

Special Edition: 2015 OBIE Awards

# 2015 OBIE Awards Honor the Best in OOH

The 73rd OBIE Awards program was held on Tuesday, May 12 as part of the 2015 OAAA\TAB National Convention + Expo in San Diego, CA. Thirty-four OBIE Awards were presented at the ceremony.

“The OBIE Awards celebrate the best of the best in OOH creative design,” said OAAA’s Stephen Freitas. “This year’s winners highlight OOH’s ability to engage and entertain consumers with exceptional artistic flair and simple yet effective marketing messages.”

Adams Outdoor Advertising took home the 2015 Best Billboard Campaign award for its “Big Slushes” campaign developed for Sonic Drive-In. The South Carolina poster campaign employed a highly visual strategy that put the product front and center, with 3D straw embellishments that elevated the creative concept.

Kenneth Cole Productions and Ready Set Rocket were honored with the 2015 Best Street Furniture/Transit/Alternative Campaign award for the OOH launch of Mankind by Kenneth Cole Fragrances. The campaign showcased the ability of OOH media to drive mobile activity using subway advertisements to challenge men to “be the evolution” by participating in a 21-day



Adams Outdoor Advertising won the 2015 Best Billboard Campaign for Sonic Drive-In’s “Big Slushes,”



Iconic brand HBO won the 2015 OBIE Hall of Fame Award.

good deed challenge. Participants were encouraged to share their good works through social media using #manupformankind.

Copacino+Fujikado was presented with the 2015 Best Multi-Format Campaign award for the Seattle Aquarium cam-

paign. The aquarium communicated a message that appealed to parents and children alike, positioning the destination as fun for the whole family. Playful illustrations accompanied cheeky trivia about the animals and sea life on exhibit.

Freitas added, “OOH is increasingly more interactive with consumers, helping brands to personally engage with current or potential customers. These winners creatively connected with the public while demonstrating the visual power of OOH.”

In addition to the top category awards, 14 Gold OBIEs and 20 Silver OBIEs were awarded.

HBO was honored with the OBIE Hall of Fame Award.

This special issue contains images of all Gold OBIE winners.

To see all 2015 OBIE Award winners, visit [obieawards.org](http://obieawards.org).



## CALENDAR

**May 27**  
Webinar: OOH Sales Resources  
2:00 pm

**June 3**  
Webinar: Scenic Lawsuit Update  
2:00 pm

**July 22**  
Webinar: Power of Digital Billboards  
2:00 pm

**September 28 - October 3**  
2015 Advertising Week  
New York

**October 13**  
OAAA Executive Committee Planning Meeting  
New York

**October 22**  
50th Anniversary of the Highway Beautification Act



**2015 Best Billboard Campaign**  
Adams Outdoor Advertising, Sonic Drive-In "Big Slushes"



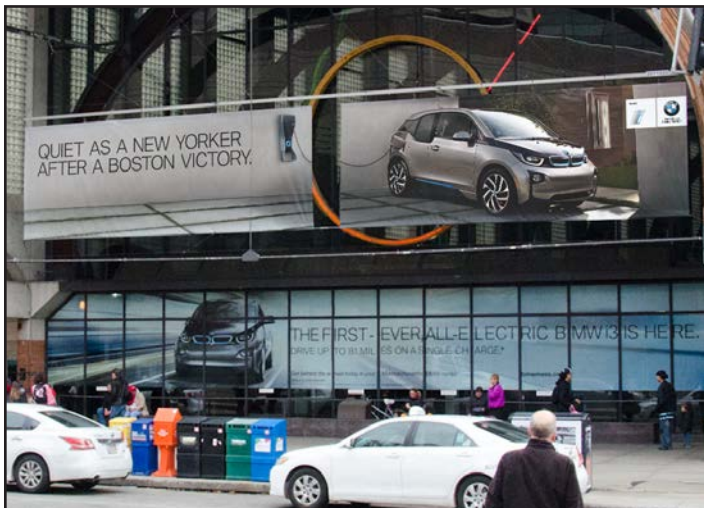
**2015 Best Street Furniture/Transit/Alternative Campaign**  
Kenneth Cole Productions & Ready Set Rocket  
Mankind by Kenneth Cole "Be the Evolution"



**2015 Best Multi-Format Campaign**  
Copacino+Fujikado, Seattle Aquarium "Amazing Facts"



**2015 Hall of Fame**  
HBO



**Automotive**  
kbs+, BMW i3 "Rivalry"



**Business & Technology**  
Cactus, Colorado Crisis Services  
"When You Don't Know Where To Turn"



**Entertainment**  
Martin Williams, Basilica Block Party 2014



**Individual Execution: Billboard**  
Kastner & Partners, Red Bull Air Race "Vertical Loop"



**Individual Execution: Street Furniture/Transit/Alternative**  
Leo Burnett Chicago, McDonald's "Happy Meal Bus Shelter"



**International**  
CP+B, Hotels.com "The Obvious Choice"  
Toronto Dundas Train Station Domination



**International**  
Leo Burnett Toronto, Raising the Roof "Childhood Photos"



**International**  
AMV BBDO & Grand Visual, Pepsi Max "Unbelievable"



**Public Service**  
101 & Extra Credit Projects, Art Everywhere US



**Transportation, Travel & Tourism**  
Laughlin Constable, Wisconsin Department of Tourism  
"Camp Wisconsin"



**Video & Interactive Content**  
HISTORY Marketing, 30sixty Advertising & Atomic Props  
HOUDINI Experiential Bus Shelters

## Visit the New OBIE Website

A new OBIE Awards website was launched during the 2015 OAAA \TAB National Convention + Expo.

The new stand-alone site houses images and information about all OBIE winners. Winners, past and present, are searchable by year, advertiser, award category, and product category. Several OBIE books from previous years are also available for viewing.

The new site will also serve as a portal to submit future OBIE entries and offers expanded coverage of past OBIE Hall of Fame winners.

Visit the new OBIE Awards website at [obieawards.org](http://obieawards.org).

## Order the 2015 OBIE Awards Book

The OBIE Awards book is a collection of all the Finalists, Silver OBIE, and Gold OBIE winners, complete with insights from the creative teams behind each campaign.

These keepsakes are a lasting tribute to the best OOH creative work of the past year and are an ideal leave-behind during agency calls or as a gift for your clients.

The 2015 OBIE Awards books are priced at \$9 each for OAAA members and \$18

each for nonmembers. Only a limited number are produced each year, and the book will not be reprinted. Order now to secure your copies.

You can view [OBIE books from previous years here](#) via the new OBIE Awards website.

[Order the 2015 OBIE Awards book here.](#)

