

Fepe International gives two creative awards

The Fepe International, the global body representing the Out of Home (OOH) industry, named the 2017 award winners at its annual Congress, held in Stockholm on 7-9 June 2017. For the first time, it made two creative awards - Classic Award to Twitter and Digital Award to *The Secret Life of Pets*.



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Twitter, in the US, won for an in-house campaign showing how the major conversations of the day, in politics and elsewhere, are united by hashtags. Universal Pictures' *The Secret Life of Pets* featured a digital creative treatment from MediaCom and Ocean Outdoor.

The award winners were chosen by a judging panel of current and past Fepe board members with Nancy Fletcher, president and CEO of the US OAAA and WCRS director of technology and innovation Dino Burbidge. WCRS won last year's creative award for UK charity Women's Aid.

Fepe President Matthew Dearden says, "The great strength of OOH is its two important strands: digital and the traditional classic poster and that's why we have chosen to award campaigns in the two categories."

"Both are outstanding examples of the ability of OOH to reach people in engaging and challenging ways. It's also worth noting that Twitter is just one of many tech-based new media companies that use classic OOH extensively."

[The Secret Life of Pets - Full Campaign](#) from [Ocean Outdoor](#) on [Vimeo](#).

Other awards

- The Fepe Leadership Award went to Eric Newnham, founder of the UK's Talon Out of Home agency. Newnham also helped to build WPP's Kinetic into a £200m business before leaving to found Talon. Dearden says, "The most valuable ability in business is to see round corners and Eric has done that throughout his career in Out of Home. He is a serial entrepreneur who has led the industry and his teams to reach great heights."
- The Fepe Technology Award goes to Spain's Cuende Infometrics SA for its GPS-based audience measurement system, which tracks traffic flows all over the world, making OOH the only major medium able to offer comparable global metrics.
- The Fepe Lifetime Achievement Award goes to Mike and Brian Tyquin who, over fifty years, built first Australian Posters and latterly Mike built Queensland-based Goa and Brian Outdoor Systems in Sydney into major forces in OOH. Goa pioneered digital in Australia with the first digital poster in 2009.

Fepe executive director, John Ellery, who won the Lifetime Achievement Award last year with the OAAA's Nancy Fletcher, says, "Cuende's amazing system is making a huge contribution to the development of Out of Home worldwide. Brian and Mike Tyquin come from an earlier generation but they too have always possessed that same pioneering spirit. Their belief that doing the right thing for the industry would in turn result in commercial success is something that everyone in OOH can honour, as we do in this Lifetime Achievement Award."

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