

# DPAA Announces Digital Out-of-Home Excellence (DOOH-E) Awards Powered by Quotient

Nominations now open for first ever out-of-home people's choice award, deadline to submit June 30

NEW YORK--(BUSINESS WIRE)-- **DPAA**, the global trade marketing association, driving the growth and digitization of out-of-home media today and its growing role in the omnichannel mix, announced today nominations are now open for the first annual DOOH-E Awards (pronounced Dewey) powered by Quotient, the leading digital media and promotions technology company that provides a trusted DOOH DSP for brands and agencies. The Digital Out-of-Home Excellence awards – DOOH-E recognizes top performers in digital out-of-home (DOOH) media by showcasing the best campaigns that integrate ad-tech, targeting and dynamic creative approaches as a vital part of the omnichannel ecosystem. More information on the awards and submission forms can be found [here](#).

“As the world opens, ad budgets increase and out-of-home continues its fast growth trajectory this is the perfect time to recognize the best in DOOH excellence and innovation,” said Barry Frey, President & CEO of DPAA. “We are pleased to be partnering with our member Quotient, experts in programmatic DOOH, for this inaugural year kick off.”

“Digital out-of-home (DOOH) has the power to move consumers unlike any other channel,” said Norm Chait, Senior Director and OOH Practice Lead at Quotient. “We are proud to launch this people's choice award program and invite the community to celebrate the brands and agencies that create beautiful, impactful DOOH moments and showcase the inspiring heights our industry can achieve.”

The awards program is open to all organizations involved in the DOOH space who ran a campaign in the last 14 months. Awards categories include:

- Best Purpose Driven Campaign
- Most Creative Campaign

- Best use of Programmatic Tech Innovation.

Entries are due by June 30, 2022 and a short list will be released for public voting on July 15, 2022. Campaign winners will be announced at the DPAA Global Summit on October 11 at Pier 60 (Chelsea Piers) in New York City.

## About DPAA

DPAA is the global trade marketing association, driving the growth and digitization of out-of-home (OOH) media and its growing role in the Omnichannel mix. Membership in the DPAA community brings many business acceleration benefits, including a wide array of products. DPAA offers members an extensive database of research, best practices and case studies; tools for planning, training and forecasting; social media amplification of news; insights on software and hardware solutions; further integration into the advertising ecosystem by connecting DOOH networks, brands, agencies, ad tech and others.

## About Quotient

Quotient (NYSE: QUOT) is the leading digital media and promotions technology company for advertisers, retailers and consumers. Our omnichannel platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to reach millions of shoppers daily and deliver measurable, incremental sales.

Quotient partners with leading advertisers, publishers and retailers, including Clorox, Procter & Gamble, General Mills, Unilever, CVS, Dollar General and Peapod Digital Labs, a company of Ahold Delhaize USA. Quotient is headquartered in Salt Lake City, Utah, and has offices across the US as well as in Bangalore, Paris, London and Tel Aviv. For more information visit [www.quotient.com](http://www.quotient.com).

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