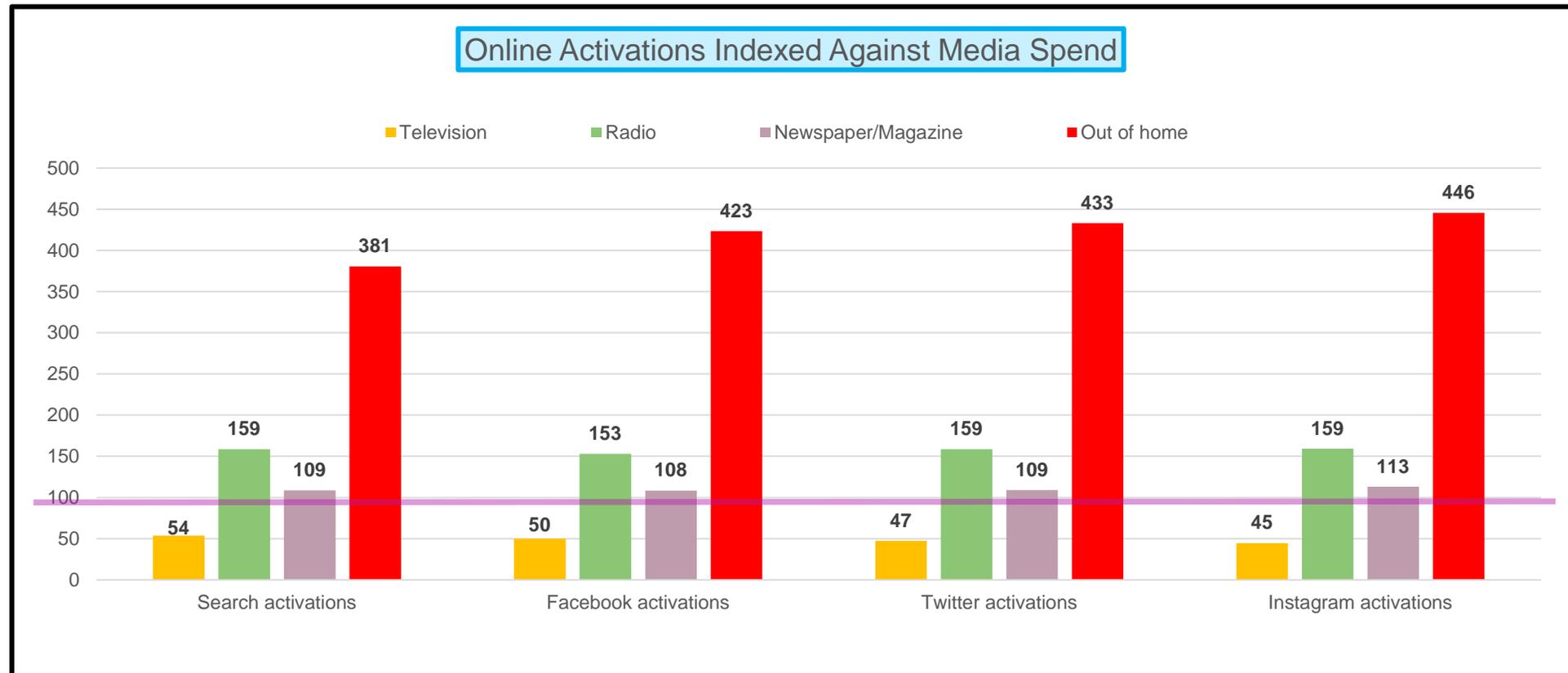
Per ad dollar spent



Source: Benchmarking

OOH MOST EFFECTIVE IN DRIVING ONLINE ACTIVATION

OOH media delivers more online activity per advertising dollar spent compared to other offline media.



Source: Nielsen

Note: index shown is not calculated from whole numbers. In the search calculation, OOH share of media is actually 6.9% and search activation share is 26.3%. Thus, $26.3/6.9 = 381$ which is the index shown. When rounded to 7% and 26%, the index computes as $26/7$ or 371.

Upcoming Research Webinars

- Wednesday, June 7, 2 pm – Nielsen OOH Online Activation Survey & Recent Nielsen Studies Compilation Report
- Wednesday, June 21, Noon – Benchmarking OOH ROI/Media Mix Optimization Study



4. Do Our Part as Industry Stewards

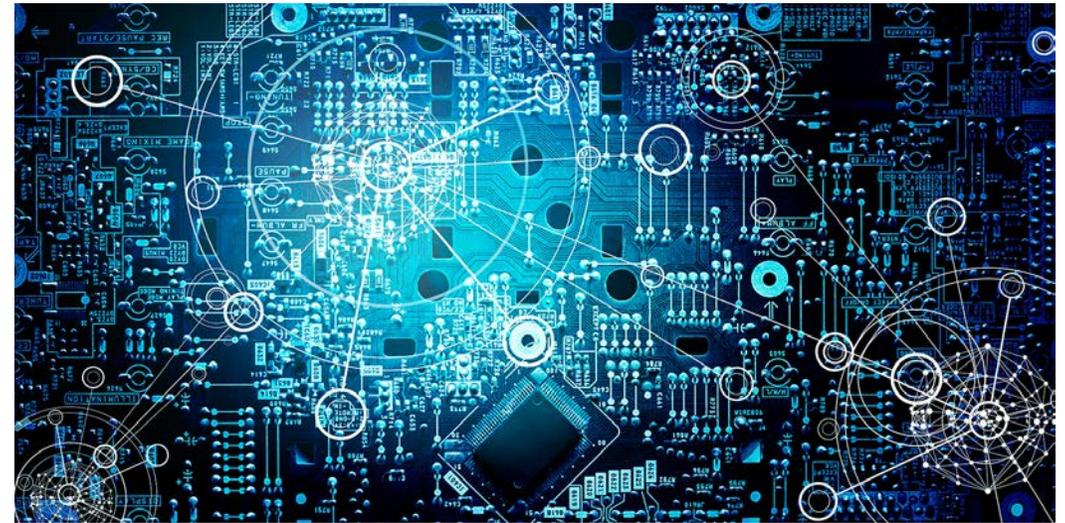
We Share Responsibility to Protect the Value and Future of OOH

Never take the ubiquity of the OOH platform for granted

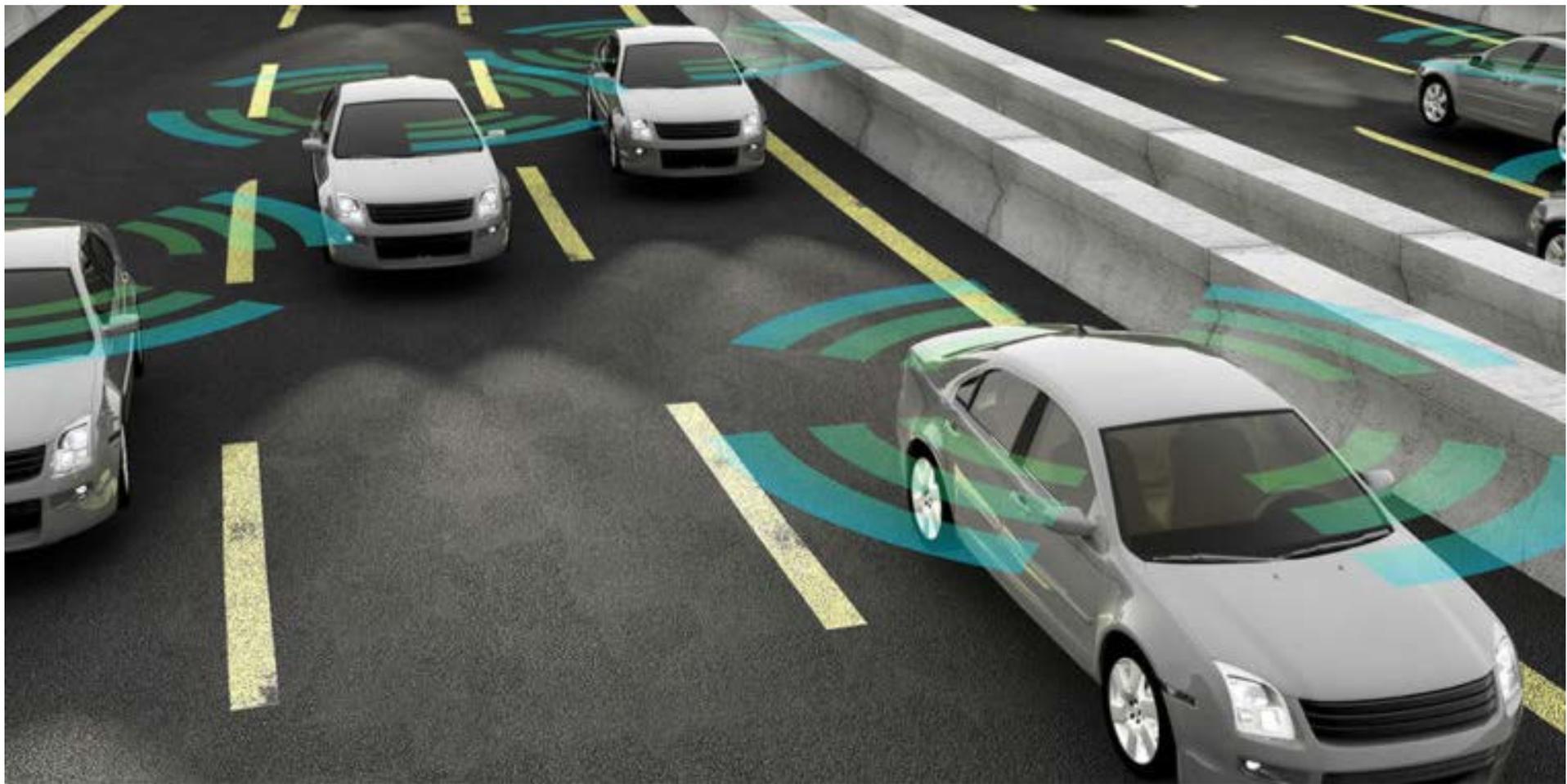
Remember the highest-value OOH assets tend to be highly regulated

Understand the big development opportunities tend to depend on the support of government and the public

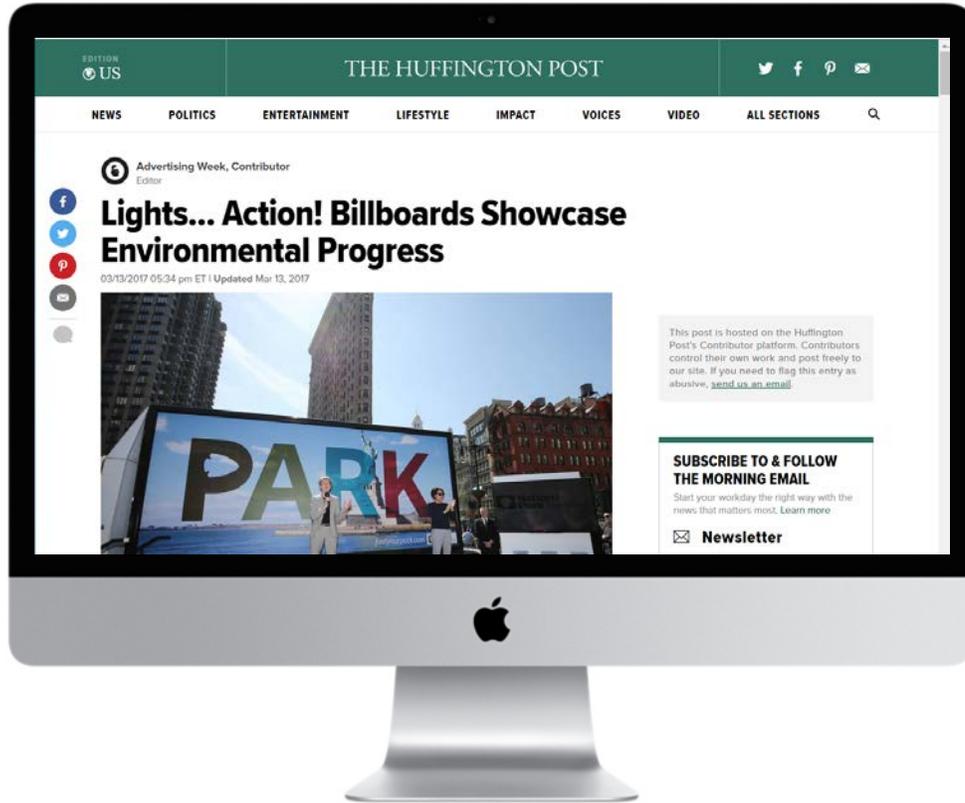
Stewards of Privacy and Technology



Stewards for Our Business in a Self-Driving America



Stewards of the Environment







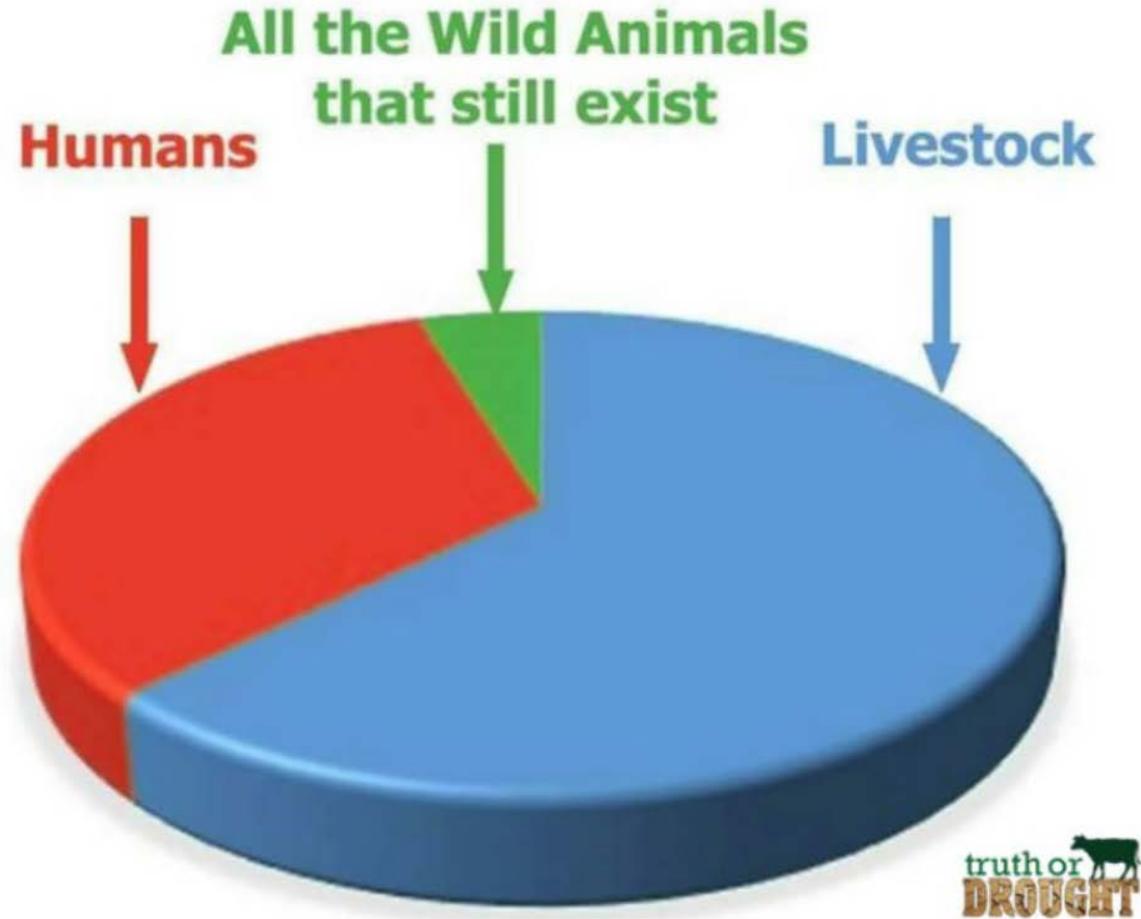
NATIONAL
GEOGRAPHIC

PHOTOARK



JOEL SARTORE

Earth's Mammal Population – Wild Animals are Smallest Sector



GLOBAL TERRESTRIAL MAMMAL BIOMASS

Chart source: Kalahari Lion Research, based on figures from "Harvesting the Biosphere: The Human Impact" by Vaclav Smil, 2011

I AM NOT A TRINKET

Tens of thousands of elephants are killed every year for their ivory tusks, which are made into everything from knickknacks to souvenirs.



worldwildlife.org/wildlifecrime



United Nations Building
New York City



SEE WHAT WE CAN
#SaveTogether
DONATE AT [PHOTOARK.ORG](https://photoark.org)

NATIONAL GEOGRAPHIC PHOTOARK
JOEL SARFIRE

Golden snub-nosed monkeys

SEE WHAT WE CAN
#SaveTogether
DONATE AT [PHOTOARK.ORG](https://photoark.org)

NATIONAL GEOGRAPHIC PHOTOARK
JOEL SARFIRE



SEE WHAT WE CAN
#SaveTogether
DONATE AT [PHOTOARK.ORG](https://photoark.org)

NATIONAL GEOGRAPHIC PHOTOARK
JOEL SARFIRE





Part of American Life



We Know Our Target

To continue to transform the OOH medium...

...to prove that OOH is more powerful and valuable than anyone has yet to imagine.

Four Pathways to the Target

OOH

1. Tell today's OOH story
2. Elevate OOH's creative impact
3. Deliver ease of use and provable results
4. Do our part as industry stewards

2017 Industry Awards

OAAA Hall of Fame

- Don Avjean, OUTFRONT Media
- Paul Cook, Wolverine Sign Works
- Greg McGrath, Clear Channel Outdoor
- Pat O'Donnell, YESCO Outdoor Media
- Debra Abdalian-Thompson, Cleveland Outdoor Advertising



L. Ray Vahue Marketing Award of Merit



Rick Robinson

Billups

Myles Standish Distinguished Achievement Award of Excellence



Bill Reagan
Reagan Outdoor

2017 OBIE Awards

OOH



2017 OBIE Awards Judges



Chief Judge

Jeanie Caggiano

EVP, Executive Creative Director
Leo Burnett



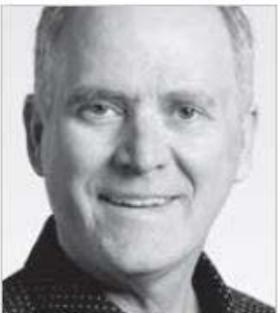
Victoria Azarian

Executive Creative Director,
Ogilvy New York



Eddy Herty

National Creative Director,
OUTFRONT Media



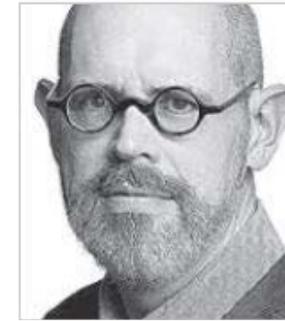
Bob Shallcross

Chief Creative Officer,
Moroch



Ryan Laul

President, Outdoor Media
Group



Dennis Walker

Creative Group Head/
Art Director,
The Richards Group



Sean Crane

Group Creative Director, Grey

2017 OBIE Awards



2017 OBIE Awards



NUMBER OF YEARS OF THE OBIES

75



TOTAL 2017 SUBMISSIONS

706



2016 GOLD OBIES

7



2016 SILVER OBIES

10

2017 Platinum Award Twitter for #What'sHappening



2017 OBIE Hall of Fame: Warner Bros. Pictures



Gold OBIE

Wieden+Kennedy for Nike Unlimited Greatness ft. Serena Williams



Gold OBIE

Moroch and Sly Fox for McDonald's World Famous Fries®

OOH



Gold OBIE

AIDS Healthcare Foundation for FreeSTDCheck.org



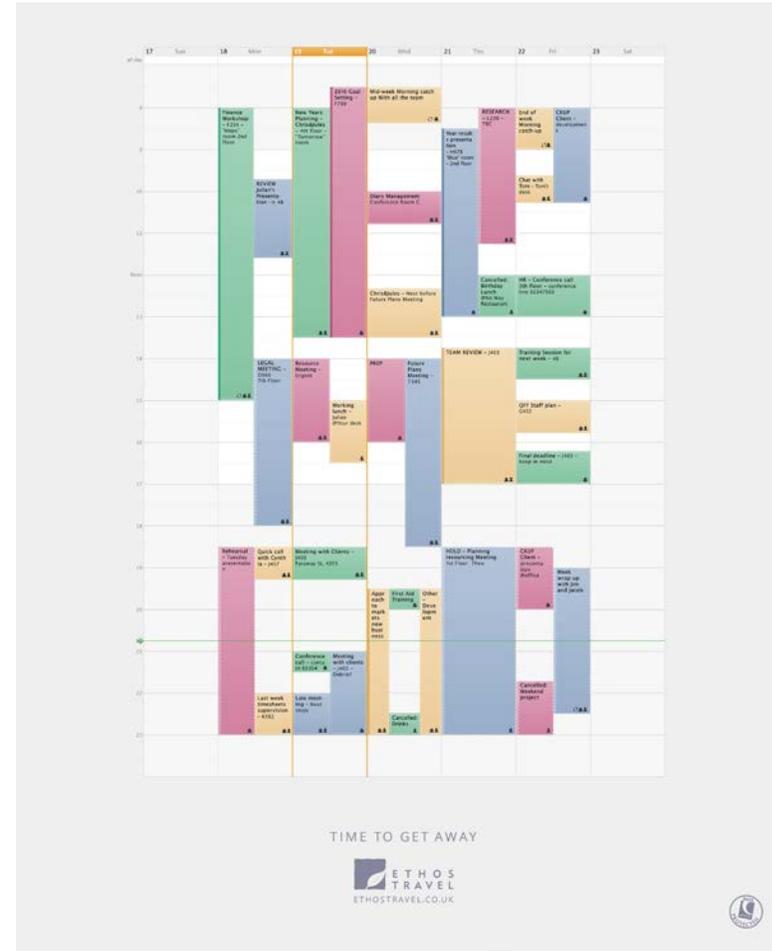
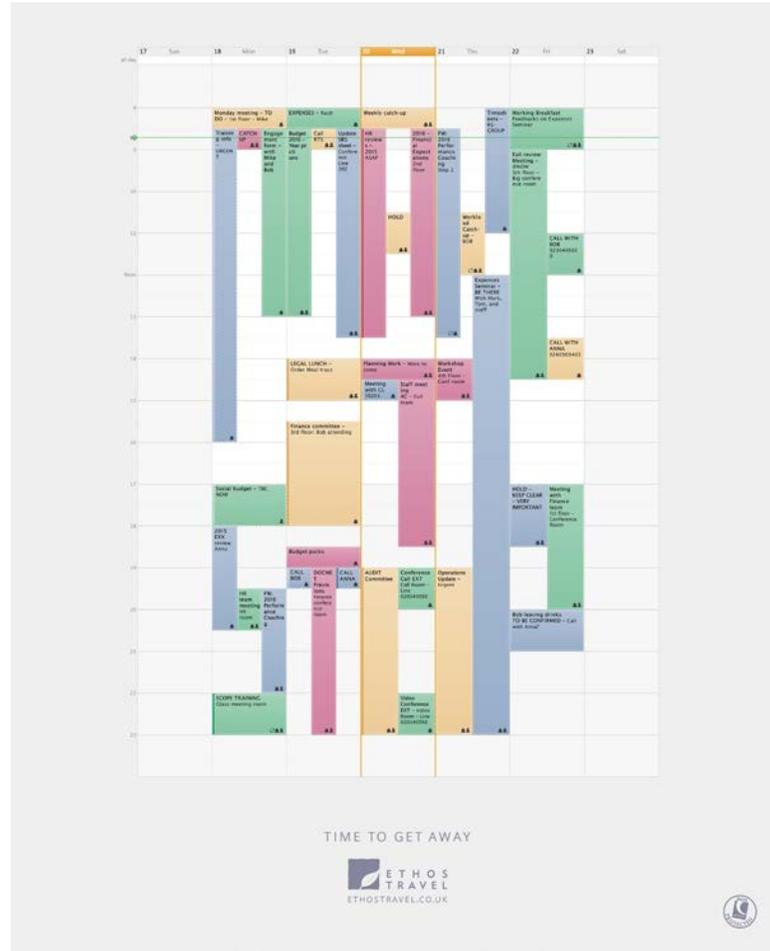
Gold OBIE CP+B for American Airlines



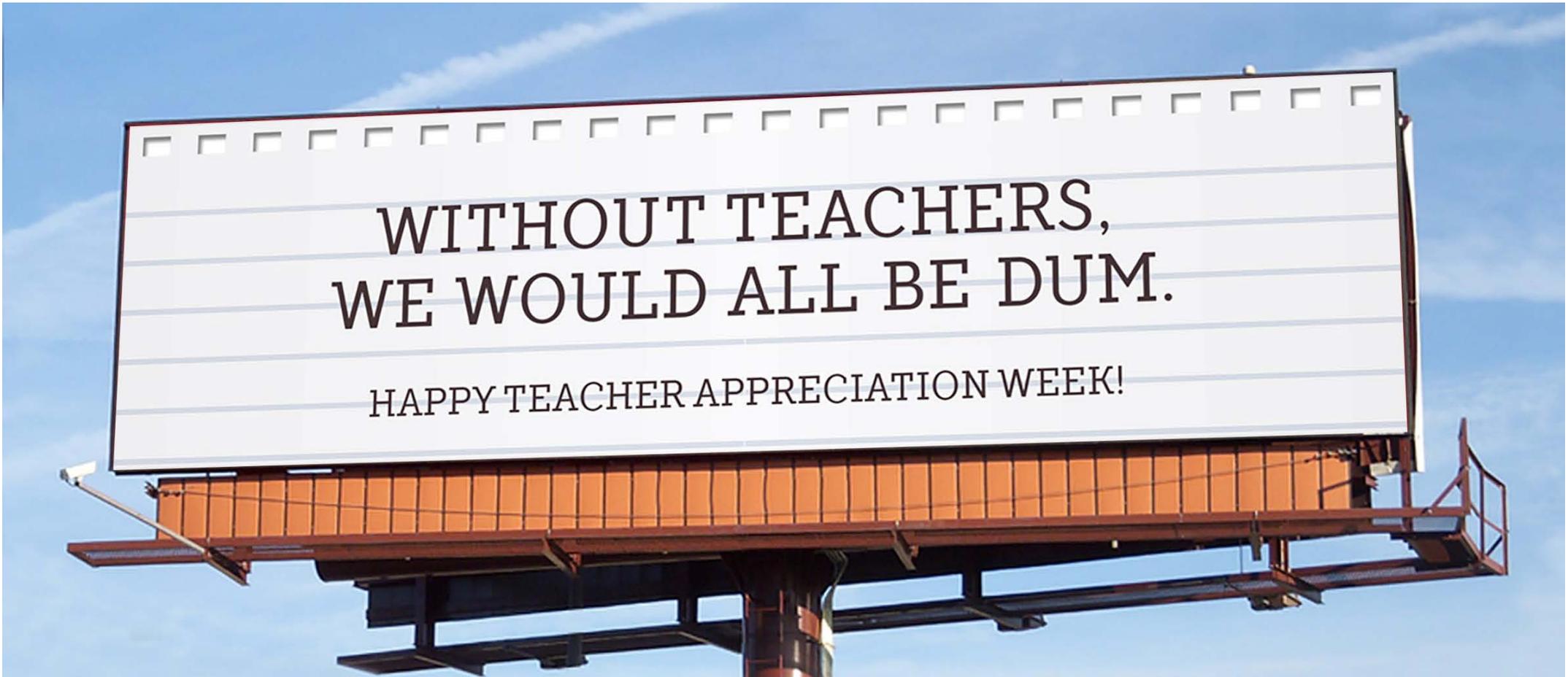
Gold OBIE 72andSunny for Google Home



Gold OBIE McCann London for Ethos Travel



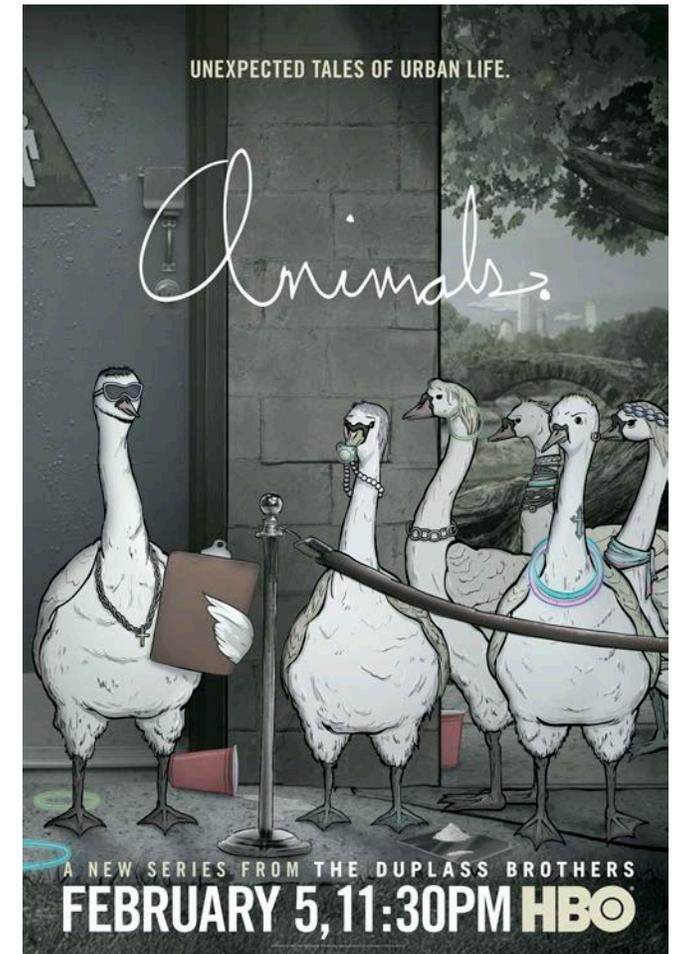
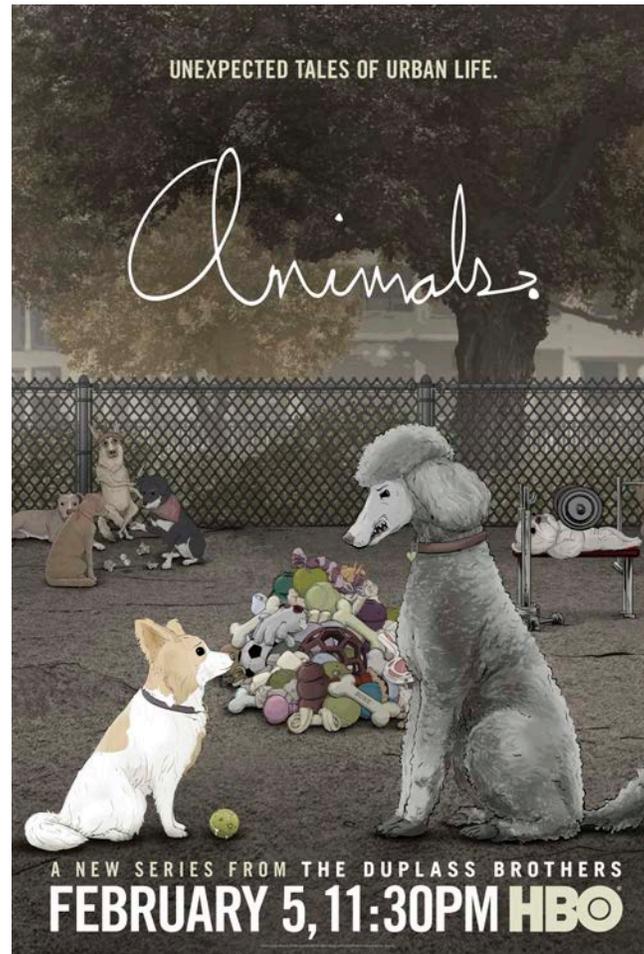
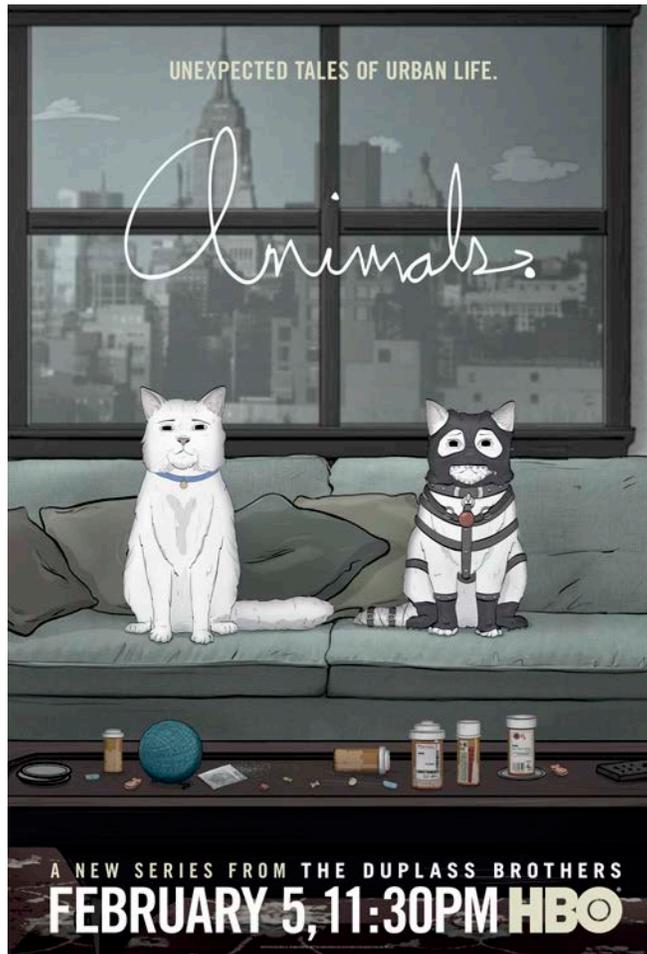
Copywriting Craft Award
Adams + Fairway for Teacher Appreciation Week



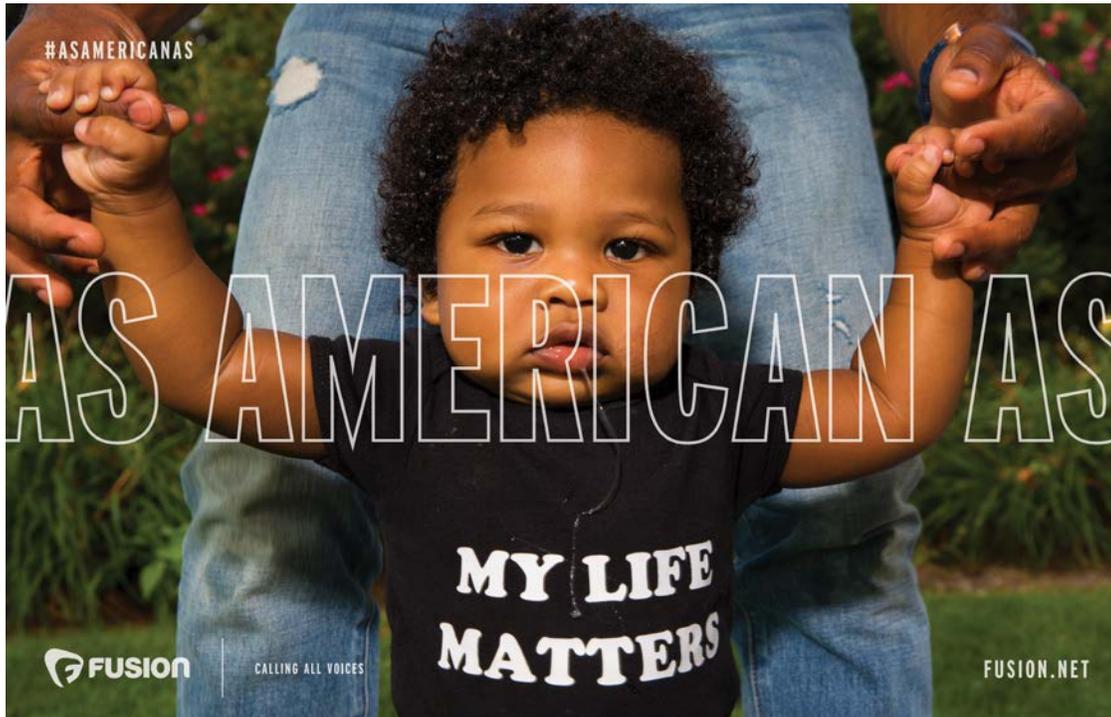
Digital Design Craft Award Posterscope for FOX Lethal Weapon



Illustration Craft Award HBO for Animals

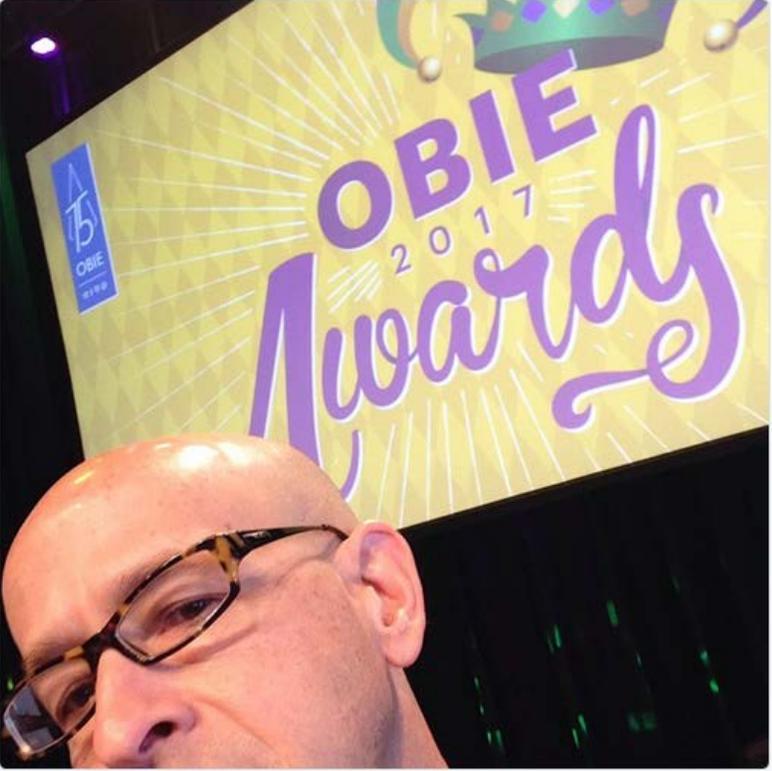


Photography Craft Award SS+K for Fusion



#OBIE75

Steffan Postaer @Steffan1 · May 16
Rehearsal for hosting tonite at Obie awards (celebrating outdoor advertising) in New Orleans! #obie75 #lookout2017



3 retweets 4 likes

Intersection @intersection_co · 4h
Thrilled to take home 5 @TheOBIEAwards this week! Congrats to all our partners and teams: obieawards.org/Current-Winners #OBIE75



1 retweet 3 likes

 @TheOBIEAwards

The screenshot shows the homepage for the 75th Obie Awards in New Orleans. The header includes navigation links: About The Awards, 2017 Call For Entry, Current Winners, Creative Gallery, Our Judges, and News & Events. The main banner features a large image of a white Obie trophy adorned with Mardi Gras-style beads. Text on the banner reads "THE 75th OBIE AWARDS New ORLEANS" and "Congratulations to all of the 2017 OBIE Awards Winners!". Below the banner are two promotional boxes: one for the "2017 OBIE Awards Winners Gallery" and another for "Pre-Order the 2017 OBIE Awards Book".

Order the 2017 OBIE Book [here](#)

View and download all of this year's winning creative

CURRENT WINNERS

Award Category: Category:

Platinum OBIE Winners

[Image of woman's eyes] # [Image of man's eyes]

Media
Advertiser: Twitter
Agency: Twitter

Save the Date – 2018 Geopath/OAAA National Convention & Expo



2018 GEOPATH/OAAA OUT OF HOME MEDIA NATIONAL CONVENTION & EXPO

JW MARRIOTT HOTEL
AUSTIN, TEXAS
MAY 7 - 9, 2018