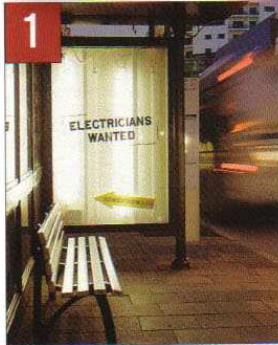


TEN BEST OUT OF HOME ADS



1 Advertiser: WA Office of Premier and Cabinet. Agency: Rarecreativethinking Project: Electricians. Creatives: Brett Wheeler, Ryan Albuino. This super-smart bus-shelter campaign was intended to build awareness around employment opportunities in WA. It targeted skilled people in NSW and Victoria, enticing passers-by via Adshel lights programmed to flicker on and off, encouraging electricians to take a close look and then visit www.gowest.com. The best ideas are the simplest.

2 Advertiser: Mars Chilled. Agency: Colenso BBDO Project: Tongue Creatives: Richard Maddocks, Jonathan McMahon, Lisa Fedyszyn.



Supreme creative thinking that produces a double-take from all who see it. This ad, where a tongue stretches from one billboard to another while stuck to a Mars Chilled, is world class.

3 Advertiser: Fairfax / The Australian Financial Review. Agency: Love. Project: Miracle Hair/Grower/Ladder/Stimulation. Creatives: Scot Waterhouse, Guy Lemberg, Mike Lind.

Bold, bright backgrounds and top-draw copy lines making each execution leap out in this campaign intended to lure younger readers.

4 Advertiser: Claratyne. Agency: Saatchi & Saatchi Healthcare. Project: Daily Pollen Count Report. Creatives: Brad Downing, Marc Law. This clever use of digital elevator media gave daily pollen counts and weather forecasts. An idea that added value to consumers' lives; triumphed at major award shows.

5 Advertiser: Lion Nathan Toobies New. Agency: Momentum Worldwide/Saatchi & Saatchi. Project: Let's make history campaign. Credits: Momentum. A 360-campaign featuring a touch point poster inviting fans to upload their photo to be part of a giant Wallabies squad image.



6 Advertiser: Virgin Blue. Agency: Cummins/Nitro Brisbane. Project: Virgin Blue Tassie. Creatives: James Burchill, Nancy Hartley Cristian Staal, Merrin McCormack.

The "Tassie" billboard simply communicates a retail price and destination, at the same time as making a nice visual gag about Tasmania's geographical stature when compared to mainland Australia. This execution won the agency a Gold Award at the BAD Awards.

7 Advertiser: Tourism Queensland. Agency: Cummins/Nitro Brisbane. Project: Change Your Latitude Campaign. Creatives: Sean Cummins, Andrew Geppart, Mark Smith. As part of the extensive Tropical North Queensland "Change Your Latitude" campaign the agency used outdoor to showcase beautiful imagery in a larger than life way. Wonderfully shot, simple and eye-catching work that won a Silver at BAD as well as Best in Show.

8 Advertiser: Royal Life Saving Association. Agency: 303. Project: Drowning Boy. Creatives: Lindsay Medalia, Richard Berney, Paul Coughlan, Bryan Dennis, Dav Tabeshfar. An arresting campaign for the RLA

