



Optec On Site

OBIE Awards - Best of Show 2007

At a gala reception and awards dinner on May 8, 2007, at the Manchester Grand Hyatt Hotel in San Diego, the outdoor advertising association held its 65th Annual OBIE Awards, the oldest and one of the most prestigious awards shows, recognizing creative excellence in outdoor advertising.

Best of Show honors were awarded to BBDO New York for its BBC World campaign, featuring a series that was entered into the following categories: Digital Display Media Series Campaign, Media Series Campaign, and Media Billboard. The interactive digital billboards display politically charged images and messages based on current events. The right and left side of the billboard display constantly updated poll numbers reflecting the contrasting opinions of passersby who use Bluetooth technology to register their vote on such topics as whether China should be regarded as a friend or a country of which to be wary.

“This year’s Best of Show combined relevancy, creativity, and technology. This campaign incorporated qualities that strongly position the outdoor industry as a medium in the forefront of innovation,” stated Nancy Fletcher, OAAA president and CEO.

In addition to Best of Show, an additional 15 OBIEs were awarded in individual categories at last night’s ceremony. BBDO won nine out of the fifteen awards from their offices spanning North America: New York, Detroit, San Francisco, and Toronto.

