LAYLA FIRTH



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 – SA

LAYLA FIRTH

SCHOOL HEAD	AGENCY
MATT O'GRADY	KWP!

TUTORS	AGENCY
MATT O'GRADY	KWP!
COREY SWAFFER	KWP!
JOHNNY VELIS	JAMSHOP
MICHAEL GAGLIARDI	BAD ADVERTISING
MATT MINEAR	BAD ADVERTISING
ANDY SCOTT	SHOWPONY
OLIVER PRENTON	THE DISTILLERY
JOHN MCLAREN	BLACKSHEEP ADVERTISING
DAVE LAWSON	WDM ADVERTISING



SUPER JUDGING COMMENTS

"Meditation Radio is pretty funny. Australian made is a clever, conceptual way to get people to buy Australian. Like the social component."

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

"Electrolux radio is well written and simple, especially "Biscuits", which gets at the truth about how much we hate cleaning and this machine will help us through it. iinet simple spot that highlights both the speed and limitless data in an unexpected way. "Escape to the Movies" is extremely PR worthy."

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

"The Kleenex campaign is strong and elegant, and bang on."

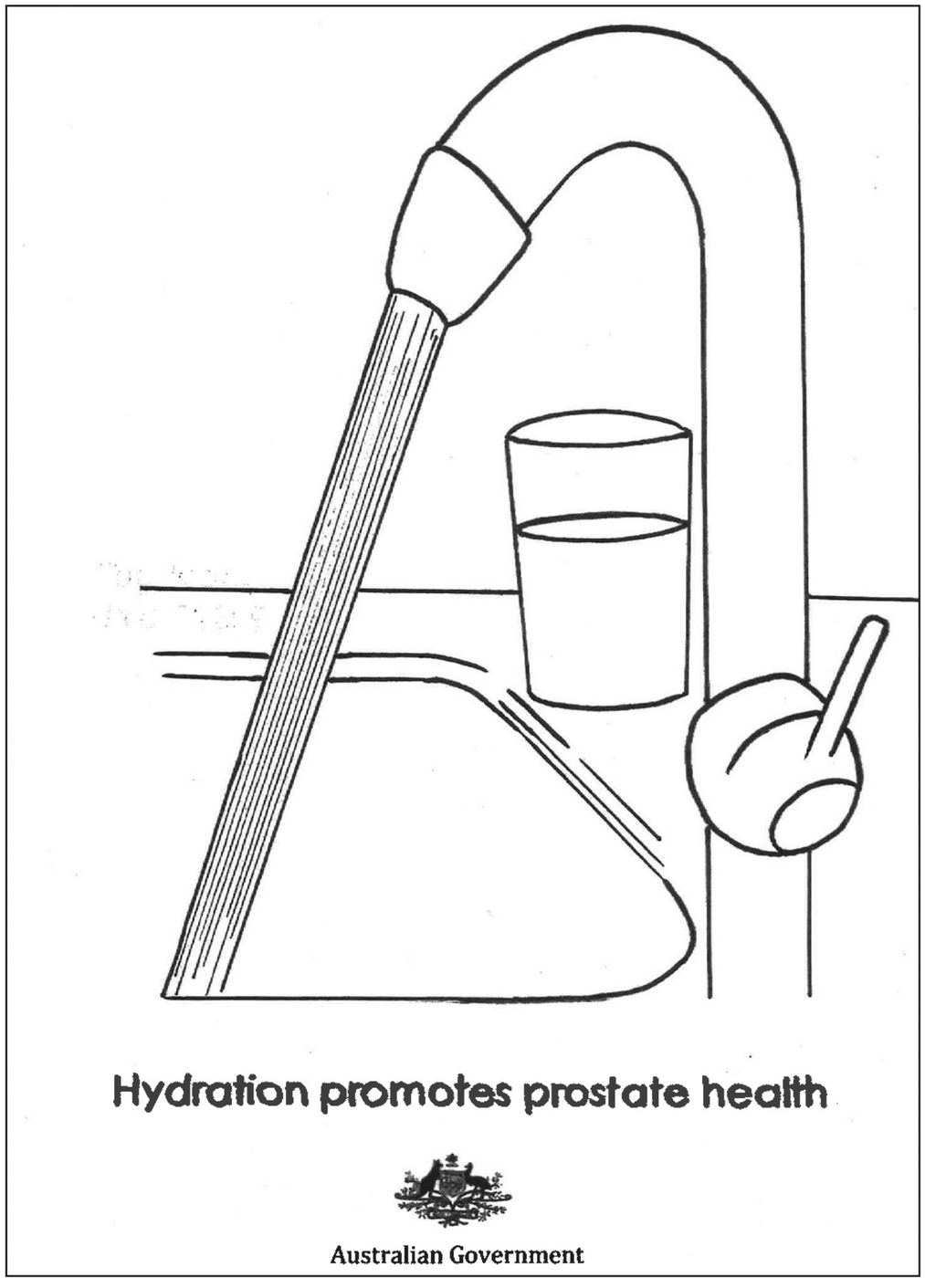
- KATE STANNERS, CHAIRWOMAN & GLOBAL CCO - SAATCHI & SAATCHI

The #Nurtureourfuture idea is the best of all the works I have seen in this competition."

- JUREEPORN THAIDUMRONG, CHAIRWOMAN/CCO - GREY BANGKOK

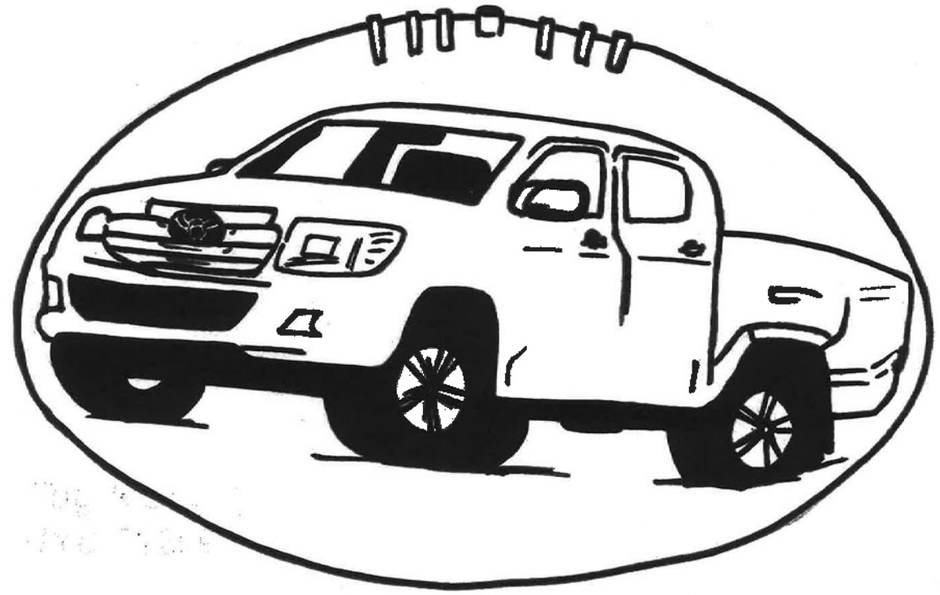
BRIEF 1 **POSTER**

TAP WATER IS THE BEST THING YOU CAN DRINK



BRIEF 2 **OUTDOOR**

THE TOUGHEST UTE OUT THERE



The balls are supplied to major AFL games and local football clubs.

A Hilux gets the shit kicked out of it at every AFL match and club game -- and keeps bouncing back.



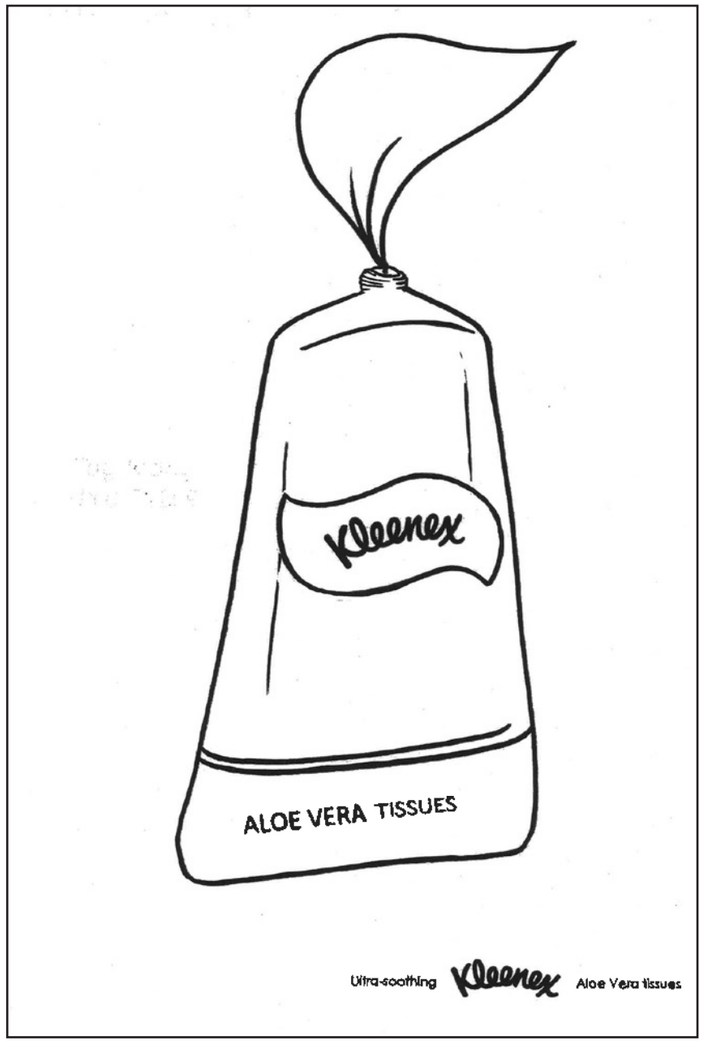
(Supported by an on-ground message.)

BRIEF 3 PRINT CAMPAIGN

THE MOST SOOTHING TISSUE







BRIEF 4 RADIO

THE QUIETEST VACUUM CLEANER

Topic: Radio
Client/Product: Electrolux Ultrasilencer Canister Vacuum
Proposition: The quietest vacuum cleaner.
Idea: A guru delivers a meditation in which you are guided to vacuum your home with the Electrolux UltraSilencer Vacuum.
Talent: Authentic Meditation Guru (male) with a resonant and calm voice. Delivery of speech is slow and hypnotic.

Title: **Biscuits**
Meditation Guru: Ommmmmmmmmmmmmmmmmmmmmmm [7 seconds]
You.
Are.
Comp-lete-ly.
Relaxed.
Let go of all worries, as you peacefully suck biscuit crumbs from under the kids' beds.
For the third time this week.
FVO: Stay calm with the Electrolux UltraSilencer Canister Vacuum.

Title: **Cats**
Meditation Guru: Ommmmmmmmmmmmmmmmmmmmmmm [7 seconds]
Silently.
Observe your worries float away.
As the long, white cat hair.
Covering the passenger seat.
Vanishes before your eyes.
FVO: Stay calm with the Electrolux UltraSilencer Canister Vacuum.

Title: **Fried Rice**
Meditation Guru: Ommmmmmmmmmmmmmmmmmmmmmm [7 seconds]
Inhale deeply.
Release the breath fully.
Do not ask how fried rice got into the folds of the couch.
Simply vacuum it away, along with the question.
FVO: Stay calm with the Electrolux UltraSilencer Canister Vacuum.

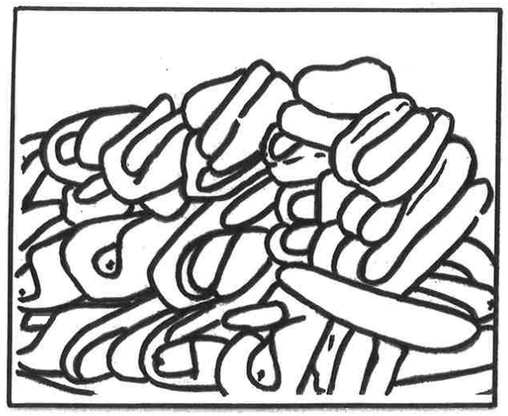
**Irregular use of full-stops to highlight emphasis*

BRIEF 5 TV

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

Topic: TV
Client / Product: iiNet unlimited high speed internet
Proposition: With unlimited high-speed data, there are no limits.
Idea: Guy at eating contest devours unlimited pile of hot dogs real fast.
Soundtrack: Harder, Better, Faster, Stronger (Metal Cover - PelleK and Charlie Parra)

AWARD SCHOOL



Enormous tray of hot dogs.



Timer counts down as guy wolfs down first hot dog.



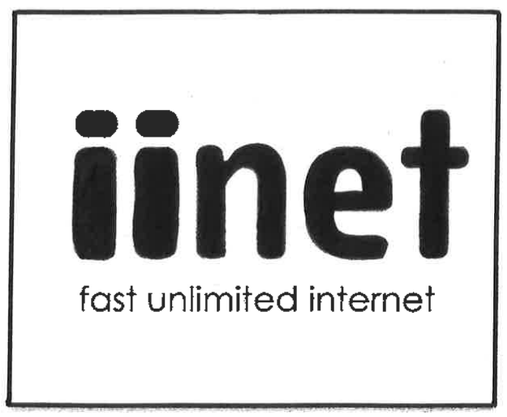
Guy eating so fast his face and hands are covered in sauce.



Close up as guy shoves food into mouth with hand.



Subtitle:
"Consume More Without Interruptions"



Logo and tagline.

BRIEF 6 STRATEGY

YOU DECIDE.

BRIEF 6 **STRATEGY**

Client: Australian Council of Film Societies

Product: Australian Cinema

Target Audience: All Australian adults

Background: Fewer people are going to the cinema these days.

Previous campaigns have identified cost, lack of choice and lack of enticements as root causes but success has been limited because:

- It's not cost – many cinemas offer $10 tickets and fluid pricing apps have been introduced.
- It's not lack of choice – some cinemas even play HBO series nowadays and too much choice can be exhausting.
- It's not lack of enticements - cinemas offer local craft beer, Champagne, cheese platters and reclining seats.

Key insights: Cinema used to be considered a fun way to relax but our culture of convenience, high-tech entertainment systems and unlimited streaming options have made us too comfortable at home.

We binge-watch Netflix and Stan in athleisure wear on the couch. But people only binge when they are not satisfied. We don't need to binge at the cinema because cinema is so satisfying. It is a social experience with atmosphere and crowd dynamic. Because it is such a delight to the senses, one movie fulfills.

Cinema needs to get back on the cultural radar for people to be reminded of these truths.

Support: (1) Cinema is a community event – you see and interact with other people.

(2) People laugh more at the cinema. Studies show we are 30x more likely to laugh out in public than at home because we are social creatures.

Single-Minded Proposition: Our comfortable homes keep us from a more satisfying social experience at the cinema.

Media: The demographic with a vested interest in getting bums on seats in cinemas: actors. This is not a matter of using influencers to sell a brand – these influencers are an integral part of the brand. We can count on pro bono involvement from a range of A-listers as this is their campaign too.

Tone of voice: Exciting and entertaining – just like cinema.

Mandatories: Mention the name of the product.

BRIEF 6 STRATEGY

YOU DECIDE.

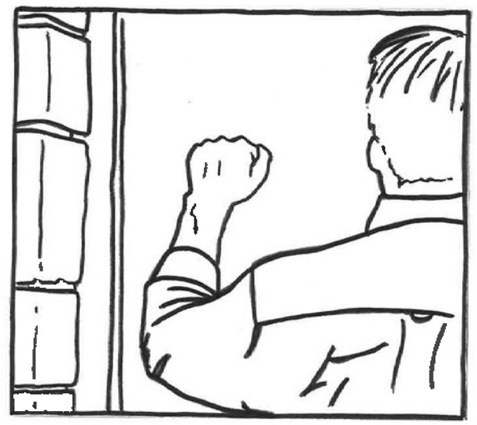
Topic: Strategy – Write and answer your own brief
Client / Product: Australian cinema
Proposition: Our comfortable homes keep us from a more satisfying social experience at the cinema.
Insight: This campaign uses actors because they have a vested interest in promoting cinema to increase ticket sales. This is their campaign as much as it is ours.
Idea:

Escape to the Movies

Everyday Australians are saved from the confines of their homes by Hollywood heroes.

Brad Pitt's here to save you.

All the most popular A-List actors (think Brad Pitt, Johnny Depp, Jennifer Lawrence, Chris Pratt, Ryan Gosling, Emma Stone, Leo D'Caprio, Will Smith, Scarlett Johansson etc.) in Australia to promote new movies will knock on random front doors of suburban Australian homes to save the occupants from their homes by inviting them to the local cinema.



The overall feel will be in a similar vein to James Cordon's popular Carpool series.

I'm here to save you from your home and take you to the cinema right now – let's go!

The actor will chat with the participant about the way cinema makes them feel throughout the hang-out session before the movie starts. For example, they will joke about how tall they look on the big screen and how they feel so much more energy than when at home alone. As the focus of all conversation is cinema, there is minimal risk of celebrity vampire effect.



The events will be filmed by us and posted to the actor's social media pages to engage their fan-base and initiate sharing. The final 5 minutes will be posted to Facebook Live with the entire footage posted within the hour.

Each participant is able to post selfies and their own footage of the event to social media.

The campaign is designed so that participants actively experience a sensation of thrill because that is the same feeling you get at the cinema. Those watching on social media will see that. This campaign will get cinema back onto the cultural radar.

BRIEF 7 INTEGRATED

BUY AUSTRALIAN TO SUPPORT AUSTRALIANS

Topic: Integrated campaign (3 executions)
Client / Product: Australian Made Products
Proposition: Buy Australian to support Australians

Idea: Using high quality 100% Australian Made brushed cotton, we will create a new baby delivery blanket for Australian hospitals.

Australian Made products provide our children with the best quality today (Australian cotton is some of the best quality in the world) and a brighter future tomorrow (stronger economy, more jobs, lessened environmental impact).



The suggestion that all babies born in Australian hospitals are Australian-Made is inclusive and potentially reactive for the right reasons, further strengthening brand integrity.

The print pattern is designed so the Australian Made logo is always visible when wrapped around the baby.

Topic: Integrated campaign (3 executions)
Client / Product: Australian Made Products
Proposition: Buy Australian to support Australians
Idea: Digital media

EARNED MEDIA

The obligatory birth announcement photo posted to social media is usually taken when a baby is in their hospital blankie.



OWN MEDIA

ORDER NOW

Expectant parents are given the option to purchase their own blanket for $15 which they can keep. Payment is made by registering on the Australian-Made website.

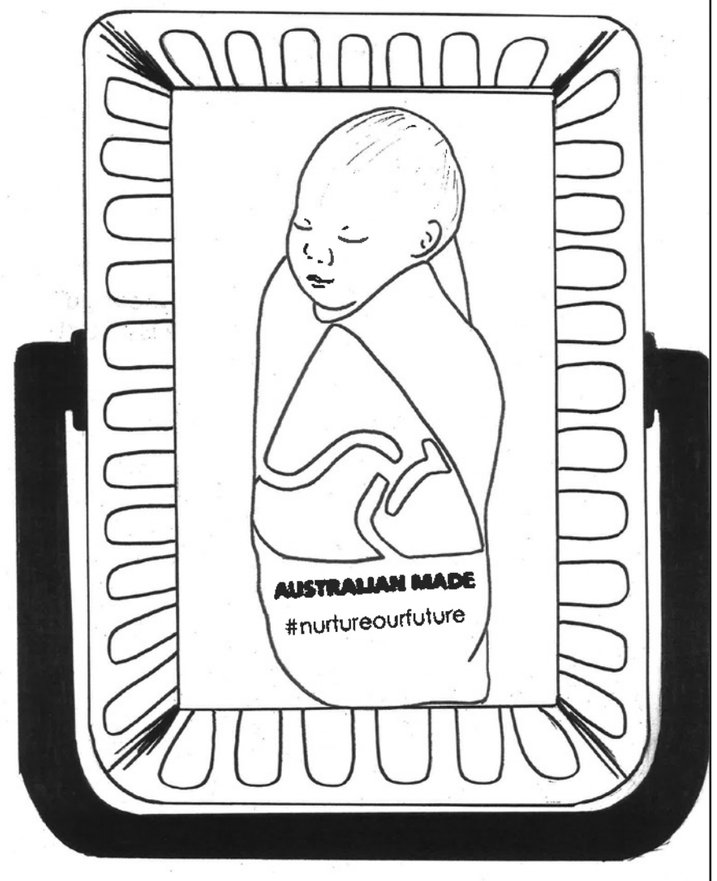
#nurtureourfuture

The hashtag will engage a wider audience via articles about the creation of the blankets and invitations to the public to share their new arrivals, and, down the track, proud parent moments.

Topic: Integrated campaign (3 executions)
Client / Product: Australian Made Products
Proposition: Buy Australian to support Australians

Idea: shopping basket inserts

We place printed inserts into the base of shopping baskets at major Australian supermarket chains such as Coles, Woolworths and Foodland.
The message is visible to those actively making choices as to which products to buy.



BRIEF 8 DIGITAL

SEE THE WORLD ON YOUR BUDGET

Topic: Digital
Client / Product: Scoot low cost flights
Proposition: See the world on your budget.

Idea: We add photo comments on food and drink pics posted to Instagram by 18-30 year olds in cities where Scoot flies showing them they could be enjoying that same food or drink in its authentic setting for the cost of X number of that dish:

#thairedcurry: User will receive a pic of red curry being cooked at a Thai street stall with the comment "the real thing is 7 red curries away".

Countless variations include: #curry #dhal #dosa #IPAbeer (Indian cities) #sushi #saki (Osaka/Tokyo), #padthai #coldrolls (Bangkok).

This campaign draws on 18-30 year olds' love of Instagram food pics and appeals to their strong desire to seek authentic experience. It shows how surprisingly low Scoot airfares are and suggests a simple way to save money to travel.





BEHIND THE SCENES (technical side):

- *An algorithm:*
  - *searches Instagram hashtags posted from the accounts of 18-30 year olds in Australian cities of dishes and drinks in Scoot's destination cities;*
  - *uses the geolocation of the user and the location of the dish's origin to calculate the flight cost for a one-way ticket with Scoot. e.g. a ticket to Thailand from Sydney costs $141.*
  - *divides the cost of the ticket into the average cost pre-assigned to that dish. e.g. red curry noodles @ $20 per dish in Sydney – so Thailand is 7 red curries away.*
- *We set up a secondary Scoot Instagram account to enable us to add the name @Scoot as a clickable link to the comment as this is the only way to get a clickable link into a regular Instagram comment without using Insta Stories. The @Scoot account contains flight booking info / links.*

BRIEF 9 EXPERIENTIAL/PR

LIGHTING CONTROLLED BY YOUR IMAGINATION

Idea: We create "The Lighthouse" – a clear Perspex house filled with light from Hue bulbs.

The Lighthouse will be located shorefront at Glenelg Beach's Moseley Square where there is foot- traffic after dark including many who will have time to engage. The Lighthouse cannot be entered but its interior is clearly visible to those walking past.



Digital screens inside the house display simple instructions so anyone with a smart-phone can download the Hue app to change the colour of the lights (wall by wall).

They can also select music from Hue's extensive "The Lighthouse" playlist on Spotify.

The playlist features tracks about Lighthouses spanning all genres and the music will interact with the lights when played.

Extension: We install Philips Hue Lighthouses at popular coastal locations across the country such as Byron Bay.

BRIEF 10 INNOVATION / CONTENT / GAME CHANGER

MARRIAGE EQUALITY IS GOOD FOR AUSTRALIA

Insight: Most people who do not support marriage equality in Australia are older (support decreasing with age). To help these people to appreciate the problem of marriage inequality we will focus on an issue of a similar nature that is likely to apply to them or those close to them: the lack of acknowledgement of couples in aged care.

Background: Many older Australians have family members facing the prospect of aged care or will be looking at options for themselves or their partners. A distressing reality for these people is that spouses can be separated in old age as they are often unable to attend the same care home or are placed in separate rooms or given single beds and no privacy. There is no uniformity in how facilities deal with this issue.

Until there is marriage equality, institutional disregard for significant adult relationships is a daily reality for LGBTI Australians.

Idea: Equality Australia will create the world's first database of the aged care providers that enable couples to remain together in care (regardless of their sexual orientation). The database will be accessible as a user-friendly location-based search engine called "Respect My Relationship" and will be used by older Australians searching for couple-friendly options for themselves or family members.



Centres meeting defined criteria will be awarded with the "Respect My Relationship" quality standard featuring the Equality Australia logo. Comprehensive directories such as Aged Care Guide can use the logo to indicate those centres which respect all significant relationships (regardless of orientation).



Older Australians previously closed to the idea of marriage equality will be looking out for the Equality Australia logo to find the facilities that respect relationships – including their own.






OLIVER BROCK
KATE FOLEY
JESSE YOUNG










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2017 GRADUATION NIGHT




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