



Page: Entrant Information

First Name *

Last Name *

Title *

Company *

Email Address *

Phone # *

Street Address *

Line 2

City *

State / Province *

Country *

Zip / Postal Code *

In the event, the primary contact can't be reached with a question regarding an entry, please provide an alternate contact.

FOR REFERENCE ONLY

First Name *

Last Name *

Title *

Company *

Email *

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

Please provide the following information for the agency and point of contact there.

Agency (Company Name): *

Agency Point of Contact First Name: *

Agency Point of Contact Last Name: *

Title: *

Email: *

Phone: *

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Page: Submission Information
Entry name / Title of the Work *

Submitted by (Company name) *

Submitting Organization Type *
(Select one from the menu below)

Select one option

- Agency
- Brand
- Media Company
- Other

Check to confirm campaign or execution ran at some point during the eligibility period: January 1, 2024 - December 31, 2024. *

I confirm

Advertiser / Brand *
Creative Agency *

Media Agency
OOH Specialist

OOH Media Company

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:**

- **Experiential (Physical Presence)**
- **International**
- **Public Service & Nonprofits**

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

SPECIALTY CATEGORIES

- A01: 3D Anamorphic Digital
- A02: Buzzworthy
- A03: Contextual
- A04: Custom Installation
- A05: Experiential (Physical Presence) * Note: Experiential campaigns cannot be entered into any other category.
- A06: Holographic & Projection
- A07: Integrated Multi-Media
- A08: International * Note: International campaigns cannot be entered into any other category.
- A09: Local

INDUSTRY CATEGORIES

- B01. Automotive
- B02. Consumer Products & Goods
- B03. Consumer Services
- B04. Direct to Consumer
- B05. Fashion & Luxury Goods
- B06. Film & Media
- B07. Healthcare
- B08. Live Entertainment, Events & Gaming
- B09. Public Service & Nonprofits * Note: PSA campaigns cannot be entered in any other category.
- B10. Retail
- B11. Transportation, Travel & Tourism

CRAFT CATEGORIES

- C01. Copywriting
- C02. Digital Design
- C03. Illustration
- C04. Photography

FORMAT CATEGORIES

- D01. Billboards
- D02. Street Furniture
- D03. Transit
- D04. Place-Based OOH
- D05. Combined Multi-OOH Formats
- D06: Murals

Description of the Work *

Tell us about the campaign idea. Describe the key insight, the single idea behind the work, and how you brought the idea to life. Feel free to share any campaign results that demonstrate its success.

Key Team Members

You are encouraged to credit members of the creative team that contributed to this entry. Please upload a PDF document that includes representatives from the client/brand/advertiser, creative agency, media supplier/vendor, and media agency. **NOTE: Individual credits must be listed in this format: First name and last name, title, company**

Be sure information is accurate and is as it should appear in any materials related to the awards program including, but not limited to, the OBIE website, awards show materials, winners annual, etc.

[File Upload]

Image 1 *

Image must be in jpeg, jpg or png format and at least 2 MB each in size.

[File Upload]

Image 2

Image must be in jpeg, jpg or png format and at least 2 MB each in size.

[File Upload]

Image 3

Image must be in jpeg, jpg or png format and at least 2 MB each in size.

[File Upload]

Image 4

Image must be in jpeg, jpg or png format and at least 2 MB each in size.

[File Upload]

Image 5

Image must be in jpeg, jpg or png format and at least 2 MB each in size.

[File Upload]

Would you like to add additional images?

Select one option

- Yes
- No

If yes, you will have the option to upload five (5) additional images for a total of 10 images.

Video Upload 1 (optional)

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

[File Upload]

Would you like to add an additional video uploads?

Select one option

- Yes
- No

If yes, you will have the option to upload two (2) additional videos for a total of three (3).

Video Link 1 (optional)

Please submit any video URLs here. YouTube and Vimeo links only.

Would you like to add an additional video link?

Select one option

- Yes
- No

If yes, you will have the option to add two (2) additional links for a total of three (3).

Supporting Materials 1

You are welcome to add other relevant materials you'd like the judges to consider.

Accepted file extensions include: pdf, doc, docx, ppt.

Note: Previews only appear for files under 50 MB (PDF), under 10 MB (doc, docx, ppt, pptx) or under 5 MB (xls, xlsx).

[File Upload]

Supporting Materials 2

You are welcome to add other relevant materials you'd like the judges to consider.

Accepted file extensions include: pdf, doc, docx, ppt.

Note: Previews only appear for files under 50 MB (PDF), under 10 MB (doc, docx, ppt, pptx) or under 5 MB (xls, xlsx).

[File Upload]

Eligibility Certification *

For an advertisement to qualify for an OBIE Award, the advertiser or its agency must have paid for the unit space directly to an OOH media company owning or operating the structure, the only exception is public service advertisements. Entries that do not comply with standard guidelines may be declared ineligible.

Please list the market(s) where this campaign posted and the OOH vendor(s). If posted in multiple markets and/or across multiple OOH vendors, you can list any city and the appropriate contact person for that market.

Permissions *

By entering your work into the OBIE Awards, OAAA is granted the right to make copies, reproduce, or display the creative materials and entry information for publicity and industry educational purposes such as, but not limited to, the OAAA website, education, programming and conferences, and the OBIE Awards show.

Select one or more options

I agree that the written entry form, the information in it, and the creative samples provided may be published, reproduced and/or displayed for educational or promotional purposes.

By checking this box, you confirm that the advertiser and/or its advertising agency has been informed of this entry and permission has been granted to submit this entry and the associated artwork into the OBIE Awards competition.

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