

Chaque année, **OAAA** présente les prix OBIE pour reconnaître l'excellence de la créativité en affichage. Voici les gagnants de 2018:

### **Canadian Winners**

- Spotify-in-house for Spotify – Finalist
- Starcom for Samsung – Silver
- Olson for Belize Travel – Silver

### **Contextual OOH**

#### **Platinum:**

- Spotify-in-house – Spotify – Platinum

#### **Silver:**

- Kinetic Worldwide – United Airline
- Work In Progress Boulder, CO – truTV

#### **Bronze:**

- Kinetic Worldwide – Miller Lite
- Adams+Fairway – Adams+Fairway

### **Consumer Goods & Services**

#### **Bronze:**

- Copacino+Fujikado – Premera Blue Cross
- The Great Society – The UnTattoo Parlor

### **Custom Installation**

**Gold:**

- Milwaukee Brewers Baseball Club – Milwaukee Brewers Baseball Club

**Silver:**

- 22squared – Lamar Advertising
- Walt Disney Studios Creative Print Marketing – Walt Disney Studios Pictures

**Bronze:**

- Walter Thompson – St. Louis Children's Hospital

**Engagement****Gold:**

- Viceland – Viceland

**Silver:**

- Wieden + Kennedy New York – Delta

**Bronze:**

- BLT Communications, LLC – Paramount Pictures
- Adams+Fairway – Adams+Fairway

**Entertainment****Gold:**

- OUTFRONT Studios – San Diego Taco Fest

**Silver:**

- Milwaukee Brewers Baseball Club – Milwaukee Brewers Baseball Club

**Bronze:**

- Walz Tetrick Advertising – Kansas City Royals
- PPK – The Florida Aquarium
- Jackson Marketing – Senior League World Series

## **Experiential**

### **Gold:**

- Warner Bros Pictures – Warner Bros Pictures

### **Silver:**

- Kinetic Worldwide for NBC
- Laughlin Constable, Inc. – Wisconsin Department of Tourism
- Starcom – Samsung

## **International**

### **Platinum:**

- Spotify-in-house – Spotify

### **Silver:**

- Olson – Belize Travel

## **Food & Beverage**

### **Silver:**

- Sterling Cooper Draper Pryce and DAVID the Agency – Heinz

### **Bronze:**

- Fortnight Collective -Yasso Frozen Greek Yogurt
- Adams+Fairway – Natürlich

## Media

### Gold:

- Linderman Associates – Netflix

### Silver:

- Viceland – Viceland
- Spotify In-House – Spotify

### Bronze:

- DonerLA – Netflix
- Droga5 – The New York Times
- Viceland – Viceland
- Kinetic Worldwide – Kinetic Worldwide for Universal Pictures
- Adams+Fairway – Adams Outdoor Advertising
- Minnesota Public Radio – Minnesota Public

## Nonprofits & Public Service

### Gold:

- 22squared – Lamar Advertising

### Silver:

- Adams+Fairway – Adams+Fairway

### Bronze:

- Shepard Fairey / Obey Giant Art – OBEY GIANT ART
- Lamar Advertising – Lamar Advertising
- Amélie Company – Colorado Department of Transportation
- Sukle Advertising & Design – Great Outdoors Colorado
- Sukle Advertising & Design – Great Outdoors Colorado
- Adams+Fairway – Adams+Fairway

## Retail

### Bronze:

- Colossal Media – Adidas

## Transportation, Travel, & Tourism

### Silver:

- Laughlin Constable, Inc for Wisconsin Department of Tourism

### Bronze:

- Kinetic Worldwide – United Airlines
- Colle McVoy – Jackson Hole Travel & Tourism Board
- Wieden + Kennedy New York – Delta

## Craft

- - National Geographic Society – National Geographic Society (Photography)
  - Spotify-in-house – Spotify (Copywriting)
  - space150 – Coca-Cola (Digital Design)
  - Colossal Media – adidas (Illustration)