*By submitting this form, you confirm that you have obtained the necessary permissions from your company and clients to showcase their work for the LOMA Awards. You also grant us the right to use and publish the submitted materials exclusively for purposes related to the award activities.*

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Who is filling this form? Click or tap here to enter text.

On behalf of what Company? Click or tap here to enter text.

Your Email Address: Click or tap here to enter text.

Project Name: Click or tap here to enter text.

**Question 1 - Creativity**

How does your campaign's concept and design distinguish itself from traditional OOH advertisements in terms of visuals, messaging, or placement? Please provide specific examples. (Max 250 Words)

Answer: Click or tap here to enter text.

**Question 2 - Audience Engagement**

What strategies did you use to engage your target audience through this campaign? Can you provide evidence of interaction, conversation, or participation, such as social media activity, user-generated content, or increased foot traffic? (Max 250 Words)

Answer: Click or tap here to enter text.

**Question 3 - Integration with Technology**

Describe how you incorporated technology to enhance the OOH experience in your campaign. What digital elements, such as interactive features, augmented reality, or QR codes, were used, and how did they add value to viewers? (Max 250 Words)

Answer: Click or tap here to enter text.

**Question 4 - Impact and Effectiveness**

How successful was your campaign in delivering its intended message and achieving its objectives? Please share any metrics or data related to brand awareness, recall, sales impact, or changes in consumer behavior resulting from the campaign. (Max 250 Words)

Answer: Click or tap here to enter text.

**Question 5 - Relevance and Context**

How did your campaign align with the environmental and cultural context of its placement? Explain how it resonated with the target audience's interests, values, or current events, and how this relevance contributed to the campaign's effectiveness. (Max 250 Words)

Answer: Click or tap here to enter text.