

My name is Maria Gromova, I'm an editor-in-chief "Reklama. Outdoor Media" magazine.
This is an analytical monthly magazine for professionals in the out-of-home industry in Russia.

1. What is the power of outdoor advertising?

Its strength is simple but deep!

It must catch the attention of the man of the street, who usually doesn't pay attention for more than a second to outdoor advertising, concerned as he is with his own worries.

I even have the impression that, in this moment characterized by confusion and change, outdoor has more possibilities to be noticed than TV commercials, that risk instead to become a boring background noise.

2. What was the main reason to award Ogilvy & Mather Budapest (Scrabble: Art – Rat)?

In my opinion, the jury was thinking more about a shrink play on words: Art – Rat / Dog - God / Mug – Gum, forgetting that it actually is outdoor advertising that people look at for just a second. Forgetting that in the USA scrabble (by Mattel) exists since 50 years.

3. Why do you consider this work the best?

Personally, I don't consider this work as the best one. But a jury consists of people with different tastes and different experiences, where chance plays a big role and where a thoughts' connection (for some, a non-thoughts one) is being created. At the end, one has to vote. And the majority wins.

4. Which work was the most debatable?

In the outdoor C group, unfortunately not even one.

In the TV commercials A group, instead, yes. When awarding the Grand Prix.

At the end, "Sharks" and "Kiss my ass", won. They should be shown in Advertising Schools since, in my opinion, they represent the greatest creative empty bottle. I would suggest to those "creative" people to merge the two commercials and to entitle them *Sharks: kiss my ass*.

5. What's your favourite outdoor-campaign in Golden Drum?

Olay: 38-33 (Saatchi & Saatchi Russia)!

6. Does Russian agencies have a strong creative to become a winners of Golden Drum (what's your opinion about Russian works: Olay: 38-33 (Saatchi & Saatchi Russia) and Tide (Leo Burnett Moscow)?

Russian agencies show great creativity. Winning at a festival depends from many things. Maybe their jurors should be lesser gentlemen...

Who conceived Olay 38.33 knows what a perfect outdoor is: for me, it deserved more....guess what?

In order to give an opinion on Tide, I should see it *in loco* (on the spot); observe how it impacts on the audience.

7. What are the three main features of successful outdoor creative idea?

I already mentioned it a little in the answer I gave to the first question.

1. It must be noticed
2. It must be simple
3. A short while after it has been looked at, it must create a big bang in the heart.

8. *Do you agree that outdoor is most difficult media for creative people?*

If they have a complicated mind, yes!

9. *What trends do you mark in outdoor? What's the way to make outdoor the entertainment?*

Good ideas are simple, simple ideas are strong: outdoor must be simple and strong.