

# All the OHMSA OH! Awards winners

Nestlé's Kit Kat 'bench' advert took the overall category accolade plus the street furniture category prize and MediaShop (Johannesburg) received the new Best Media Agency at the annual Out of Home Media South Africa (OHMSA) OH! Awards held last night, Thursday, 19 May 2011, at the Fairway Hotel and Spa, Randpark Golf Club, Johannesburg.



L to R: Kirsten Randall, national sales manager and Brandon Whitehead, media consultant of Campus Media on the branded Kit Kat bench

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"This campaign was a simple, yet effective creative idea, clearly underlining the message 'Take a break, have a Kit Kat', which is the core positioning of the brand," said chairman judge Reinher Behrens.

"What makes this campaign an award winner is the agency's full use of the medium. Rather than simply placing creative on the format given, the agency took it one step further," added Behrens.

## Media agencies that support OOH

The new media agency award, handed out for the first time this year, acknowledges media agencies that support the out-of-home (OOH) medium. The winner of this new category was chosen using data collected from online questionnaires completed by OHMSA members interacting with media agencies on a regular basis.

"MediaShop (Johannesburg) has consistently impressed us with their professionalism, innovation, negotiating ability, transparency and strategic ability," said Behrens. The agency has been voted Best Media Agency in various awards ceremonies and its accolades include *AdReview's* Media Agency of the Year in 2006; *Financial Mail's* award for sustained excellence; *Financial Mail's* Specialist Agency of the Year and the Roger Garlick prize in both 2006 and 2007.

## All the winners

Category	Status	Campaign	Agency	Client
Billboards	Winner	Rust	KingJames	Allan Gray
Billboards	Finalist	Ayoba Vuvuzela	MetropolitanRepublic/Jupiter Drawing Room	MTN
Retail/street furniture	Winner	Bench - take a break	Nestlé	Kit Kat, Nestlé
Retail/street furniture	Finalist	Stimorol	Ogilvy	Stimorol
Ambient media	Winner	Graffiti	MorrisJones & Co.	Natrelex
Ambient media	Finalist	Vuvuzela	Jupiter Drawing Room/MetropolitanRepublic	Hyundai
Ambient media	Finalist	Crate man	Animal Farm and Art at Work	Coca-Cola
Media agency of the year	Winner		MediaShop (Johannesburg)	
Overall	Winner	Bench - take a break	Nestlé	Kit Kat, Nestlé
Overall	Finalist	Scotch Whiskey	KingJames	Bell's
Overall	Finalist	Ayoba Flags	Jupiter Drawing Room/MetropolitanRepublic	MTN
Internally illuminated billboards	Gold		Hirt & Carter	Provantage
Internally illuminated billboards	Silver		ComutaNet	Ad Outpost
Internally illuminated billboards	Finalist		Ogilvy	Lucozade

Judges were impressed with the originality of the Natrelex - Graffiti campaign by Margarita Karvouniaris of MorrisJones, which featured graffiti art on toilet walls. The idea is that Natrelex is truly effective in reducing constipation as one has the time to produce a detailed work of art.

The Allan Gray - Rusting Billboard campaign was conceptualised by Paige Nick and Karen Barry-McCormick at KingJames. Judges felt the advertisement was a worthy winner, owing to the innovative use of the medium.

Other OH! Award judges included Brenda Koornneef, Tony Koenderman, Modise Makhene, Nathan Reddy, Xolisa Dyeshana, Chris Marrington, Steve Limbrick and Neil Ross.

Non-profit organisation OHMSA ([www.ohmsa.co.za](http://www.ohmsa.co.za)) is the officially recognised trade association for the OOH media industry in South Africa and has 23 members. The OH! Awards bring together OOH media owners, advertising agencies and corporate to honour the out-of-home industry's best creative talent.

View the [gallery](#).

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