**Entry Name:** Click or tap here to enter text.

**Entry Company:** Click or tap here to enter text.

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

**Category Name:** Click or tap here to enter text.

**Period in review:** Click or tap here to enter text.

**Question 1 - Creative Portfolio Review**

Please provide examples of outdoor designs and messaging developed within the evaluation period.

Answer: Click or tap here to enter text.

**Question 2 - Client Testimonials**

Share client testimonials that highlight past clients' perspectives on your agency's work. What strengths and weaknesses do these testimonials reveal about your agency's performance and client satisfaction? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 3 - Strategic Approach**

Describe your agency's strategic approach to developing outdoor designs and messaging. How do you tailor your creative briefs to effectively address OOH advertising objectives, considering location-specific factors and audience demographics? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 4 - Innovation and Technology**

Discuss the innovative techniques and technologies your agency employs to create impactful and effective OOH designs and messaging. Provide examples of how these innovations have enhanced campaign outcomes and audience engagement. Specifically, how do you integrate digital technologies or interactive elements into your DOOH campaigns? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 5 - Communication and Collaboration**

Explain how your agency values clear communication and collaboration throughout the project lifecycle, from initial consultation to final delivery. How do you collaborate with OOH planning agencies to ensure messages are effectively targeted and aligned with campaign goals? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 6 - Campaign Effectiveness and Measurement**

How does your agency measure the effectiveness of OOH campaigns, particularly in terms of audience engagement and brand impact? Can you provide examples of successful campaigns where your creative strategies led to tangible results for your clients? (Max 250 words)

Answer: Click or tap here to enter text.

**Question 7 - Adaptability and Flexibility**

OOH campaigns often require adaptation to different environments and audience behaviors. How does your agency ensure adaptability and flexibility in your creative approach, especially between static and dynamic content in various OOH formats? (Max 250 words)

Answer: Click or tap here to enter text.