

**FRESH
FRESH
AIR
CHALLENGE**

2019

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THE

BRIEFING

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INTRODUCTION

Create a groundbreaking creative and innovative out-of-home concept for one of your agency's clients.

Your concept must make revolutionary use of the OOH environment while staying contextually relevant and activating audiences on-the-go.

THE ESSENTIALS

- Form a team together with your client (mandatory) – who should be committed to executing the concept in the best possible ways in case it wins.
- Develop a creative and innovative concept for out-of-home (OOH) based on a real brand insight, challenge, strategy or goal.
- We permit a maximum of three teams/entries per agency.
- Be sure to explore the full OOH landscape in the Netherlands before deciding which format best fits your concept (see OOH Landscape chapter).
- Entry is free.

DELIVERABLES

GENERAL

- Agency name
- Name, email and mobile number Creative Director
- Team member names
- Client / brand name and client contact person
- Other credits (e.g. creative team or media strategy)
- Project title
- Brand challenge
- Project goals

CONCEPT

- Creative insight
- Concept (why/what/how/who/when)
- Execution details/plans/needs
- Budget breakdown excluding media cost
- Visualization of concept
- Minimum 1 JPG/PNG illustrating the concept
- Maximum 1 MP4 video (OPTIONAL)

Specific instructions on how to submit your concept will be emailed after the Kick-off.

CRITERIA

CREATIVITY

The concept/idea demonstrates high levels of originality and freshness.

RELEVANT

The concept makes effective use of the (specific) OOH environment, creating contextual relevance and activating users / audiences on the go.

IMPACT

The idea has the potential to generate an emotional impact. A concept creates emotional impact by doing things like solving a real-world problem, telling a story in simple and brilliant way, surprising your audience, or being critical on society.

FEASIBILITY

The concept is feasible considering available budget, existing OOH infrastructure and local government permissions.

STORY

The concept is presented with an excellent visual story and in a compelling way – that is easy to read and understand.

SMART

The concept makes use of smart data or insights.

TIMETABLE

6

SEP

KICK-OFF EVENT

Introduction session to the Fresh Air Challenge accompanied by inspiring talks. The Kick-off will take place at Pilek in Amsterdam.

20

SEP

CHECK-IN DEADLINE

Send your concept for a full feedback round from Kinetic and the OOH partners anytime before this date. You can check in by emailing your concept to contact@fresh-air-challenge.nl

7

OCT

ENTRY DEADLINE

You will receive an email with details on how to submit your concept after the Kick-off event.

10

OCT

**EXHIBITION &
PRIZE CEREMONY**

Announcement of the winners, exhibition of all entries and drinks.

PRIZES

GRAND PRIZE

- Up to €100k* in free media space
- €10k in production budget
- Entry fee for Cannes Outdoor Lions

2nd PLACE

- Up to €100k* in free media space
- €4k in production budget

3rd PLACE

- Up to €100k* in free media space

CHECK-IN & QUESTIONS

Feel free to send in your concept for feedback from Kinetic and the OOH partners. You can send your concept in for full feedback one time.

The deadline for sending in your concept for feedback is September 20th.

However, if you have questions at any time feel free to email us at: contact@fresh-air-challenge.nl

OUT OF

HOME:

THE BASICS

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TRENDS

RISE IN DIGITAL OOH

Global ad spend in OOH sees most of its increase coming from digital OOH (DOOH). More and more previously print OOH objects are being converted into digital screens.

RELEVANCY

The wave of DOOH has provided the medium with the opportunity to become smarter. Dynamic content, or content adjusted automatically based on a data source, and programmatic buying, or automated buying decisions, are two results of this trend.

INTERACTION

As more and more of the OOH landscape transitions into digital, the possibilities for audience interaction with DOOH have also begun to rise. Several markets have already started installing touch screen DOOH objects, perfect for such things as gamification.

PRINT STANDS STRONG

While DOOH is quickly on the rise, print OOH is still the dominant form of OOH advertising and will be for many years to come.

CONTEXTUAL RELEVANCY

THE RIGHT CONTENT IN THE RIGHT CONTEXT

A context can be determined by anything like the current weather, a geographic location, current events, high or low traffic etc. All of these and much more are examples of conditions that create a certain context. Many of these conditions can be tracked using various data sources.

DATA SOURCES

In DOOH, when you connect these data sources to your content, your content can automatically adjust according to changes in a certain condition, like the start of a rain storm. This is referred to as dynamic content. Dynamic content is one way of achieving contextual relevancy.

A brand's own data is a great place to look for creating unique contextual relevancy. Data about their consumers, sales or products can all be used to create relevant content.

PRINT & DIGITAL

Contextual relevancy is not reserved for DOOH. Many print campaigns contain content that fits a certain region, season, special event, or even location – check out this [great example](#) from McDonalds.

CREATIVE GUIDELINES

To help you out in creating the best possible OOH content, we have developed a set of guidelines.

You can download them by clicking below.

 [DOWNLOAD GUIDELINES](#) →

PICK THE RIGHT NETWORK(S)

Our OOH partners have many different networks and formats that you can use in your concept. Keep in mind that we encourage you to think of new ways to use the existing infrastructure.

WHAT DO YOU WANT TO ACHIEVE & HOW WILL YOU STAND OUT?

REACH → Go for small print formats in large numbers.

IMPACT → The bigger the screen, the bigger the impact.

TARGETING → Who is your target audience and where can you find them?

RELEVANCY → Which locations have a link to your product/service?

FLEXIBILITY → Choose the most relevant moments with digital.

PRINT NETWORKS

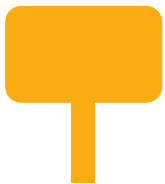
SMALL FORMAT



ABRI'S

Roadside locations, city centers, bus and tram shelters, NS stations, schools, parking garages and shopping malls.

LARGE FORMAT



BILLBOARDS

Roadside locations.



GIANT POSTER

High impact format, mainly in city centers.

DIGITAL NETWORKS

SMALL FORMAT



DIGITAL ABRIS

Roadside locations, city centers, NS stations, parking garages and shopping malls.

LARGE FORMAT



DIGITAL LARGE SCREENS

City centers and shopping malls.


















DIGITAL HIGHWAY SCREENS

Along busy highways.

OOH-PARTNERS

For more details on the OOH media space being provided by our partners, please click on the logos below. The icons indicate which formats are being made available by that vendor.

	  	Abri (Abri, NS Abri, Winkelcentra Abri) Digital abri (NS Abri, Winkelcentra Abri) Iconic screens
	  	Abri & Mupi Billboard Métropole (Amsterdam & Den Haag) Avenue
	  	Abri (Adshel, Parkingboard, Schoolboard) Digital abri (City Live, Digital Inner City) City Live XL (Utrecht) Digital Highway Signs
	 	The Tower, The Wow, The Capital, Double Digital * Giant Poster

* Due to limited supply, only one Giant Poster will be made available by blowUP media. The jury will decide which concept makes the best use of the format and will award the Giant Poster to that team. Keep in mind, the production costs of a Giant Poster are around €10k and are not included in the media space.

FRESH AIR CHALLENGE 2019

ORGANIZERS



OOH PARTNERS



MEDIA & PRODUCTION PARTNER

51NORTH