JACKIE ELLIOTT



AWARD
SCHOOL

AWARD SCHOOL

NSW, VIC, QLD, SA, WA

540
APPLICANTS



400+
GRADUATION ATTENDEES



27
LECTURERS



190
STUDENTS



10
SUPER JURY



24
LECTURE HRS



9
SCHOOL HEADS

46
AGENCIES



101
TUTORS

AWARD
SCHOOL

TOP STUDENTS 2017

QLD
JACKIE ELLIOTT



WA
LUKE WILLIAMS



NSW
TOM LAWRENCE



SA
LAYLA FIRTH



VIC
JESSE YOUNG



AWARD SCHOOL



See the Book that built an Empire

2017 is the 30th anniversary of a teenage David Droga, founder and creative chairman of renowned agency Droga5, winning Top Student at AWARD School in 1987. To mark the occasion, this year's AWARD School top student - selected from the winners of all the Schools in Sydney, Melbourne, Perth, Adelaide and Brisbane - will win an amazing opportunity to meet David Droga himself in New York.



Sponsored by:

THE SWEETSHOP FILMS

ESTHER CLEREHAN

AWARD SCHOOL

AWARD SCHOOL 2017 TOP STUDENT – QLD

JACKIE ELLIOTT

SCHOOL HEADS	AGENCY
JOSHUA BARTLETT	GPY&R
SAM BOYD	GPY&R

TUTORS	AGENCY
SAMUEL BOYD	Y&R GROUP
JOSHUA BARTLETT	Y&R GROUP
BRENDAN GREANEY	Y&R GROUP
JIM MCKEOWN	Y&R GROUP
ANDREW THOMPSON	Y&R GROUP
CRISTIAN STAAL	CLEMENGER
ERIN CORE	CLEMENGER
ROB HUDSON	CLEMENGER
MIKE LANGE	CUTTING EDGE
RYAN PETIE	PUBLICIS Q
PIET HUMAN	BROTHER & CO
KIRSTEN TWIGG	SAPIENT NITRO
NANCY HARTLEY	RUMBLE
JAMES BURCHILL	RUMBLE
PHIL NOBAY	OGILVY



SUPER JUDGING COMMENTS

"Really like visualizing the benefit of the product. And like the line "Free flowing focus/ endurance/oxygen". Kleenex ideas are simple and easy to get. Electrolux: Clever use of radio. Conceptual and fun. Dymocks idea is good. Like playing with the titles."

- MARGARET JOHNSON, CCO - GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO

"This student has really interesting ideas drawing from pop culture. Electrolux is radio that I would look forward to hearing. Like the idea of using our favourite internet cultural moments for the iinet TV. Dymocks "Get the full story" is a big idea. Nice ideas."

- LINDA KNIGHT, ECD -TBWA\CHIAT\DAY LOS ANGELES (AWARD SCHOOL 1992)

"A really smart body of work. I like the fact that the work feels tuned to each challenge. Some very insightful thinking. Really like the water brief and the Hilux helmet."

- KATE STANNERS, CHAIRWOMAN & GLOBAL CCO - SAATCHI & SAATCHI

"Love the Apple Backdate idea."

- JUREEPORN THAIDUMRONG, CHAIRWOMAN/CCO - CHAIRWOMAN/CCO

"I found this work to be intelligent, strategic and well-reasoned. That's not to take away from the creativity, which is also evident. The Dymocks bus shelter campaign, for example, is rather brilliant, and I wouldn't change a word of the copy or executional style."

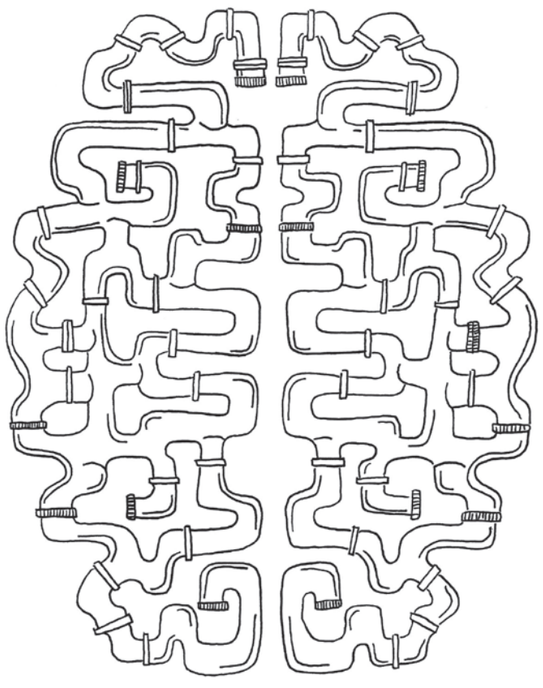
- ERIC QUENNOY, ECD - WIEDEN+KENNEDY AMSTERDAM

AWARD SCHOOL

JACKIE ELLIOTT

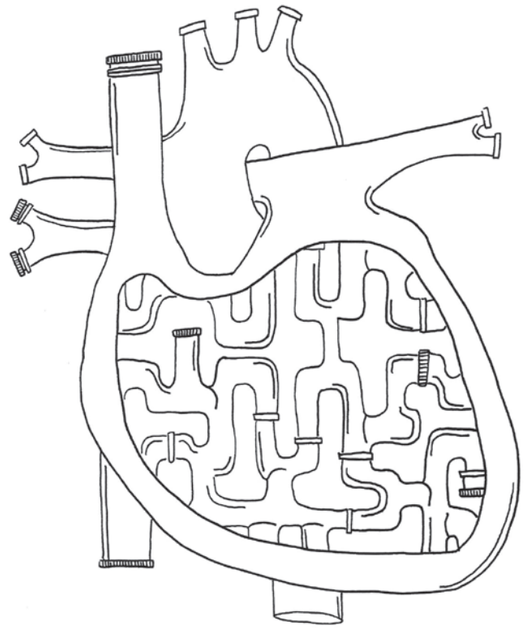
BRIEF 1 POSTER

TAP WATER IS THE BEST THING YOU CAN DRINK



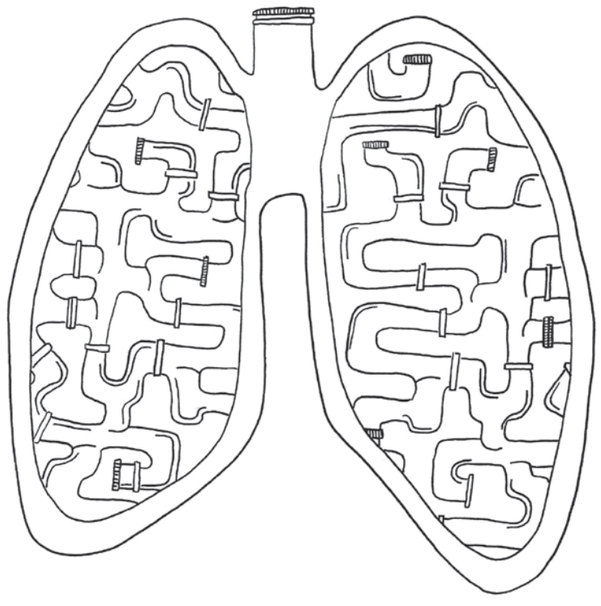
Free flowing focus

PURE AUSSIE TAP WATER



Free flowing endurance

PURE AUSSIE TAP WATER



Free flowing oxygen

PURE AUSSIE TAP WATER

BRIEF 2 OUTDOOR

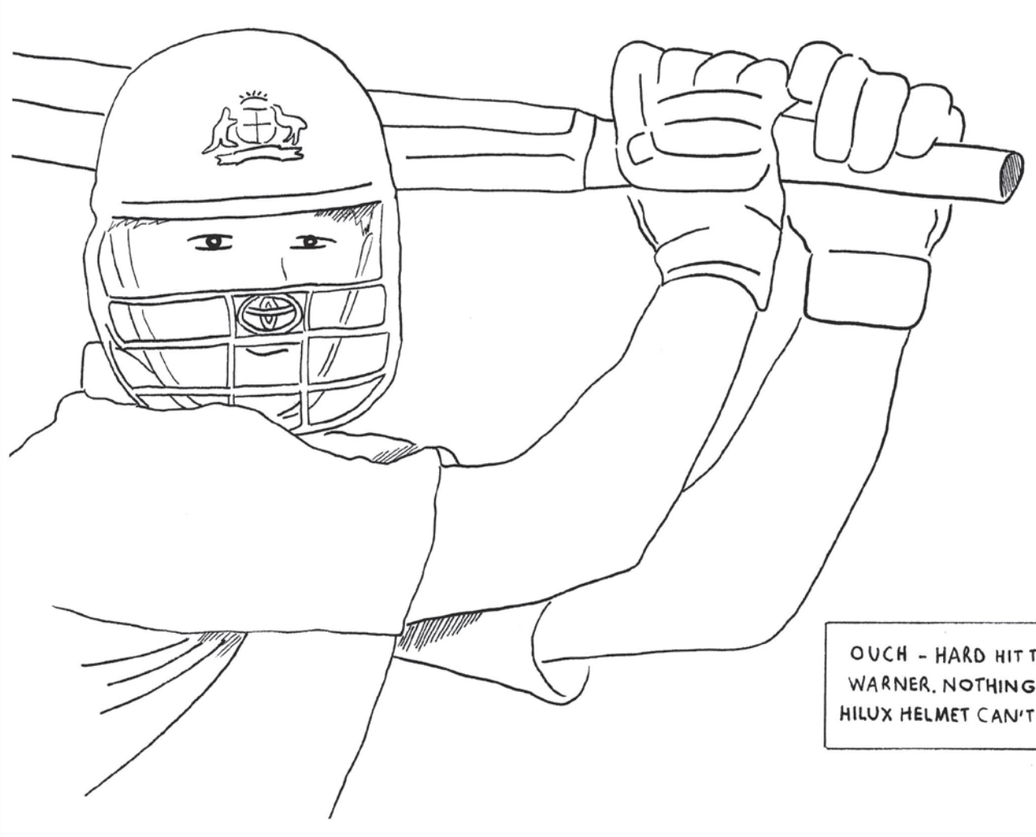
THE TOUGHEST UTE OUT THERE

HILUX HELMET

DURING THE 16/17 SEASON, 1,863,846 PEOPLE ATTENDED ELITE CRICKET MATCHES IN AUSTRALIA... MANY OF THEM TRADIES.

Toyota and Cricket Australia bring you the unbreakable Hilux Helmet, featuring the Toyota logo and distinctive, chrome Hilux grille to match.



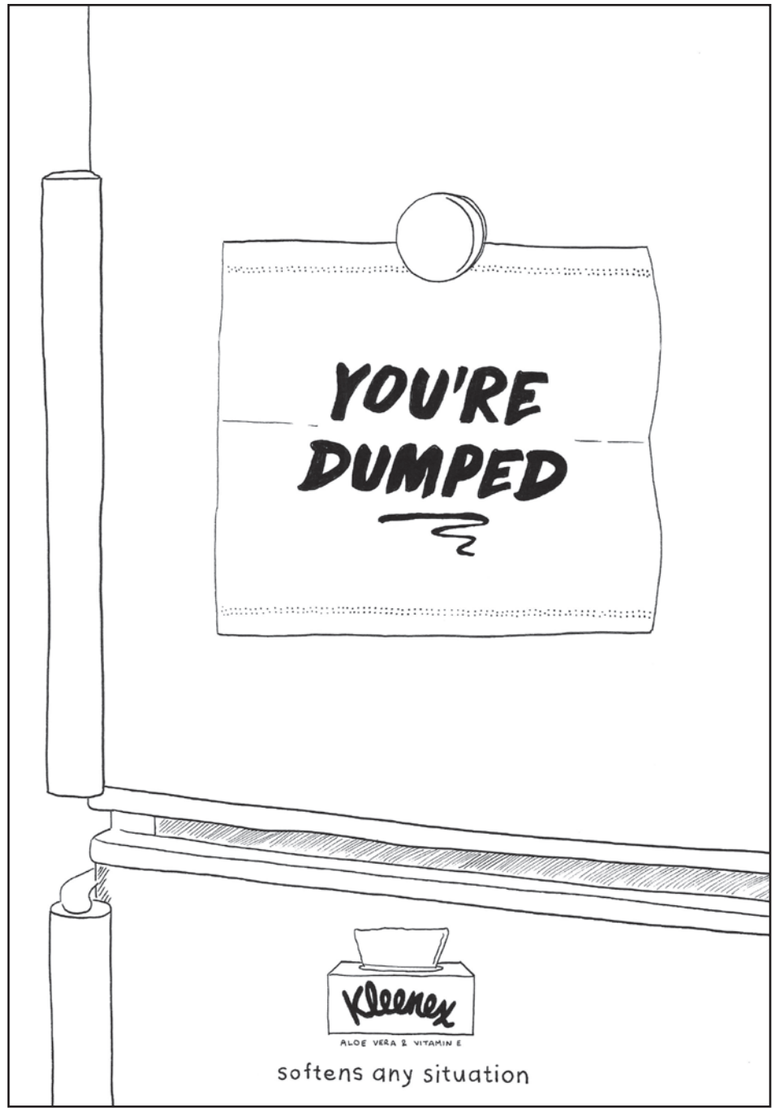


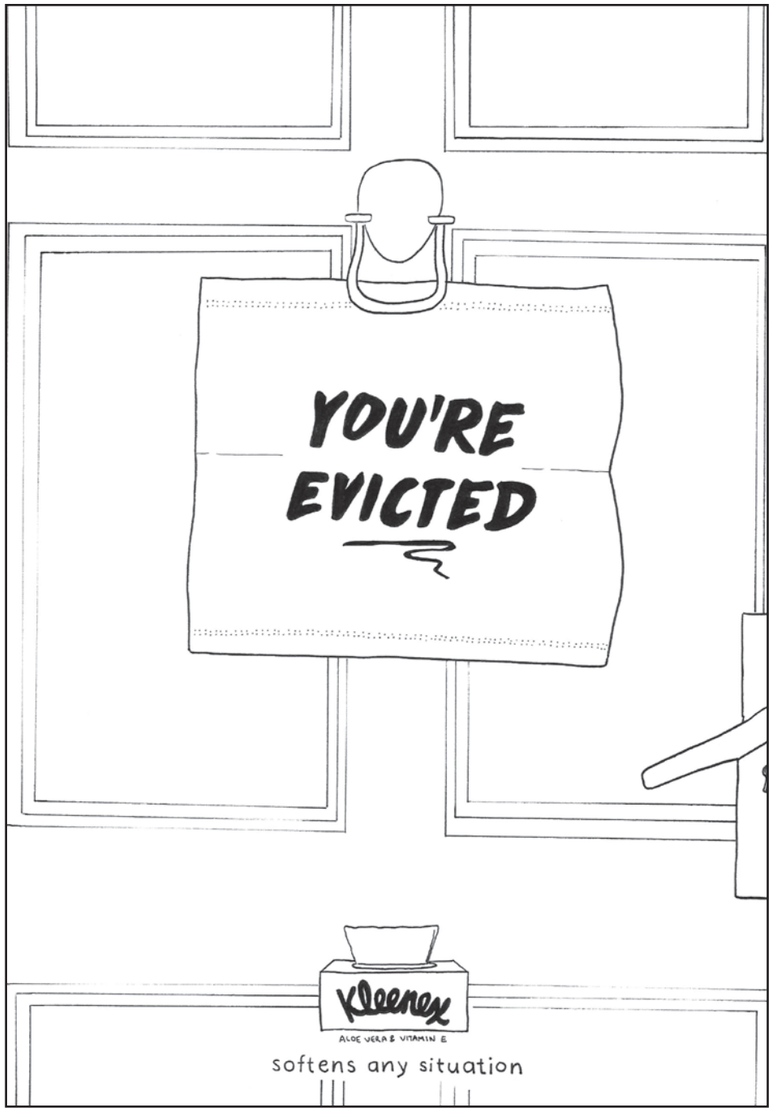




BRIEF 3 PRINT CAMPAIGN

THE MOST SOOTHING TISSUE







BRIEF 4 RADIO

THE QUIETEST VACUUM CLEANER

In the following ads, each song begins with its loud instrumental music, leading into the chorus. However, rather than the expected yelling, the songs are softly sung/whispered.

DIRTY

Music: *Christina Aguilera, Dirty* ***(softly sung)*** -

Gonna get rowdy
Gonna get a little unruly
Get it fired up in a hurry
Wanna get dirty
It's about time I came to start the party...

V/O: Electrolux UltraSilencer Vacuum. Quietly deals with dirt.

DIRTY DEEDS

Music: *ACDC, Dirty Deeds* ***(softly sung)*** -

Dirty deeds, done dirt cheap
Dirty deeds, done dirt cheap
Dirty deeds, done dirt cheap
Dirty deeds and they're done dirt cheap...

V/O: Electrolux UltraSilencer Vacuum. Quietly deals with dirt.

DIRTBAG

Music: *Wheatus, Teenage Dirtbag* ***(softly sung)*** -

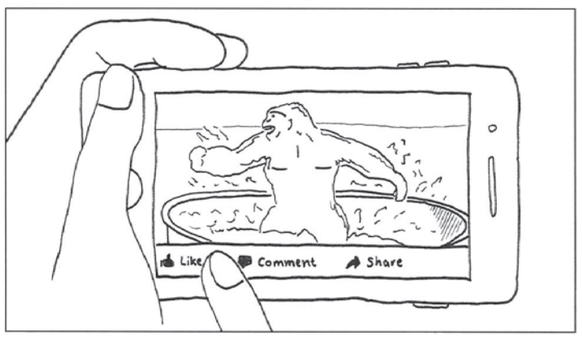
Cause I'm just a teenage dirtbag baby
I'm just a teenage dirtbag baby
Listen to Iron Maiden baby with me
Oooooohhhhh...

V/O: Electrolux UltraSilencer Vacuum. Quietly deals with dirt.

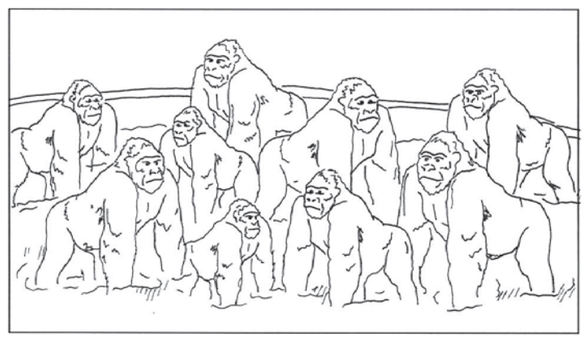
BRIEF 5 TV

WITH UNLIMITED HIGH SPEED DATA, THERE'S NO LIMIT TO WHAT YOU CAN DO

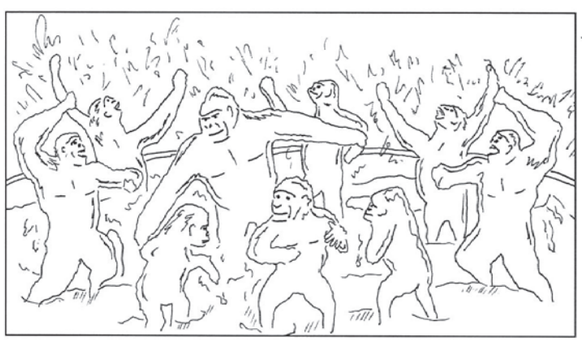
EVERYTHING YOU LIKE, TIMES INFINITY



Action: Woman lazing in big spa bath, watching the 'Gorilla dancing in pool' viral video on Facebook. She clicks the Like button.

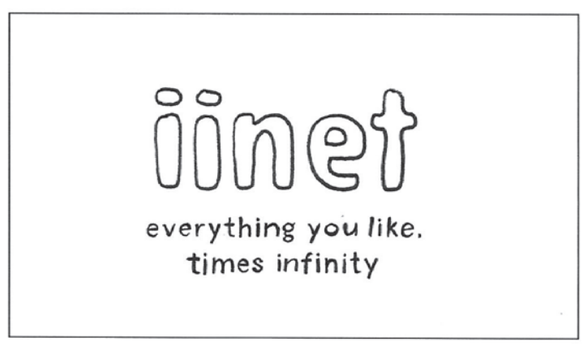


Action: She looks up to find an infinite number of gorillas suddenly appearing around her in the water.



SFX: Flashdance - She's a Maniac

Action: Music plays and all of the gorillas dance and spin out of control, drenching the woman and her bathroom.



V/O: iinet's unlimited high speed internet. Everything you like, times infinity.

BRIEF 6 STRATEGY

YOU DECIDE.

STRATEGY: Hijack the media placements of new movies and TV series that are based off books to deliver an unexpected message.

DYMOCKS

THE FULL STORY

CREATIVE BRIEF

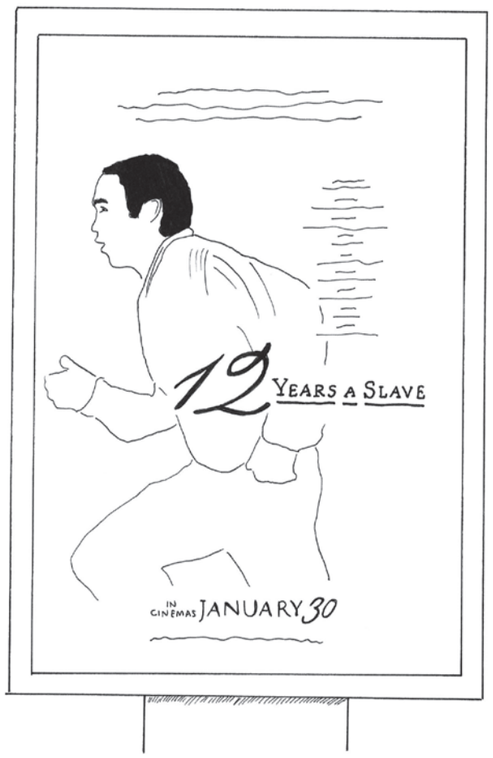
Brief 6: Strategy

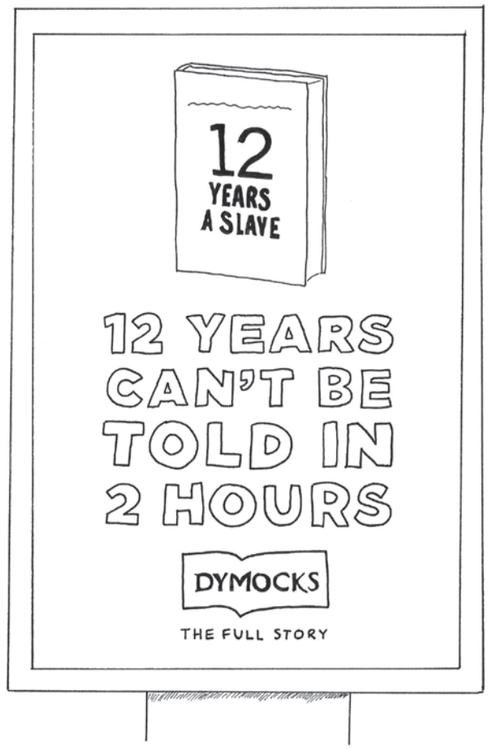
Client:	Dymocks
Product:	Books
Target Audience:	People who don't usually read books
Key insight:	Many of us prefer to watch movies than read. These people often think "If it's been made into a film, it must be a good story".
Single-minded proposition:	**Stories are better told in books.**
Support:	Book sales aren't as strong as they used to be, with many people putting down novels and replacing with motion pictures instead. Each year, more and more books are being made into films. However, people are unaware that many of their favourite movies/TV series are actually re-created from books, or simply haven't read the original tales. We need to remind them that by only watching the movie, they're missing out on some of the best parts of the story.
Media:	Outdoor campaign
Tone of voice:	Confident
Mandatories:	Dymocks logo

BRIEF 6 STRATEGY

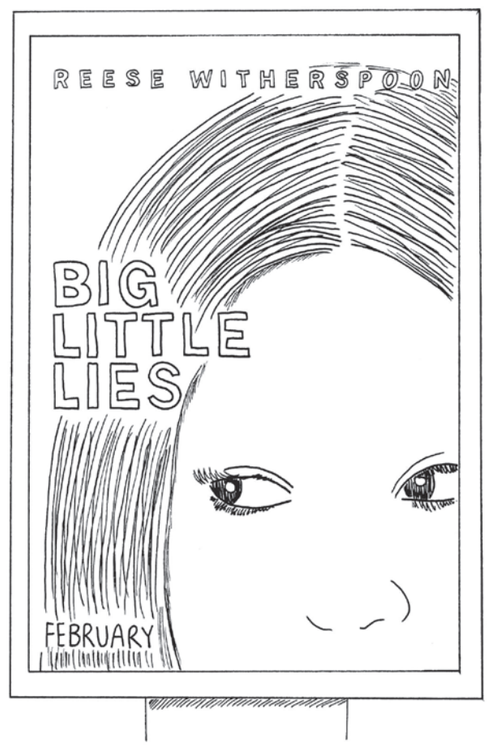
YOU DECIDE.

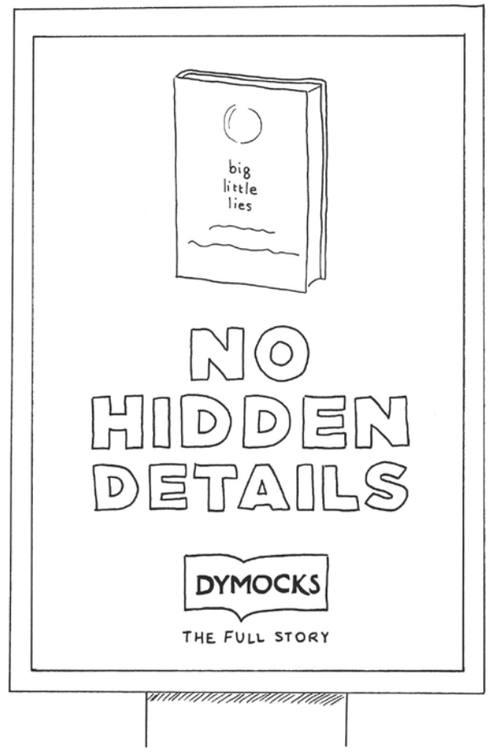
Rotating Adshel





Rotating Adshel





BRIEF 7 INTEGRATED

BUY AUSTRALIAN TO SUPPORT AUSTRALIANS

INSIGHT: AUSSIES ARE VERY PATRIOTIC, AND HATE LOSING.

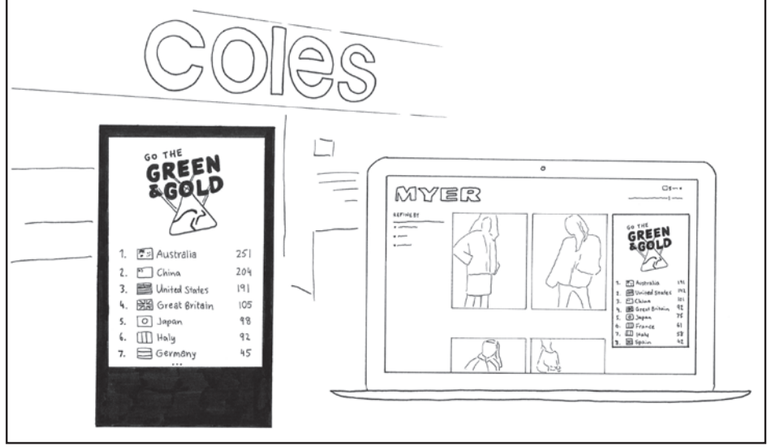
This idea leverages our undeniable patriotism and ingrained competitive nature. Campaign to run during 2018 Commonwealth Games.



DIGITAL

Store-front digital screens that mimic a medal tally are updated live. Countries are awarded a point when a product made in that nation is purchased in store.

Digital banners using the same mechanic will feature in online stores.



POS / AMBIENT

When Australian made items are scanned at checkouts, Aussie cheering/voices will be heard, rather than the standard 'beep'.

The campaign branding will also appear on receipts when Aussie products are purchased.



PACKAGING

All Australian made products can wear these Gold medal stickers proudly.



POS / AMBIENT

Using RFID technology, the handle bar on shopping trolleys will glow green and gold when an Australian made product is added to the cart.



BRIEF 8 DIGITAL

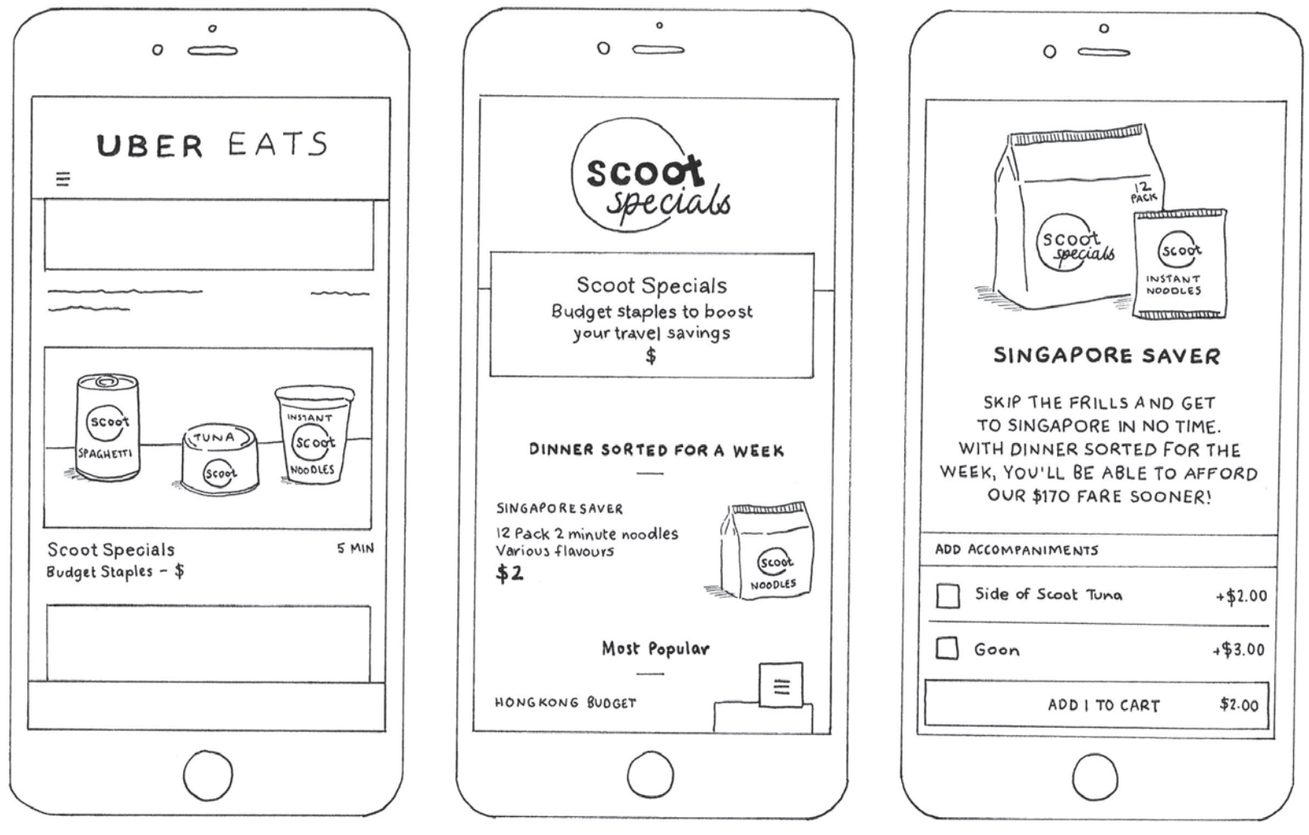
SEE THE WORLD ON YOUR BUDGET

INSIGHT: STUDENTS AND BACKPACKERS CUT THEIR FOOD BUDGET WHEN TRYING TO SAVE

Release a range of 'Scoot Specials' budget staple food via an online restaurant on Uber Eats.

scoot specials

UBER EATS



BRIEF 9 EXPERIENTIAL/PR

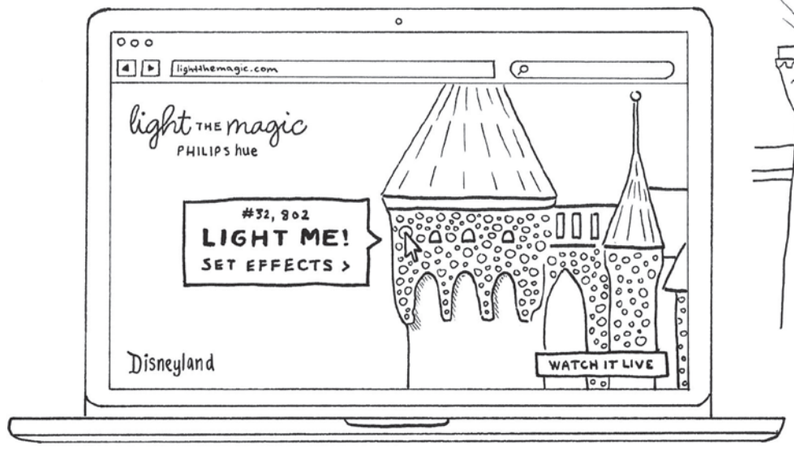
LIGHTING CONTROLLED BY YOUR IMAGINATION

INSIGHT: HUE LIGHTS GIVE A MAGICAL FEEL... BUT THE REAL MAGIC IS THAT YOU DON'T NEED TO BE IN YOUR HOME TO CONTROL THEM.

Philips will sponsor the California Disneyland Castle light show, replacing all 200,000 lights with Hue bulbs.
This will allow anyone in the world to control the show, and watch via an online live stream.

light THE magic
PHILIPS hue

SELECT A BULB VIA THE CAMPAIGN WEBSITE → CHOOSE COLOURS/ LIGHTING EFFECTS → WATCH THE SHOW VIA A LIVE STREAM





BRIEF 10 INNOVATION / CONTENT / GAME CHANGER

MARRIAGE EQUALITY IS GOOD FOR AUSTRALIA

Apple Backdate

WE'VE GONE BACKWARDS TO HELP AUSTRALIA FORWARD

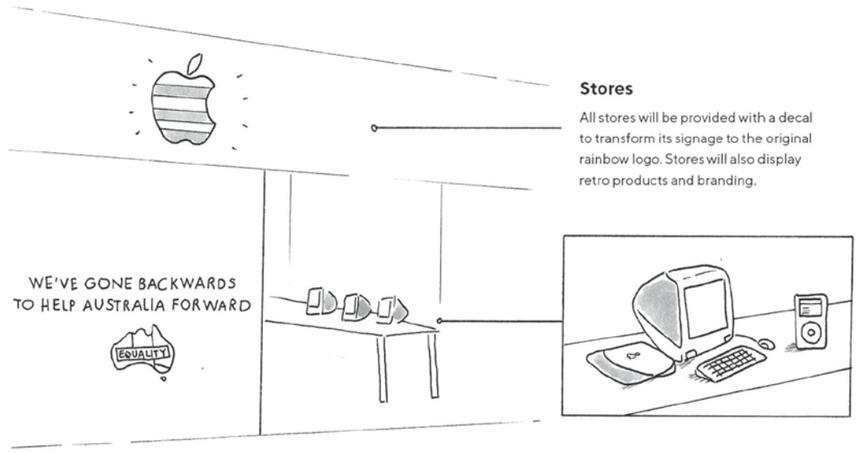
INSIGHT: AUSTRALIA IS LIVING IN THE PAST AND DRAGGING US BACK BY NOT ACCEPTING MARRIAGE EQUALITY.

IDEA: For the launch of Pride Month Australia, one of the most progressive brands will back-date its whole business and communication approach.



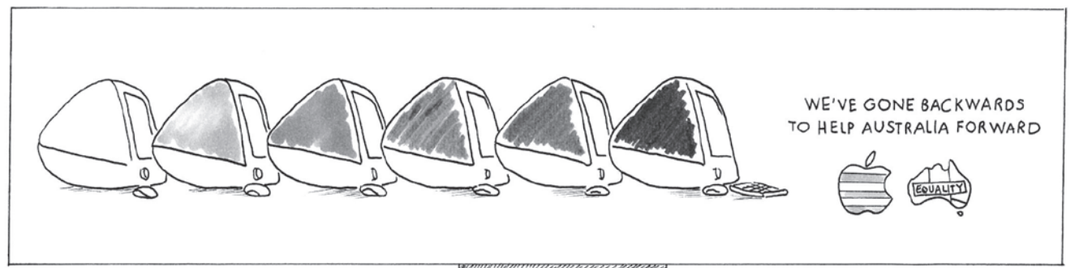
Automatic software update

All iPhones in Australia will 'backdate' to the original iPhone 3 interface. This update also includes a marriage equality petition app.



Stores

All stores will be provided with a decal to transform its signage to the original rainbow logo. Stores will also display retro products and branding.



Advertising

Example of advertising to promote campaign, featuring the retro coloured G3 iMacs to form a rainbow line.






OLIVER BROCK
KATE FOLEY
JESSE YOUNG










AWARD
2017 GRADUATION NIGHT




AWARD
SCHOOL
awardonline.com


AWARD
awardonline.com

