

THE CANADIAN  
**OUT-OF-HOME**  
**AWARDS** 2026



Categories & Criteria

# Award Pillars

Celebrating....

## The Medium

Where the canvas becomes the idea.

## Creativity

Where imagination commands attention.

## Strategy

Where insight drives impact.

Campaign of the Year

Judges  
#1 Ranked!



# Judging Criteria

## Media / Context Use

How effectively the campaign used the physical OOH environment, placement, format, or location.

## Creative Craft

Quality of design, copy, storytelling, and originality.

## Strategic Thinking

Audience insight, planning logic, and how well the campaign responded to a business challenge.

## Impact/Effectiveness

Evidence of results, engagement, earned media, or cultural impact.

## Data

How data was used in the planning of the campaign, and how it was collected afterwards.

# Submission Criteria

## Submission Procedure

Entries may be submitted across all relevant categories outlined in this document. There is no limit to the number of categories an entry may be entered into, provided it meets the criteria of each. French-language campaigns are submitted within the same categories and are judged alongside all entries.

## Product Categories

All submissions must be received by the final deadline, **August 21, 2026.**

**Entry Timeframe: August 2025 – September 2026**

The Canadian Out-of-Home Awards reserves the right to disqualify any entry that does not meet the required standards, including but not limited to low-quality or illegible materials, or failure to comply with submission specifications. The Awards further reserve the right to reclassify entries into more appropriate categories where deemed necessary.



## File Requirements per Submission

- 45 second (max) videos submissions **strongly** encouraged
- 1-3 high-resolution photos of the campaign in an environment
- 100 word count description
- 300-500 word count brief

# Who can enter?

The Canadian Out-of-Home Awards encourages all parties involved in the development of a campaign to enter.

- **Media Agencies**
- **Out-of-Home Specialist Agencies**
- **Out-of-home Media Owners**
- **Creative Agencies**
- **Brands/Advertisers**



*\*For submissions involving multiple companies, please coordinate with your counterpart before entering to avoid duplicate submissions. Duplicate entries may be withdrawn, with entry fees refunded.*

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# Medium Categories

# Medium Categories & Criteria

Category: "Best Use Of..."	Description & Definition
<b>Large-format Classic OOH</b>	Campaigns that excelled in the static large-format placements. Large format static OOH, including spectaculars, murals, larger than 10 x 20.
<b>Classic OOH</b>	Campaigns that showcase excellence in traditional OOH placements (not large format.). Static OOH 10 x 20 or smaller, including verticals, posters, etc.
<b>Large-format Digital OOH</b>	Campaigns that excelled in the large-format digital placements. Large format digital OOH, including spectaculars, murals, larger than 10 x 20.
<b>Digital OOH</b>	Campaigns that showcase excellence in DOOH placements (not large format.). Digital OOH 10 x 20 or smaller, including verticals.
<b>Small-format OOH</b>	Campaigns that effectively leverage small formats, digital or static. Maximize the impact of smaller OOH formats such as street furniture, urban panels, columns, kiosks, or other compact placements.
<b>Place-based OOH</b>	Campaigns that excel in contextual place-based environments. Placed-based including restobars, residential, office, malls, retail, gyms, gas stations etc. (Note: Airports and stations are in the Transportation category)
<b>Transit &amp; Transportation OOH</b>	Campaigns that effectively use transit stations and moving media (bus, taxi, bixii, and or/ their stations), including airport.

## JUDGING CRITERIA ON A SCORE FROM 1-5

Media/Context Use	Creative Craft	Strategic Thinking	Impact/ Effectiveness	Data
45%	20%	15%	10%	10%
45%	20%	15%	10%	10%
45%	20%	15%	10%	10%
45%	20%	15%	10%	10%
45%	20%	15%	10%	10%
45%	20%	15%	10%	10%
45%	20%	15%	10%	10%

### CRITERIA DEFINITIONS:

#### Media / Context Use

How effectively the campaign used the physical OOH environment, placement, format, or location.

#### Creative Craft

Quality of design, copy, storytelling, and originality.

#### Strategic Thinking

Audience insight, planning logic, and how well the campaign responded to a business challenge.

#### Impact / Effectiveness

Evidence of results, engagement, earned media, or cultural impact.

#### Data

How data supported the plan- (how data was used in the planning)

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# Creativity Categories

# Creativity Categories & Criteria

Category: "Best..."	Description & Definition
<b>Art Direction</b>	Visual appeal, brand positioning, clarity of design, and the ability to capture attention quickly in a public environment.
<b>Copywriting</b>	Clever, concise, and memorable copy built for impact in a glance.
<b>Storytelling</b>	Narrative continuity across sequential placements, campaigns that build a story across multiple placements or moments.
<b>Activation/Execution</b>	Special builds, 3D extensions, experiential OOH.
<b>Innovative Campaign</b>	First-to-market thinking or emerging OOH technology.

JUDGING CRITERIA ON A SCORE FROM 1-5		
Media/Context Use	Creative Craft	Strategic Thinking
25%	55%	20%
20%	60%	20%
30%	45%	25%
30%	50%	20%
30%	45%	25%

## CRITERIA DEFINITIONS:

### Media / Context Use

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### Creative Craft

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### Strategic Thinking

Audience insight, planning logic, and how well the campaign responded to a business challenge.

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# Strategy Categories

# Strategy Categories & Criteria

Category: "Best..."	Description & Definition
<b>Data-Focused Campaign</b>	Audience planning, measurement, data-driven approach
<b>Event-Based Campaign</b>	Special event, in the media, trend, perfectly timed campaign.
<b>Campaign Engagement</b>	Based on virality, audience responses, earned media
<b>Community Involvement</b>	Community impact via audience mobilization & awareness
<b>Integrated Campaign</b>	OOH works in synergy with other channels such as digital, social, experiential, or broadcast to deliver a cohesive and effective marketing ecosystem.

## JUDGING CRITERIA ON A SCORE FROM 1-5

Media/Context Use	Creative Craft	Strategic Thinking	Impact/ Effectiveness	Data
10%	10%	40%	25%	15%
20%	20%	40%	10%	10%
15%	15%	20%	50%	10%
15%	15%	30%	30%	10%
25%	10%	45%	10%	10%

### CRITERIA DEFINITIONS:

#### Media / Context Use

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#### Creative Craft

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#### Strategic Thinking

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#### Impact / Effectiveness

Evidence of results, engagement, earned media, or cultural impact.

#### Data

How data supported the plan- (how data was used in the planning)

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# Campaign of the Year



THE CANADIAN  
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# Presence, Power & Purpose.

Celebrate the strength of Out-of-Home with us.

