JESSE YOUNG



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 2017 TOP STUDENT – VIC

JESSE YOUNG

SCHOOL HEADS	AGENCY
MICHAEL MULCAHY	JWT
ELLE BULLEN	SDWM
JAMES ORR	SDWM

TUTORS	AGENCY
JAMES WILLS	GPY&R
KIERAN MORONEY	GPY&R
AARON PEPPER	GPY&R
JAKE BARROW	GPY&R
ADAM FERRIE	PUBLICIS
PETER CVETKOVSKI	PUBLICIS



SUPER JUDGING COMMENTS

"Australian Made to Order is a pretty cool idea. Like the Scoot Airplane Mode idea. Hue idea is a nice, visual way to get people to interact with the brand."

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

"Love the VR idea. People who might not know how VR works will be able to experience first-hand how cool it is and get excited about using it."

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

"I found this a really strong body of work. Fast and clear ideas. It demonstrates an interesting mind at play. A good ability to take complicated messages and simplify them...a rare talent. Water and Hilux, showed a very clear communication that felt tonally correct. Radio was good, and entertaining. TV was well constructed and funny. Loved the CAPTCHA, Scoot."

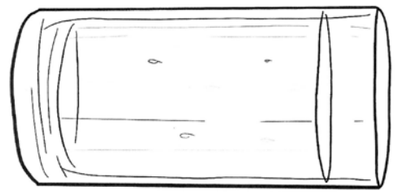
- KATE STANNERS, CHAIRWOMAN & GLOBAL CCO - SAATCHI & SAATCHI

"This student had a much stronger approach in the non-traditional formats, where some really big thinking shone through. The use of airplane mode and Google's reCapture robot were really inspired ways of using the tools that we use every day to tell a story."

- ERIC QUENNOY, ECD - WIEDEN+KENNEDY AMSTERDAM

BRIEF 1 **POSTER**

TAP WATER IS THE BEST THING YOU CAN DRINK

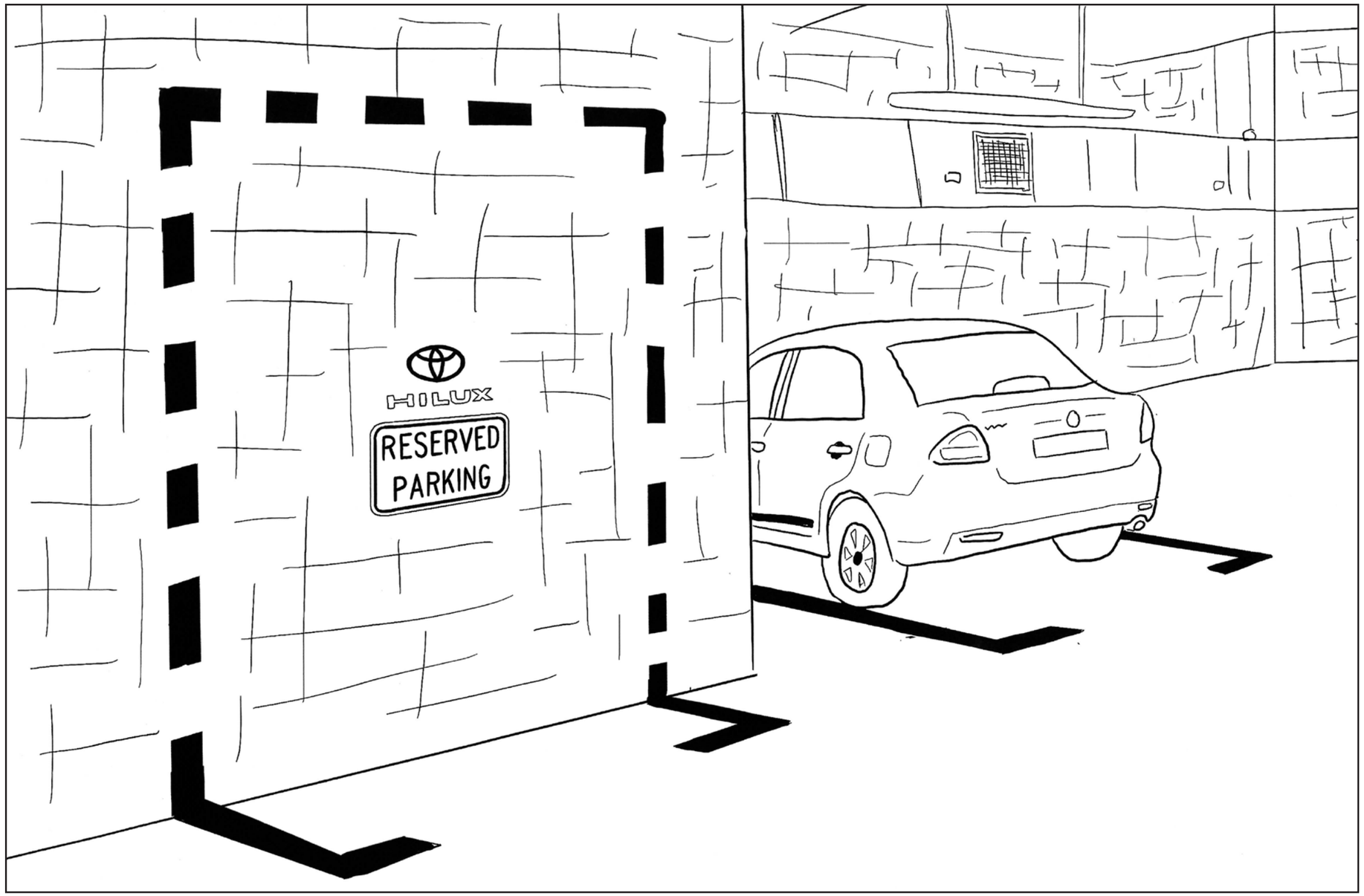


PURE ENERGY Tap Water Australia

BRIEF 2

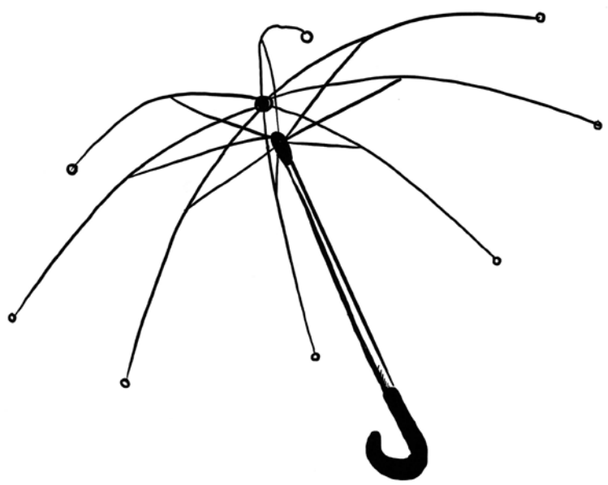
OUTDOOR

THE TOUGHEST UTE OUT THERE



BRIEF 3 PRINT CAMPAIGN

THE MOST SOOTHING TISSUE



Kleenex SOOTHING CARE ALOE VERA & VITAMIN E YOU'LL WANT TO CATCH A COLD



Kleenex SOOTHING CARE ALOE VERA & VITAMIN E YOU'LL WANT TO CATCH A COLD



Kleenex SOOTHING CARE ALOE VERA & VITAMIN E YOU'LL WANT TO CATCH A COLD

BRIEF 4 RADIO

THE QUIETEST VACUUM CLEANER

The Grandma

SFX: *Voicemail beep*

Voicemail: Hi, you've reached Electrolux, we're currently experiencing an usually high volume of calls right now, but if you leave a message we'll get back to you shortly.

Grandma aged 65: Hi there, I just bought one of your new Vacuum sweeper's and can't seem to turn it on. I searched some tutorials on the Google's but still not having any luck. Please give me a call back to discuss my options. Thankyou kindly. *hangs up*

VO: The Electrolux UltraSilencer Canister Vacuum.
You won't know it's on.

The Tradie

SFX: *Voicemail beep*

Voicemail: Hi, you've reached Electrolux, we're currently experiencing an usually high volume of calls right now, but if you leave a message we'll get back to you shortly.

Tradie aged 26: Yeah G'day, so I've just picked up ya new Vacuum and it's not even starting. How do I turn this bloody thing on? I reckon you've given me a dud. Give me a call boys, I need a refund. *hangs up*

VO: The Electrolux UltraSilencer Canister Vacuum.
You won't know it's on.

The Lawyer

SFX: *Voicemail beep*

Voicemail: Hi, you've reached Electrolux, we're currently experiencing an usually high volume of calls right now, but if you leave a message we'll get back to you shortly.

Lawyer aged 41: Good afternoon. I recently purchased an Electrolux Vacuum, model: EL6986A and it appears to be faulty. I have come to the forgone conclusion that the device is devoid of merchantable quality. I regret to inform you that failure to compensate my dissatisfaction in a swift and timely manner will result in certain litigation. Good day. *hangs up*

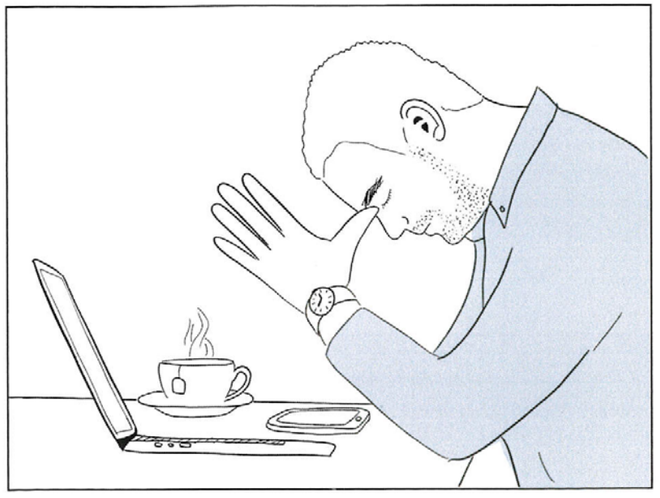
VO: The Electrolux UltraSilencer Canister Vacuum.
You won't know it's on.

BRIEF 5 TV

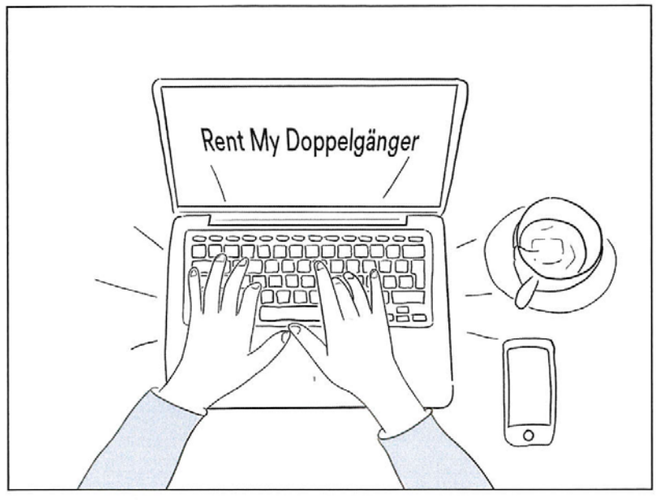
WITH UNLIMITED HIGH SPEED DATA, THERE'S NO LIMIT TO WHAT YOU CAN DO



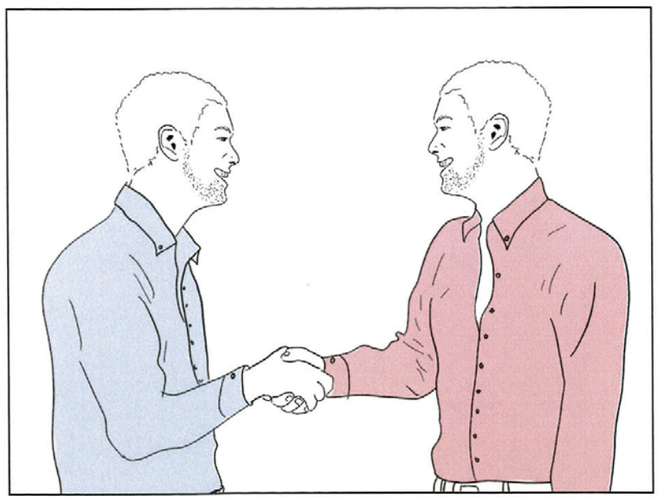
- Recieves text message from the Mrs.



- **Josh - 'Ergghhhh'**



- Rapidly searches www.rentmydoppleganger.com



- His Doppleganger arrives in record timing.
- **Josh - 'Thanks so much for doing this mate, lifesaver.'**



- Doppleganger meets the parents.
- **Mum - 'Ah Josh, it's so nice to finally meet you'**
- **Doppleganger - 'Lo siento mucho inglés'**



BRIEF 6 STRATEGY

YOU DECIDE.

CREATIVE BRIEF

Strategy: Write Your Own Brief

Client: Samsung

Product: Gear VR

Target Audience: People of all ages who haven't tried virtual reality.

Key Insight: These people think that VR isn't for them and that they won't enjoy it. They think future tech stuff is mostly for 'nerds' and don't see it as a new form of entertainment.

Single Minded Proposition: Experience more in life with Virtual Reality.

Support: The Gear VR is a mobile virtual reality headset, meaning, it doesn't need power cords to run. It was developed in collaboration with Oculus, the leading brand in the VR sector partly because of the high visual quality. When the Gear is in use the Samsung mobile device acts as the headsets display screen and processor, while the Gear VR unit itself acts as the controller.

For quite some time there has been a lot of hype behind virtual reality but it hasn't really taken off yet. It's very hard to explain to someone what a virtual reality experience is like in words. We need to encourage people to try VR and give it a go for themselves to see how amazing it really is.

Media: Experiential

Tone of voice: Exciting, intriguing and fun.

Mandatories: Samsung Gear VR Logo. Use The product.

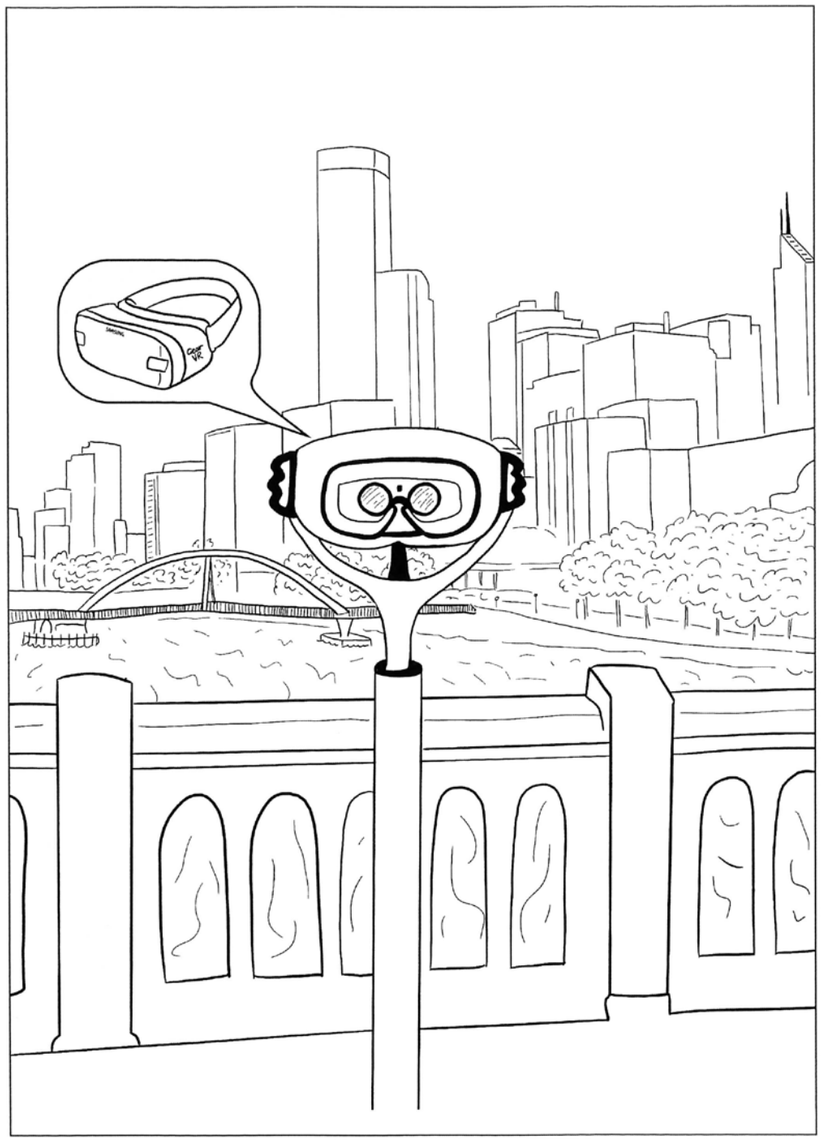
BRIEF 6 STRATEGY

YOU DECIDE.

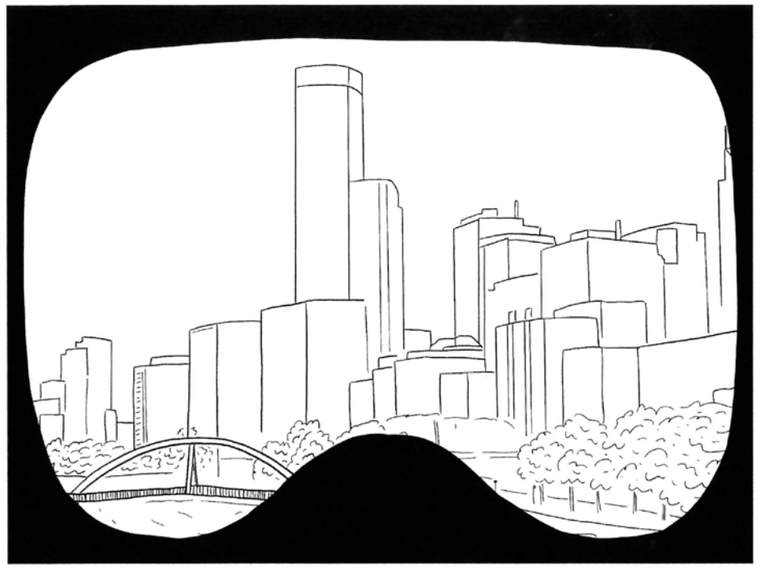
BRIEF 6: STRATEGY
SAMSUNG GEAR VR

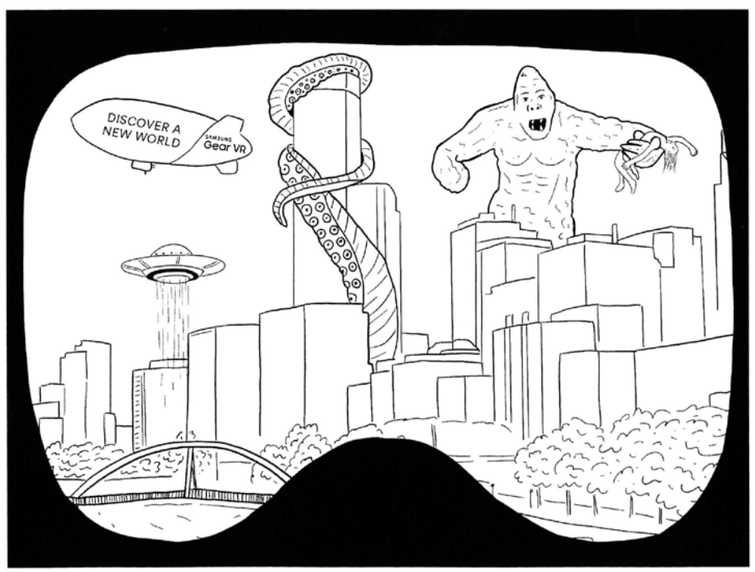
Samsung will install binoculars in hotspot CBD locations that secretely have Samsung VR headset's installed inside them. Once viewed after 10-15 seconds the virtual animations will project over the real world display.

ACTIVATION



STORYBOARD





BRIEF 7 INTEGRATED

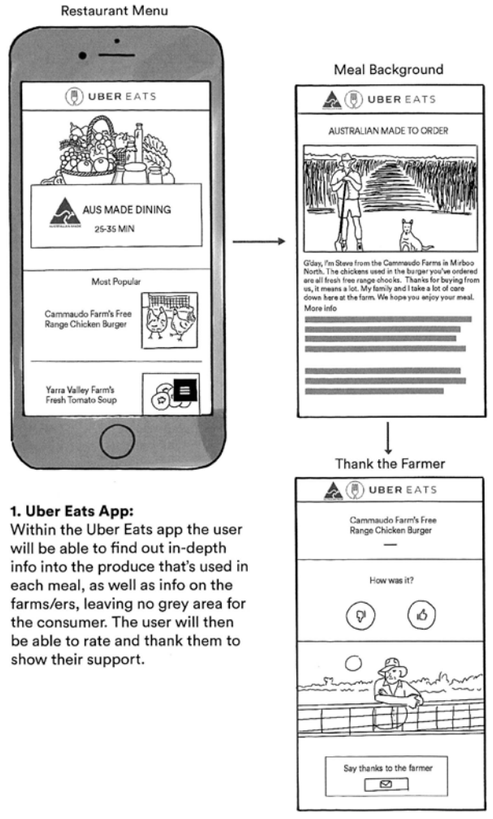
BUY AUSTRALIAN TO SUPPORT AUSTRALIANS

BRIEF 7: INTERGRATED
AUSTRALIAN MADE

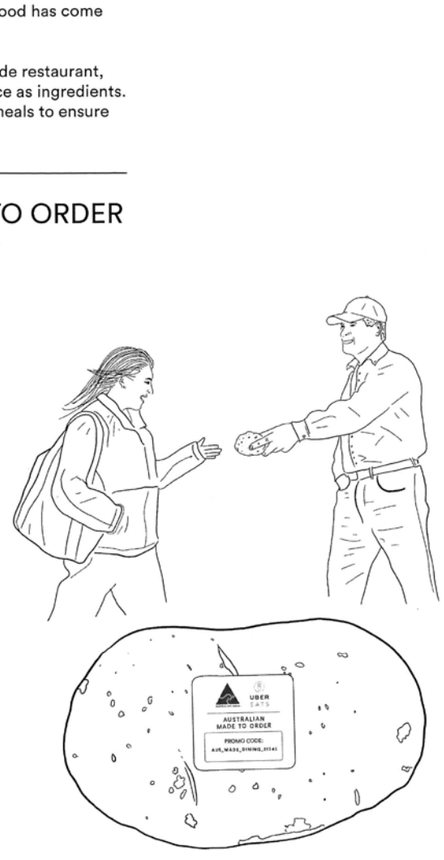
When people buy food from restaurants they don't really know where the food has come from, they kind of just trust them because they have to.

Australian Made will partner with Uber Eats to open the first Australian Made restaurant, **Aus Made Dining**. The restaurant will use 100% all Australian Made produce as ingredients. A popular Australian chef will work closely with the farmers to curate the meals to ensure the highest quality dishes possible.

AUS MADE DINING - AUSTRALIAN MADE TO ORDER



1. Uber Eats App:
Within the Uber Eats app the user will be able to find out in-depth info into the produce that's used in each meal, as well as info on the farms/ers, leaving no grey area for the consumer. The user will then be able to rate and thank them to show their support.



2. Promo Giveaway:
To further spread the word, Australian Made will run a promo giveaway in CBD locations. Farmers will handout fruit and veg with discount Uber Eats promo codes on them.



3. Metrolight Posters:
Australian Made will also roll out Metrolight poster's that will display farmer's delivering Aus Made Dining meal's to suburban neighbourhoods. As a stunt during the launch, the farmers will actually deliver the food first hand.

BRIEF 8 DIGITAL

SEE THE WORLD ON YOUR BUDGET

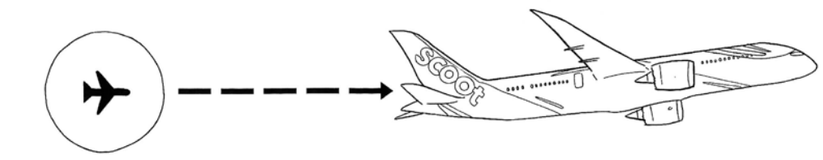
BRIEF 8: DIGITAL
SCOOT LOW COST FLIGHTS

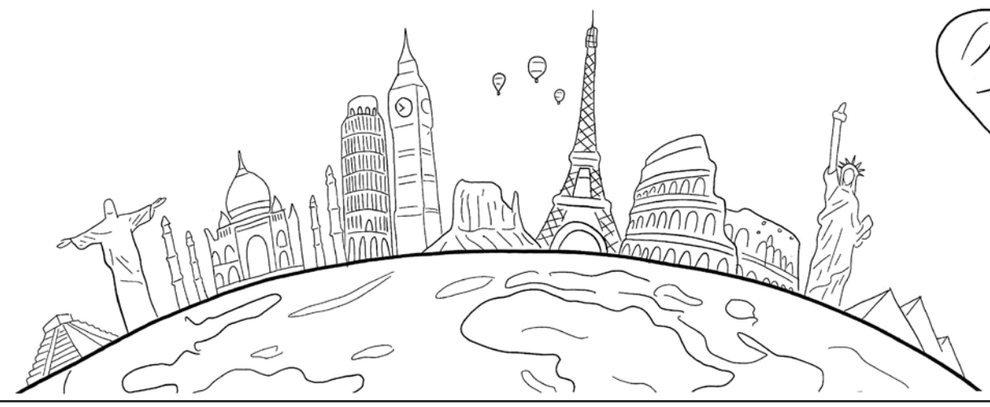
Young people are cheap skates when it comes to their mobile data usage and try to scab free WIFI whenever they get the chance.

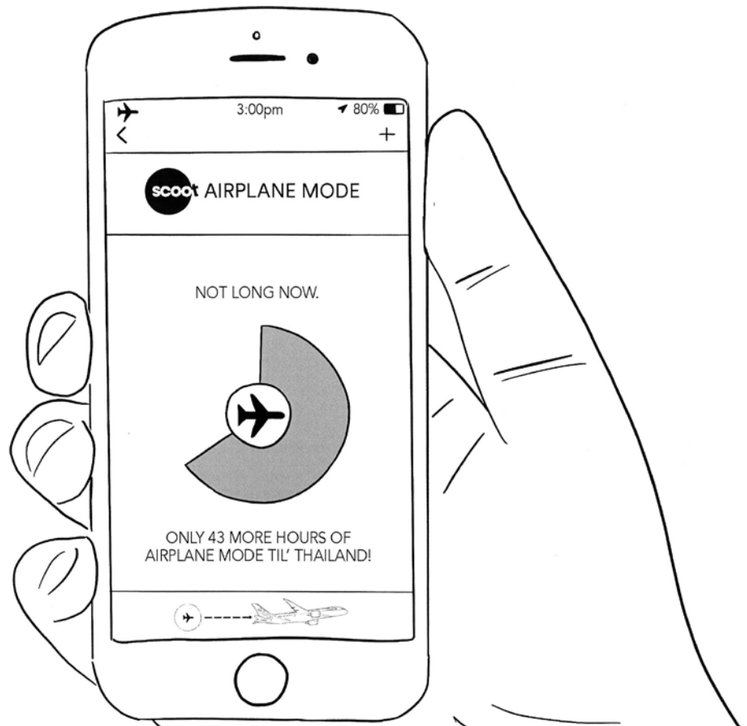
Scoot will create a budgeting app that will connect to the users 'Airplane Mode' and data usage. The longer their phone is switched on to Airplane mode the more money will be saved to buy Scoot flights, as well as on flight extras such as priority seat selection, inflight meals, entertainment + more. If the user turns their phone off Airplane mode, the total amount will reset, forcing the audience to make a sacrifice to find themselves overseas on their budget.

SCOOT **AIRPLANE MODE**

TURN **AIRPLANE** MODE INTO **TRAVEL MODE**

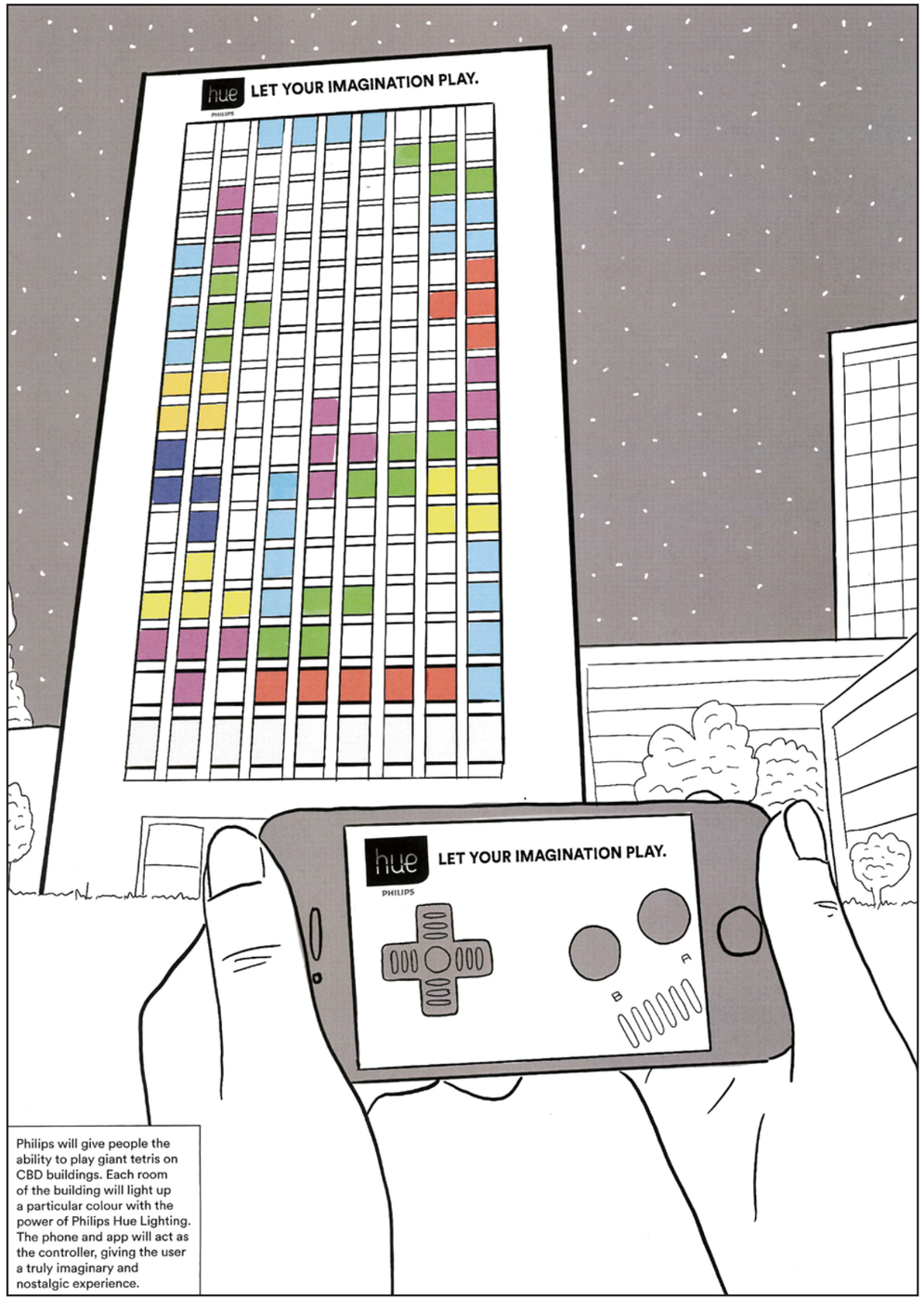






BRIEF 9 EXPERIENTIAL/PR

LIGHTING CONTROLLED BY YOUR IMAGINATION



Philips will give people the ability to play giant tetris on CBD buildings. Each room of the building will light up a particular colour with the power of Philips Hue Lighting. The phone and app will act as the controller, giving the user a truly imaginary and nostalgic experience.

BRIEF 10 INNOVATION / CONTENT / GAME CHANGER

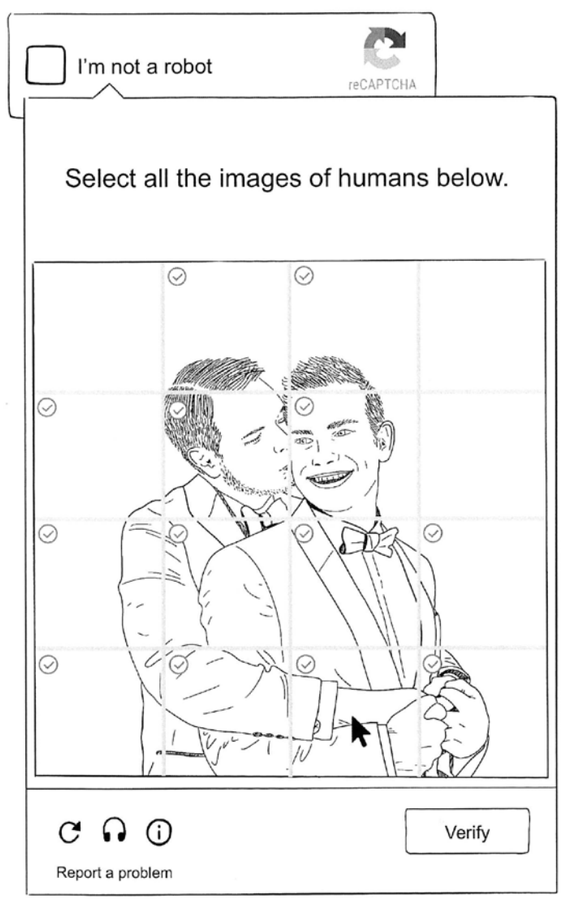
MARRIAGE EQUALITY IS GOOD FOR AUSTRALIA

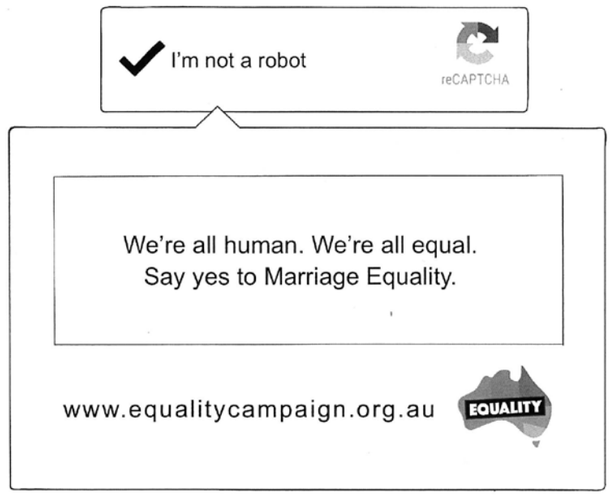
BRIEF 10: INNOVATION
AUSTRALIANS FOR EQUALITY

A person's gender or sexuality should not affect their legal rights under Australian marriage law. We're all people and we're all the same so we should all be treated that way.

Marriage Equality Australia will partner with Google to re-purpose the reCAPTCHA anti-hacker pop up to share their message on equality.

WE'RE NOT ROBOTS










OLIVER BROCK
KATE FOLEY
JESSE YOUNG










AWARD
2017 GRADUATION NIGHT




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