

TORONTO - FOR IMMEDIATE RELEASE

Wednesday May 20, 2009

National Advertising Awards Announces OOH Category Winners

The National Advertising Awards (NAA), Canada's only brief-based creative competition, held its gala evening May 6, to announce the winners. The Out-of-Home Marketing Association of Canada (OMAC) is the official sponsor of the Out-of-Home award category for the 2009 program.

"We were extremely pleased to have Kellogg's as our sponsor partner for the out-of-home category. Kellogg's Corn Flakes was the brand selected for the creative competition which generated a total of 38 entries. There were some very innovative ideas that recognized the importance of high-impact visuals and succinct messaging in OOH English"—Rosanne Caron, President, OMAC.

The Winners:

Gold and a trip to Cannes were awarded to:

Aya Refaeli and Sandi Gidluck both from Y & R, (with special thanks to Authur Shah, also of Y & R)

Silver:

Bhavik Gajjar and Veann Leps both from JWT Toronto

Bronze:

Dan Bache and Will Seccombe both from TAXI Vancouver

To see the winning creative executions click here:

<http://www.nationaladvertisingawards.ca/gallery/index.php?album=2009%2Fout-of-home>

OMAC's sponsorship of the NAA out-of-home category, will continue to help raise its profile, further serving the association's mandate to promote the value of out-of-home marketing to the Canadian creative community and current as well as potential advertising clients.



About OMAC

OMAC (www.omaccanada.ca) is responsible for promoting the benefits and effectiveness of out-of-home media to advertisers and advertising agencies. OMAC seeks to develop and implement new initiatives to serve as a resource to the industry and increase understanding of out-of-home media. OMAC members include: Astral Media Outdoor, Captivate Network, CBS Outdoor, Lamar Transit Advertising, METROMEDIA PLUS, NEWAD, Outdoor Broadcast Network, Pattison Outdoor, Titan Worldwide and Zoom Media.

About the NAA

The National Advertising Awards is North America's original brief-based advertising competition, and is open to all members of the Canadian advertising community. Since its founding in 2002, the NAA has sent more than 71 winners to Cannes and attracted major brand sponsors including National Post, Campbell's, Kraft, (2 categories), Monster.ca, Frito-Lay, Sympatico MSN, Canada Post, Kelloggs, and BDO.

For more information, please contact:

Missy Robson

Manager, Events & Special Projects

Adcam Media Group

416-203-0753 x 224, 647-880-6363

missy@adcam.ca

www.nationaladvertisingawards.com

Rosanne Caron

President

OMAC

416-968-3435x108

rcaron@omaccanada.ca

www.omaccanada.ca

Jacqueline Demchuk

Director of Marketing and Communications

OMAC

416-968-3435 x107

jdemchuk@omaccanada.ca

www.omaccanada.ca

