

## SOAA – Effectiveness

Advertising that worked, where the effectiveness of the campaign was largely due to the media chosen and how the media was used (not the creative idea).

Judges will look at strategy, planning, implementation and understanding OOH audiences, so that OOH unique properties and values contributed to the success of the campaign, such as:

- Media solution which intercepts the target audience
- Strong ideas & strategic approach to OOH
- Relevant to audience & viewing situation
- Synergies between the medium and the message
- Communication and influence
- Innovative use of the medium
- Successful results

Submissions will need to explain the campaign brief, the challenges, insights, solutions and tangible results achieved from OOH media.

## Template / Form

The Campaign (100 Words)	Photo
Challenge/Brief (60 Words)	Solution (60 Words)
Insights (60 Words)	Results (100 Words)