



Inaugural OAAA Student OBIE Awards Submission Form

ABOUT THE AWARDS

The 2024 Student OBIE Awards encourage college students to develop and submit artwork for any OOH format and advertiser of their choosing.

- Develop OOH creative for an advertiser of your choice including major brands/organizations, local advertisers, or public services/cause-based companies.
- Submitted creative can either be a single-format execution or a multi-format campaign using any of the following OOH format(s):
 - **Billboards** (bulletins, posters, digital, wall murals, etc.): Large format advertising displays intended for viewing from extended distances, generally more than 50 ft. Billboard displays include, but are not limited to: bulletins, junior posters, and spectaculars.
 - **Street furniture** (bus shelters, benches, newsstands, etc.): Advertising displays, many that provide a public amenity, positioned in close proximity to pedestrians for eye-level viewing or at a curbside to impact vehicular traffic. Street furniture displays include, but are not limited to: transit shelters, newsstands/news racks, kiosks, urban panels, and city information panels.
 - **Transit (airport, subway, bus/vehicle wraps, taxi tops, etc.):** Displays affixed to moving public transportation vehicles or in the common areas of transit terminals and stations. Transit displays include but are not limited to: bus panels, train/rail panels, airport panels, taxi panels, and mobile advertising signage.
 - **Place-based (arenas, stadiums, cinema, etc.):** OOH media used to create customized advertising programs generally targeting specific consumer audiences. This includes advertising in, but is not limited to: arenas and stadiums, retail networks, health clubs and gyms, bars and restaurants, and movie theaters.

Note: For a glossary of terms and visual examples click [here](#).

Submission Deadline: All entries are due by **Friday, January 26, 2024 at 11:59pm ET.**

Fees: Student OBIE Awards submissions are \$35 per entry.

****Fees are non-refundable once entries are submitted. Please pay close attention to all the entry requirements.**

Eligibility:

- There is no limit to the number of entries per student or school as long as they meet entry eligibility guidelines.
- Entrants are 18 years or older and are/were enrolled full- or part-time at a U.S.-accredited college or university for the 2023-2024 calendar year.
- Submitted work must be original designs created during college/university enrollment.
- Submitted work must have been developed specifically for this competition or previous school projects.
- Work created by students while working at an agency—as an intern, copywriter, art director or other professional position—for the agency or advertising client, is not eligible.
- The schools of finalists will be contacted to confirm enrollment and appropriate credentials

Please note, this document is for reference only. All entries must be submitted online. To submit an entry, [click here](#).

Page: Entrant Information

First Name *

Last Name *

Major or Program *

School/University *

Graduation Year *

Email Address *

Phone # *

Street Address *

Line 2

City *

State / Province *

Zip / Postal Code *

Country *

Are you 18 years or older and are/were you enrolled full- or part-time at a U.S.-accredited college or university for the 2023-2024 calendar year? *

Yes

How did you hear about the program? *

- OAAA Website
- Social Media
- On-Campus Advertisement
- Billboard
- Professor / Class
- Friend
- Other

Please indicate your Professor / Class *

Please indicate your Friend *

Please indicate Other *

Page: Submission Information

Title of the Work *

What brand, product, service, organization, etc. is represented in your creative concept? *

Who is the campaign audience? *

What format(s) did you use? Select all that apply. *

Note: For a glossary of terms and visual examples click [here](#).

Select one or more options

- Billboards (bulletins, posters, digital, wall murals, etc)
- Street furniture (bus shelters, benches, newsstands, etc)
- Transit (airport, subway, bus/vehicle wraps, taxi tops, etc)
- Place-based (arenas, stadiums, cinema, etc)

Why did you choose this/these format(s)? *

Where would this campaign run (nationally, regionally, specific city or state, etc.)? *

What is the campaign objective? *

Select one option

- Build General Awareness
- Drive Programming Tune-In
- Employment Recruitment
- Generate Enrollment – School or Program
- Increase In-Store, Promotional or Special Event Sales
- Increase Online Sales
- Increase Social Media Engagement
- Increase Store/Business Facility/Special Event Traffic
- Increase Website Visitation
- New Product or Service Launch
- Other

Please describe your campaign objective *

Please provide a brief description of your creative concept and how you brought your vision to life. *

Image *

Upload a digital image of the creative. Image must be in JPEG format and at least 2MB.

[File Upload]

Would you like to upload additional images? *

Select one option

- Yes
- No

Image 2

[File Upload]

Image 3

[File Upload]

Image 4

[File Upload]

Image 5

[File Upload]

Video (optional)

Accepted file extensions include: mp4, avi, mpeg4. Files must be under 200 MB

[File Upload]

Supporting materials 1 (optional)

Accepted file extensions include: pdf, doc, docx, ppt. Files must be under 50 MB.

[File Upload]

Supporting materials 2 (optional)

Accepted file extensions include: pdf, doc, docx, ppt. Files must be under 50 MB.

[File Upload]

Supporting materials 3 (optional)

Accepted file extensions include: pdf, doc, docx, ppt. Files must be under 50 MB.

[File Upload]

For Reference Only