



Student OBIE Awards Submission Form

ABOUT THE AWARDS

The 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](#).

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 2025-2026 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 JPEG image (min. 2MB).

Submit a separate image for each format (e.g., one for a billboard, one for a bus shelter). Do not upload collages or combined images; submit only individual files.

[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]

