

# Joint statement: Primedia Outdoor extends a warm thank-you to OHMSA / OH! Awards 2010 update

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Primedia Outdoor extends a warm thank-you to OHMSA for a successful awards evening. Primedia Outdoor, a proud sponsor of the 2010 awards, supports OHMSA initiatives and looks forward to a fruitful year.

The event took place on the 19th May 2011. Attendees were some of the best known personalities in the media industry. A special mention for Nestlé, who won the coveted overall category accolade, as well as the street furniture category prize for its KIT KAT 'bench' advert .

The full list of 2010 OHMSA Award winners and finalists are:

## **CATEGORY WINNER: BILLBOARDS**

Campaign: Rust  
Agency: King James  
Client: Allan Gray

## **CATEGORY FINALIST: BILLBOARDS**

Campaign: Ayoba Vuvuzela  
Agency: Metropolitan Republic/Jupiter Drawing Room  
Client: MTN

## **CATEGORY WINNER: RETAIL/STREET FURNITURE**

Campaign: Bench - take a break  
Agency: Nestlé  
Client: KIT KAT, Nestlé

## **CATEGORY FINALIST: RETAIL/STREET FURNITURE**

Campaign: Stimorol  
Agency: Ogilvy and Mather  
Client: Stimorol

## **CATEGORY WINNER: AMBIENT MEDIA**

Campaign: Graffiti  
Agency: MorrisJones & Co.  
Client: Natrelax

## **CATEGORY FINALISTS: AMBIENT MEDIA**

Finalists: Hyundai Vuvuzela by Jupiter Drawing Room/Metropolitan Republic; Coca Cola crate man by Animal Farm and Art at Work.

## **CATEGORY: MEDIA AGENCY OF THE YEAR**

MediaShop (Johannesburg)

### **OVERALL CATEGORY WINNER:**

Campaign: Bench

Agency: Nestlé's agency

Client: Kit Kat

### **CATEGORY FINALISTS: WALLS, WRAPS and MURALS**

Finalists: Bell's Scotch Whiskey by King James; MTN Ayoba Flags by Jupiter Drawing Room//Metropolitan Republic.

### **CATEGORY FINALIST: INTERNALLY ILLUMINATED BILLBOARDS**

Finalist: Lucozade, Ogilvy.

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