



How do you submit your campaign for the OOHKings?

1st step

- Choose your category
- Enter the campaign details
- Complete the name(s) of the entrant(s)
- Upload the image of the campaign

2d step (depending on the category you've entered)

King of Creativity (deadline: 20/12)

Try to convince the jury! Why was your OOH campaign the most creative in 2015?*

King of Efficiency (deadline: 19/02)

- General context of the campaign*
- Objectives of the campaign*: (sales increase, image, repositioning brand,...)
- Target group(s)*
- Marketing and media plan:*
- OOH Budget*
 - Gross budget OOH media
 - Share of the OOH budget in the total budget of the campaign (in %)
- Acquired result/uplift according to your KPI's*
- Try to convince the jury! How did OOH make the difference in terms of efficiency of the campaign?*

King of Planning (deadline: 19/02)

- General context of the campaign*
 - Market position: (history, competitors, SWOT, ...)
 - Product position: (sector, category, launch of existing product/service, ...)
 - Target group(s)*
 - Description of the communication strategy of the product/service since its launch (summary)
- Media objectives of the campaign*:
- Media strategy* :
- Explain the role of the OOH in the media plan and why*
- OOH Budget*
 - Gross budget OOH media
 - Share of the OOH budget in the total budget of the campaign (in %)
- Try to convince the jury! How did OOH make the difference in terms of media planning of the campaign? *

*compulsory