



# 2026 Entry Kit



The Outdoor Media Awards return for their 20th year, a celebration of outdoor campaigns that grab attention and create moments that stand the test of time.

These awards showcase remarkable campaigns across Planning Excellence, Creativity and Impacting Communities and the brilliant minds behind them. Now it's your chance to inspire the next - if you've been part of something unforgettable, it's time to claim the recognition you deserve.

This year, we have twelve prestigious awards, each representing excellence in outdoor advertising. The Grand Prix winner will not only earn the esteemed title but will walk away with £150,000 worth of media space to use across Bauer Media Outdoor UK's digital screens.

The Outdoor Media Awards are proudly organised by Bauer Media Outdoor UK in partnership with Campaign, and it will be a night to remember, a celebration of the industry's timeless innovators.

### Entry Timeline

**Entries open** / Thursday 22<sup>nd</sup> January

**Entries close** / Friday 20<sup>th</sup> February

**Shortlist announcement** / Thursday 7<sup>th</sup> May

**Event & Winners announcement** / Thursday 18<sup>th</sup> June

### Any Questions?

If you have any questions or encounter any issues whilst uploading your entry, please do not hesitate to get in touch with our team:

[OutdoorMediaAwards@BauerMediaOutdoor.com](mailto:OutdoorMediaAwards@BauerMediaOutdoor.com)

\*Conditions apply. See [Terms and Conditions](#).

## How to Enter

### Step 1

Read through the categories and entry form questions in this entry pack. Decide on campaigns which suit any of the award categories and start thinking about writing your entry.

### Step 2

Gather all the relevant information about the campaign that you want to enter. You'll need a written entry, campaign data, results, and some excellent images/supporting materials to elevate your entry. Don't forget permissions and figuring out what needs to be marked as confidential if needed.

### Step 3

Once your entry is written and ready to be uploaded, go to the [Outdoor Media Awards website](#) and click on the 'Enter Now' button. Clicking on this button will take you to another microsite, not under the responsibility of Bauer Media Outdoor.

### Step 4

Once in the microsite, click on 'Enter Now' at the top of the page. Here you will be able to browse all the awards and category descriptions.

### Step 5

Find the award/s you would like to enter and click 'Enter Now'. If you are planning to enter more than one, you can select them by clicking the boxes in the top right corner of each award and click on 'Process'.

### Step 6

Register or login to your account. [Registration and entry are free!](#)

### Step 7

This will then take you through to the entry form, where you can start filling in all the relevant information. Anything marked with an asterix (\*) must be filled in. (For more information about the entry form, please go to page 8). Please note, you have the opportunity to attach a minimum of 2 and up to 12 supporting images/ materials. If you wish to upload a video as part of your submission, please do so by uploading it to a sharing platform of your choice (i.e. Vimeo, YouTube, Dropbox ensuring the file is available for public/outside of your organisation viewing etc.) and pasting in a URL into the box on the entry form.

**Please note: WeTransfer links are not accepted.**

### Step 8

When you are confident that you have all the relevant information, additional content and approvals, press the 'continue' button. If you wish to, you can click 'Save for later' to re-visit your entry at another time.

### Step 9

Check and add to your personal details and then press the 'next' button. You will then be taken to a summary page where you will be able to check the items in your basket and press 'complete' to submit your entry!

### Step 10

You will receive an automated email confirming that your submission has been received. Don't forget to check your junk email, as they have been known to end up in there, however if you've checked and not received a confirmation email, please [email the OMAs team](#).

## Entry Rules

You'll need to submit your entry via the online portal, using the entry form, as outlined in the steps above.

## Who can enter?

Entries are open to any organisation, in any sector and of any size (except the SME Advertising Award – see award description for details), which ran an Out of Home campaign in the UK during 2025.

## Entry Fees

Entry is free of charge.

## Entry Deadline

Entries will close at 20:59pm, Friday 20<sup>th</sup> February 2026.

## Terms and Conditions

Your entry must directly relate to an advertising campaign that featured Out of Home in the UK during 2025. If the campaign featured across multiple years (e.g. 2024 into 2025, or 2025 into 2026), then the campaign will be eligible for this year's awards, only if more than 50% of the budget for this campaign fell into 2025. For full entry rules, please see our [Terms and Conditions](#).

## Extra Information

### Confidentiality

Please clearly mark any confidential information in your entry, and we will treat it as such and share only with the judges as part of the judging process. You can also mark the whole entry as confidential if you wish. You will find a checkbox for this near the end of the form.

### Supporting Material

We also need you to provide a minimum of 2 and maximum of 12 supporting materials which can include high-res images of the campaign (min. 1000px/150dpi), graphs and videos.

If you wish to upload a video as part of your submission, please do so by uploading it to a sharing platform of your choice (i.e. Vimeo, YouTube, Dropbox ensuring the file is available for public/outside of your organisation viewing etc.) and pasting in a URL into the box on the entry form. **Please note: WeTransfer links are not accepted.**

### Permissions

When supplying campaign and individual credentials, please ensure you have the necessary permissions before submitting. If your entry is shortlisted, we will use these details to build the invite list for the in-person event, and company names will feature on shortlist/trophies/socials. Therefore, please do double check that the information you supply is correct.

### Entering Multiple Awards

You can submit as many entries as you like and enter a campaign into more than one award. We strongly suggest that if you are entering the same campaign into multiple awards, you tailor what you write for each award. Experience tells us that campaigns entered into multiple awards, but not tailored to reflect the individual criteria, tend to receive lower overall scores.

**Should your entry be shortlisted or win, we will use the Summary section of your entry to inform anything written about your campaign, so please bear this in mind.**

## Categories & Awards – Full Descriptions

We've grouped the awards into 4 categories to reflect the different disciplines within Out of Home.

### Planning Excellence

A big high-five to all the planners and their craft.

### Creative

Honouring brands that push creative boundaries.

### Effectiveness

Celebrating the effective campaigns for big, small and new advertisers. This year's award category celebrates former OMA judge, Denise Turner, for her outstanding contribution to the OOH industry and her distinguished career in media research.

### A Platform for Good

Rewarding those using Out of Home to make our world better.

The awards within these categories are outlined as follows:

#### Planning Excellence / Data And Intelligence Award

This award recognises smart planning powered by data. Entries will clearly demonstrate how the use of audience data, insights and tools were employed to create an effective strategy, plan and campaign.

The award is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- The nature of the data and insight, alongside how it was employed.
- How planning aligned with the data and insight to deliver results.

#### Planning Excellence / Cross-Format Award

This award is open to campaigns that have strategically employed at least two different OOH advertising formats, ideally across different environments.

The entry needs to clearly demonstrate why particular formats have been used together, and the strategy behind those planning choices. The award is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- Why multiple formats have been used to deliver the campaign.
- How the use of multiple formats boosted this campaign's performance.

#### Planning Excellence / Cross-Channel Award

This award is open to campaigns that have strategically used OOH as a lead media channel in complementing other channel activity. The award is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- What role OOH played as the lead media channel.
- Evidence that OOH and other channels combined to boost campaign performance.

### Planning Excellence / Programmatic Out of Home Award

This award recognises campaigns that used programmatic Out of Home (pDOOH) to deliver measurable results. Whether it was a standalone digital billboard campaign or part of a wider digital strategy, we want to see how programmatic tools helped you reach the right audience, at the right time, in the right place.

The judges will be particularly interested in seeing:

- How data-driven audience targeting strategies have been deployed in real time to drive real results.

Note: Campaigns must have used the Open RTB protocol – the standard technology that enables programmatic buying of digital OOH inventory.

### Creative / Outstanding Poster Award

This category celebrates truly Powerful Posters. The winning entry will showcase best-in-class design and outstanding creative craft. Judges will be looking for perfect art direction, great typography (if applicable) and poster design that deliver on the campaign objectives, in the context in which they're displayed. The award is open to brands and companies of all sizes and must be attached to a delivered campaign, within multiple locations.

The judges will be particularly interested in seeing campaigns with:

- Classic or digital creatives that demonstrate exceptional art direction as a truly Powerful Poster.
- A memorable creative that captures audience attention and imagination.

### Creative / Tech Innovation Award

This award honours creative executions that stand out owing to the innovative use of tech or data. The winning campaign will use tech or data in new and interesting ways to push the creative boundaries and capture incremental audience attention.

This award will be judged on how the tech or data has been used to deliver a creative execution, rather than for campaign planning. The award is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- How the campaign pushed creative boundaries.
- How tech or data boosted the campaign's performance.

### Creative / Installation And Experience Award

This award salutes bespoke installations and immersive real-world experiences. Entries can, but do not need to, employ traditional OOH formats. The award is open to brands and companies of all sizes.

The judges will be particularly interested in seeing:

- How the one-off investment paid-off in terms of real-world audience engagement.
- Evidence of earned PR and social media amplification.

Additional credit will be given to activations as part of a campaign using wider OOH formats to enhance the experience.

### Effectiveness / Brand Building Award

This award celebrates brands that have consistently invested in OOH as a core part of their media plan. Brands need to demonstrate, either through bursts of one campaign or with multiple campaigns over time, how OOH has delivered. Entries into this award must have invested over £500k in OOH through the past 12 months.

The judges will be particularly interested in seeing:

- How and why OOH has been consistently employed.
- Evidence that this approach has delivered outstanding results for the brand.

### Effectiveness / SME Advertising Award

This category recognises small and medium-sized businesses and organisations that have run an effective local OOH campaign. The award is open to businesses and organisations with a spend limit of £50k.

The judges will be particularly interested in seeing:

- How the campaign reached and resonated with local community, town/ city target audiences.
- Strong results linked to the campaign objectives.

### Effectiveness / New Approach Award

This award commends any advertiser, small or large, that has either; used OOH for the first time, returned to using the channel after at least one year away or have distinctly changed their strategic approach.

The judges will be particularly interested in seeing:

- How and why Out of Home was used, how it was different to previous media strategy.
- How this new approach delivered positive results.

### A Platform For Good / National Social Impact Award

**Please note: Entrants are encouraged to submit their work into only one of the two Platform for Good categories - whichever best reflects the reach of their campaign or initiative.**

This purpose orientated award recognises national OOH campaigns or initiatives that are centred around driving positive societal, behavioural or environmental change across numerous towns/cities in the UK. This can be a paid-for or pro-bono activity from brands, agencies, charities or government.

The judges will be particularly interested in seeing:

- The thinking, activities and genuine commitments that add authentic context.
- Evidence that the campaign or initiative delivered national awareness and impact.

## A Platform For Good / Community Social Impact Award

**Please note: Entrants are encouraged to submit their work into only one of the two Platform for Good categories - whichever best reflects the reach of their campaign or initiative.**

This purpose orientated award recognises local OOH campaigns or initiatives that are centred around driving positive change in the community. This can be a paid-for or pro-bono activity from advertisers, agencies, charities, schools, colleges or councils.

The judges will be particularly interested in seeing:

- The thinking, activities and genuine commitments that add authentic context.
- Evidence that the campaign or initiative delivered local awareness and impact.

## The Grand Prix

This is the best of the best of our category winners, according to judges, and the selected brand will be awarded £150,000 worth of media space to use across Bauer Media Outdoor UK's digital screens.

## Online Entry Form Questions

- In the 'Why should this campaign win' box, please summarise your entry and why this campaign should win, in a maximum of 100 words.
- In the 'Awards Entry' box, please write the main body of your entry (background, strategy, objectives, execution) in a maximum of 550 words. Bear in mind the category description and what the judges are particularly interested in seeing in this award.
- In the 'Results' box, please detail the performance of this campaign against its objectives, in a maximum of 150 words.

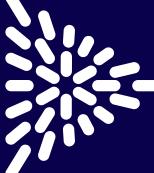
[OutdoorMediaAwards@BauerMediaOutdoor.com](mailto:OutdoorMediaAwards@BauerMediaOutdoor.com)

**Good luck!**

## Any Questions?

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