LUKE WILLIAMS



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 – WA

LUKE WILLIAMS

SCHOOL HEAD	AGENCY
PAUL COGHLAN	KWP!

TUTORS	AGENCY
DAVID DONALD	THE BRAND AGENCY
ALIDA HENSON	MARKETFORCE
TIM NEWTON	J WALTER THOMPSON
WILORA KEELEY	J WALTER THOMPSON
RIKKI BURNS	MEERKATS



SUPER JUDGING COMMENTS

"Toyota work: Interesting, different angle to sell a truck. Brings some emotion and relatability to the brand. Kleenex work is interesting. Like the vacuum radio. Australian made meat counter idea is cool. Like that it's on location and makes you think about what you're buying. Funny idea for marriage equality."

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

"Strong, unexpected ideas and mediums. Love "Buy Australian" campaign. Simple, affordable with enormous reach. It also focuses on a real reason to buy Australian. The Philips idea is cool and smart. Love the Priscilla idea, this is ambitious but if everything aligned it would be amazing."

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

"Some nice solutions in here, the water ad is elegant. The Philips street lights was great, a really useful application. Priscilla 2 is a strong PR thought as well."

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

"Good solid book. Love the Priscilla Queen of the Desert 2 idea."

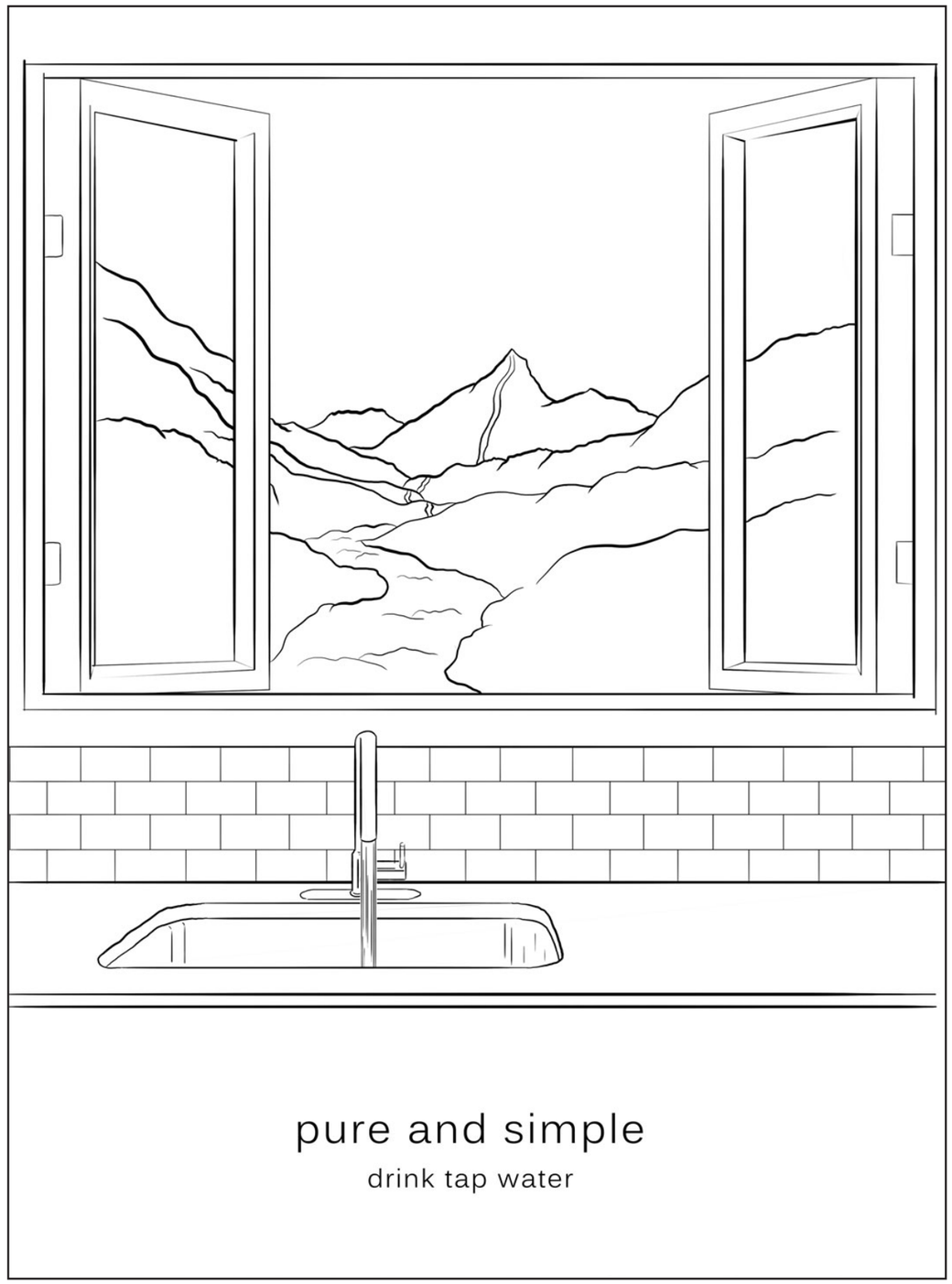
- NICK LAW, VICE CHAIRMAN & GLOBAL CCO - R/GA NEW YORK

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BRIEF 1 POSTER

TAP WATER IS THE BEST THING YOU CAN DRINK

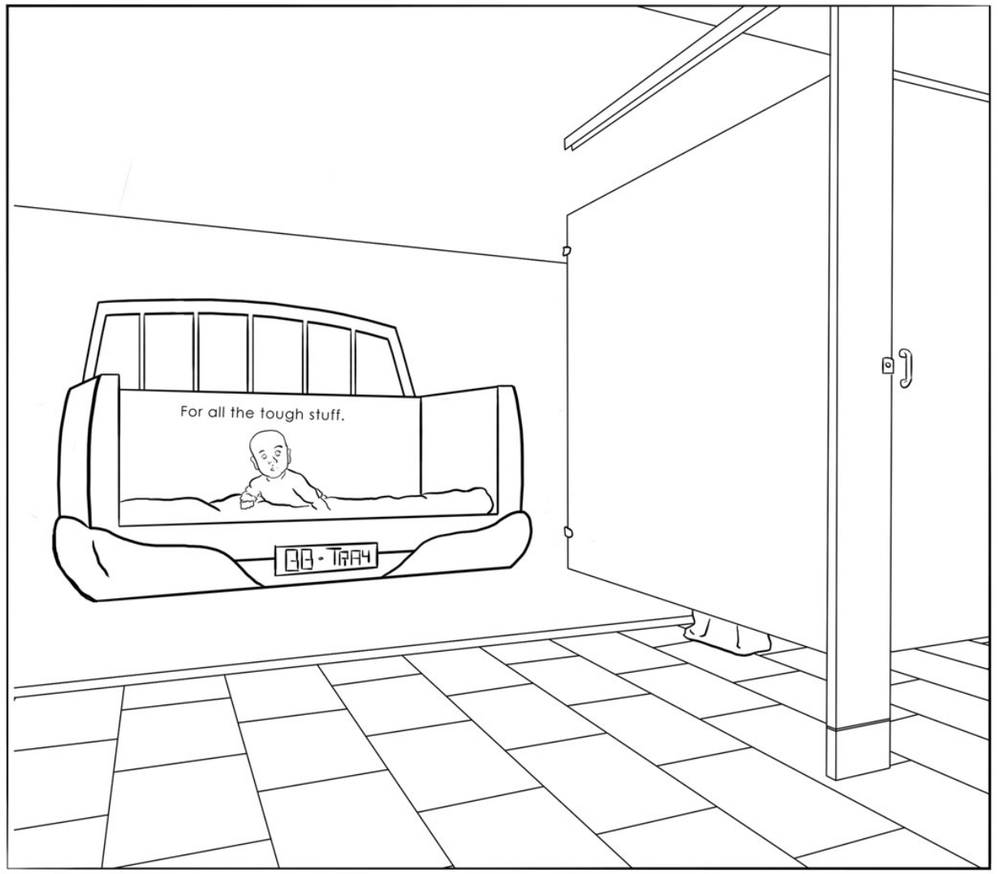


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BRIEF 2 OUTDOOR

THE TOUGHEST UTE OUT THERE



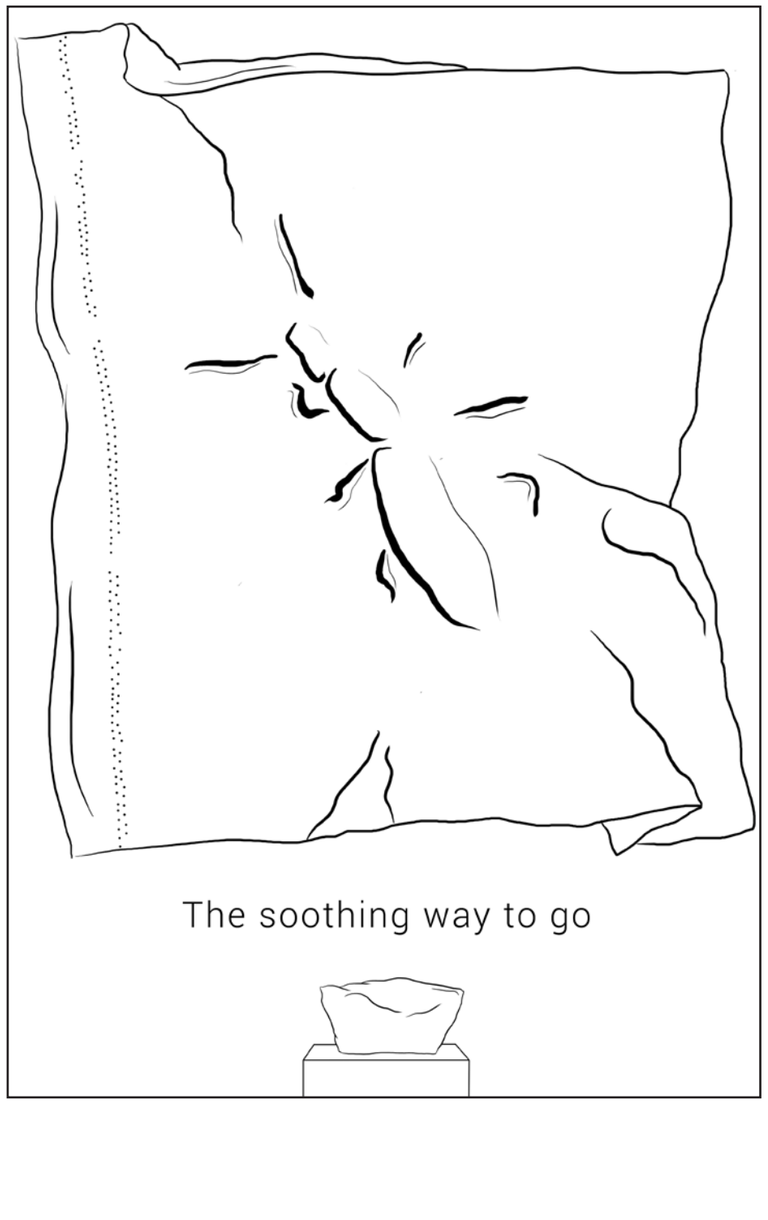
Install Hilux styled baby change tables in male bathrooms. Show that Hilux is here to help with all the tough stuff in your life, not just at the worksite.

BRIEF 3 PRINT CAMPAIGN

THE MOST SOOTHING TISSUE







BRIEF 4 RADIO

THE QUIETEST VACUUM CLEANER

SFX: Chord being pulled out of the casing.

SFX: Chord being plugged into the wall.

SFX: Vacuum switch pressed.

SFX: Vacuum switch pressed.

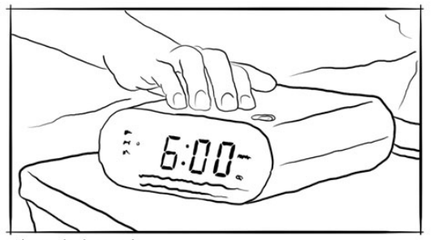
SFX: Vacuum switch pressed.

SFX: Vacuum switch pressed.

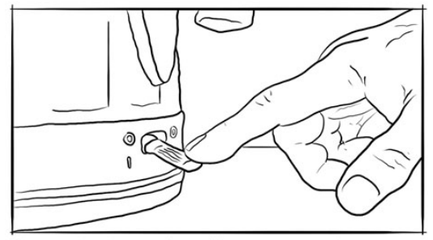
VO: Electrolux Ultrasilent Vacuum, it's on.

BRIEF 5 TV

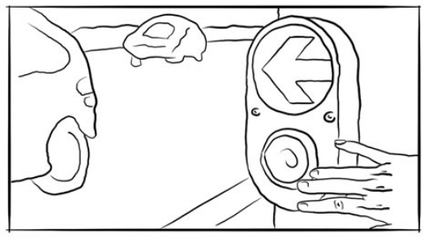
WITH UNLIMITED HIGH SPEED DATA, THERE'S NO LIMIT TO WHAT YOU CAN DO



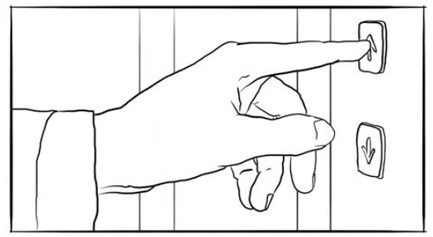
Alarm clock sounds.
A hand snaps out of the sheets and presses the snooze button at an alarmingly quick pace.



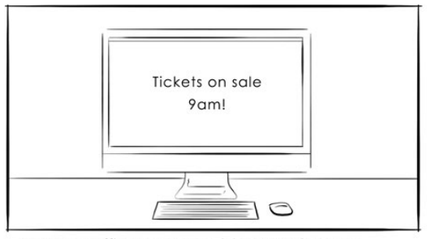
The same hand comes from off screen to press down on the kettle button at an alarmingly quick pace.



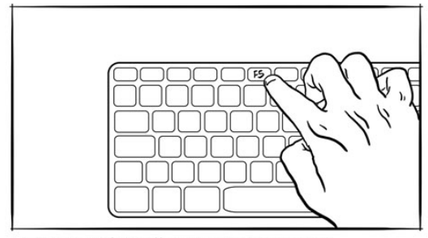
The same hand comes from off screen to press down on the walk button at an alarmingly quick pace.



The same hand comes from off screen to press down on the elevator button at an alarmingly quick pace.



Focus on an office computer, "Tickets on sale, 9am!" is displayed bodly on the monitor.



Finger comes from off screen to press down on the F5 (refresh) button at an alarmingly quick pace.

For internet as quick as you.

iinet

BRIEF 6 STRATEGY

YOU DECIDE.

CREATIVE BRIEF

Brief 6: Strategy

Client:	OMO
Product:	OMO Ultimate Laundry Powder
Target Audience:	Young males, just moved out of home, not yet brand loyal to any washing powder and brand inertia has not set in, but just like everyone else, have dirty clothes.
Key Insight:	Mothers are doing their son's laundry later and later in life.
Single-minded proposition:	It is time you started doing your own washing.
Support:	Young guys always have the toughest stains, from playing sports through to kitchen accidents while trying to cook for themselves. OMO Ultimate tackles 99 tough stains with its advanced formula that combines the power of detergent, whiteners and pre-treaters. OMO Ultimate dissolves to release extra cleaning power in your wash.
Media:	Integrated
Tone of voice:	Friendly, but stern.
Mandatories:	None.

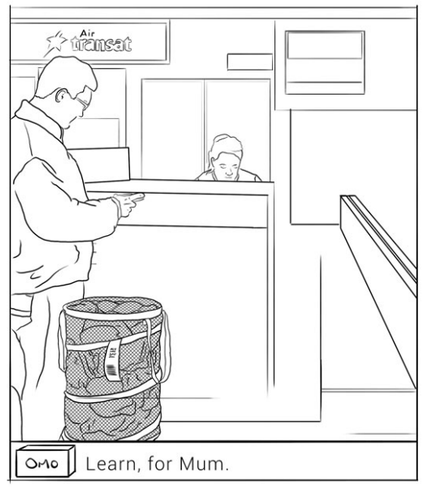
The Communications Council Ltd ABN 84 140 893 152
Mezzanine Level, 65 York St., Sydney, NSW 2000 PO Box Q1389, QVB Post Office, Sydney, NSW 1230 Ph +61 2 8297 3800
www.communicationscouncil.org.au awardonline.com/education/award-school

BRIEF 6 STRATEGY

YOU DECIDE.

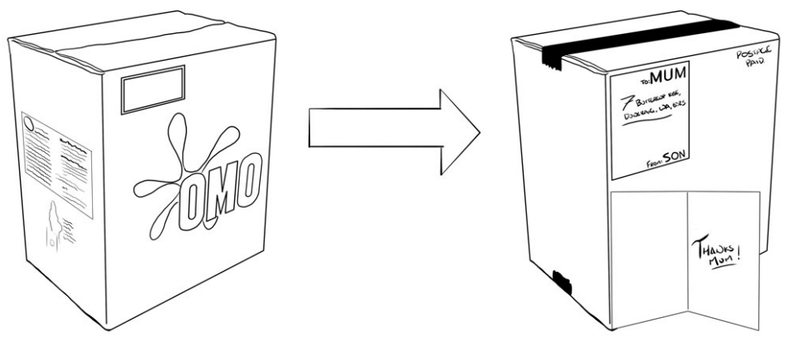
Print

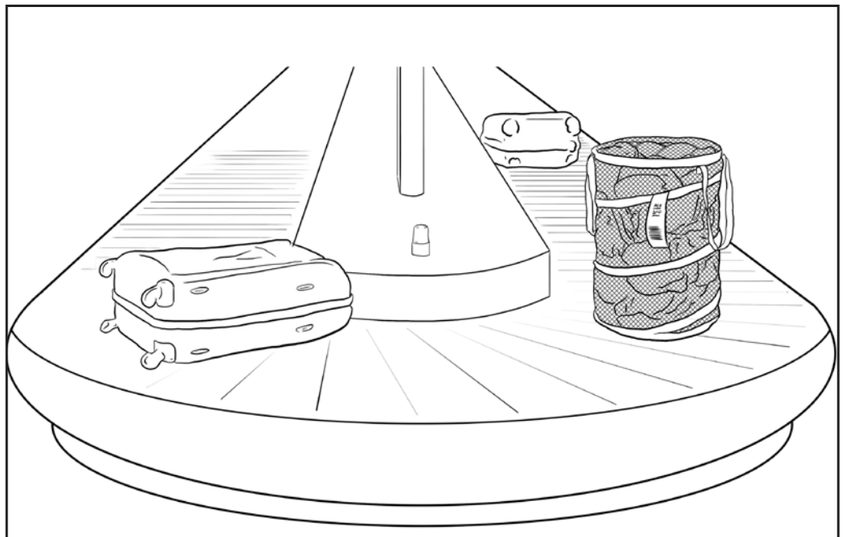
Once the stunt has some airtime, release print ads and claim responsibility for the stunt.



Experiential

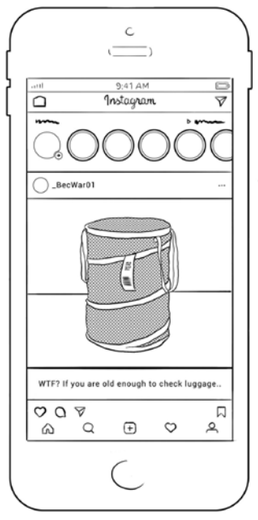
Once purchase and used, the OMO packaging can be inversed and resealed to be used as a gift box to send home, instead of washing. The box will come with paid postage and a space for an address, also included in the packaging will be a card, so you can thank your mother for all the times she has done your washing.



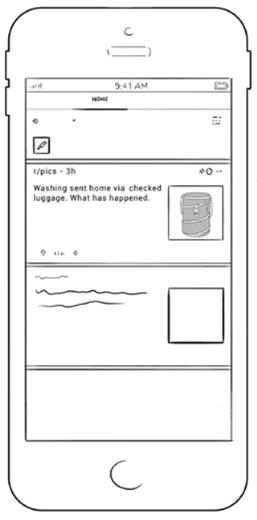


Outdoor/Stunt

Check in glad-wrapped washing hampers on flights across Australia. Once they have arrived at the destination airport, leave them spinning on the carousel until they are eventually removed.



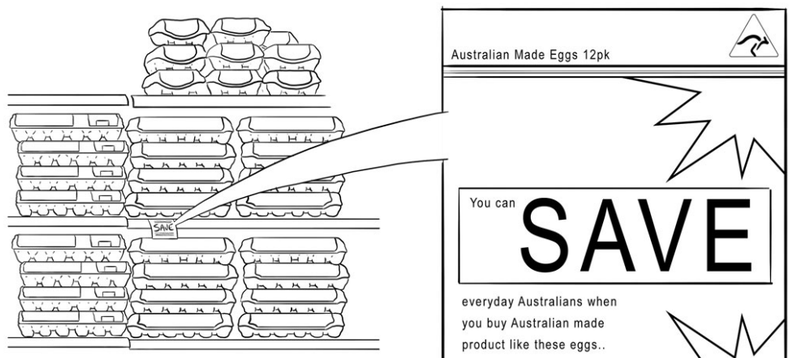
The absurd nature of the stunt should resonate with the target audience via social media.



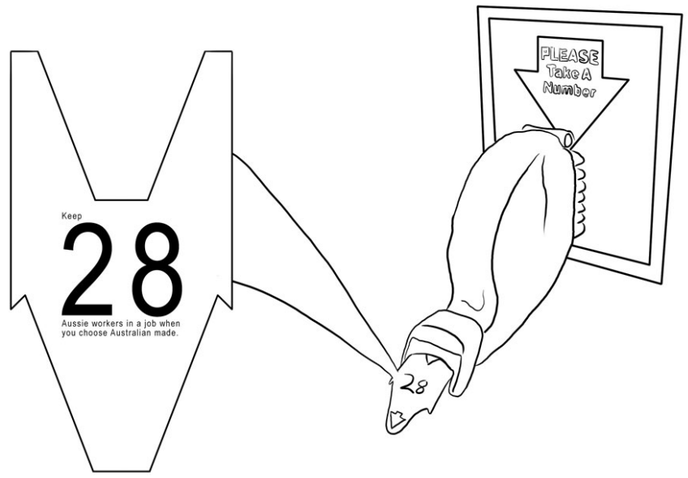
BRIEF 7 INTEGRATED

BUY AUSTRALIAN TO SUPPORT AUSTRALIANS

Buy Australian and save.
Subvert traditional sales collateral that Australians are so used to seeing in supermarkets every day.
Bring the conversation about Australian made products directly to the supermarkets in unexpected ways.







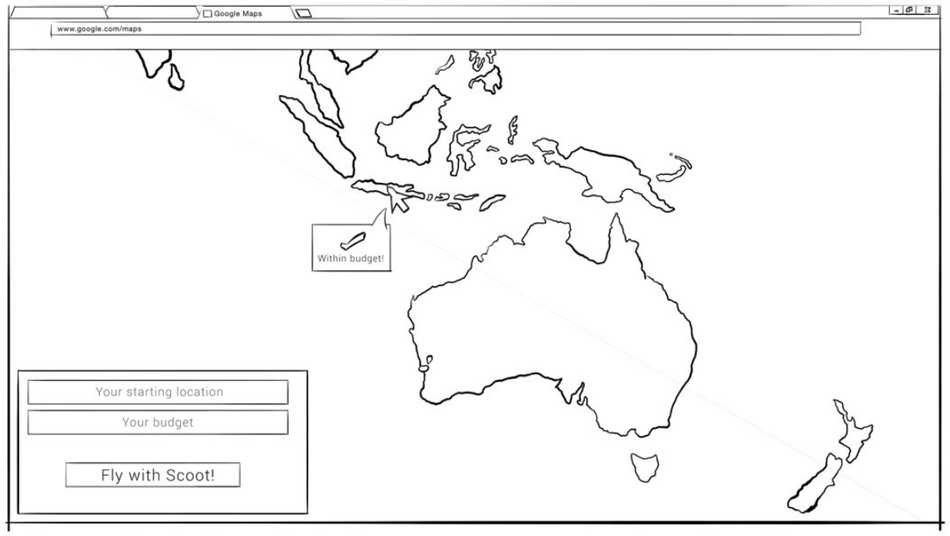
Convert butcher waiting tickets into facts about the benefits of buying Australian made meat products.



Alter sales receipts to show people how much they have saved from leaving Australia rather than how much they have saved on their purchase.

BRIEF 8 DIGITAL

SEE THE WORLD ON YOUR BUDGET



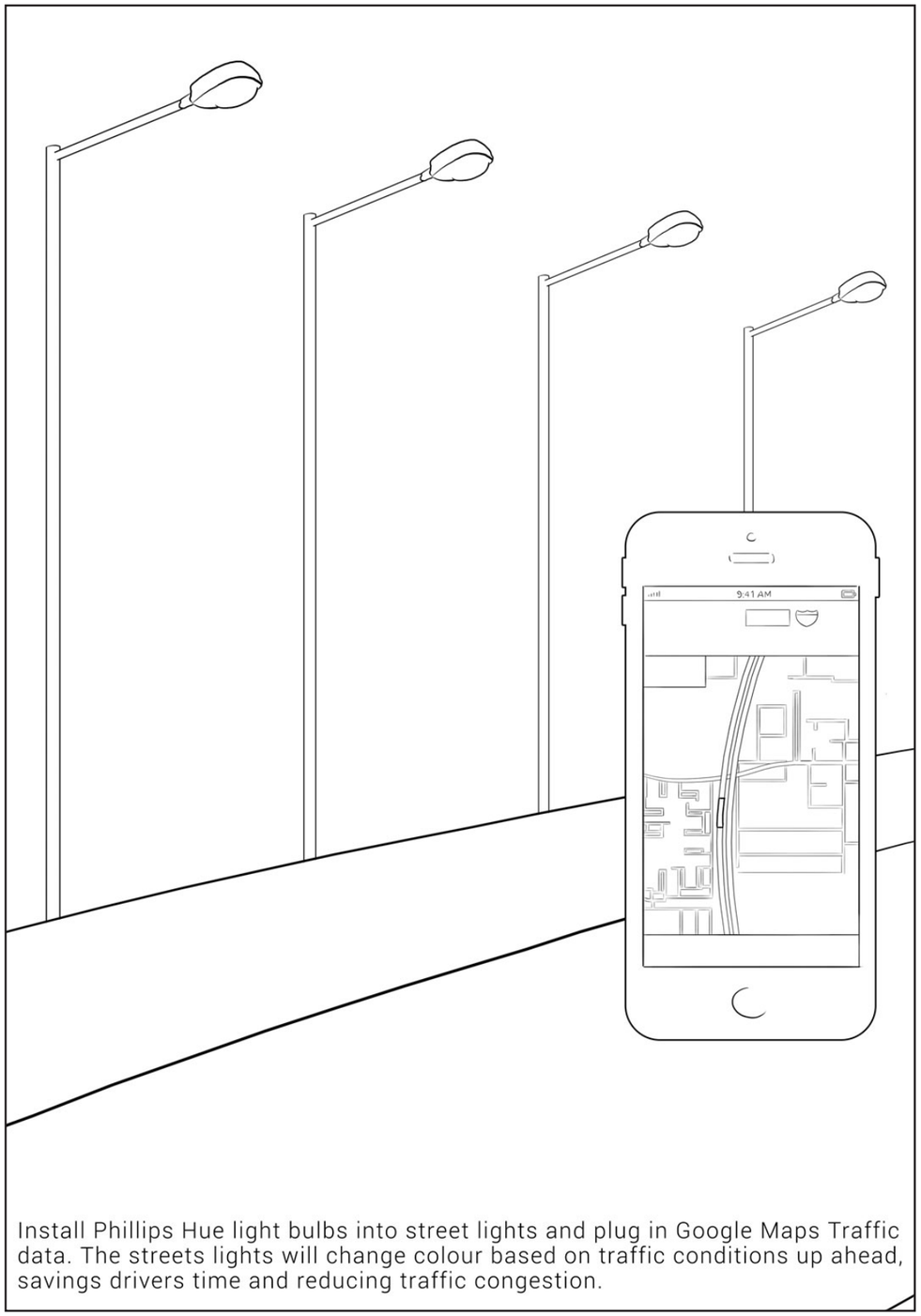
Create a Google Maps plug in that turns your mouse icon into a Scoot Plane.
Navigate the globe and find out how much of the world you can see on your budget.

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BRIEF 9 EXPERIENTIAL/PR

LIGHTING CONTROLLED BY YOUR IMAGINATION



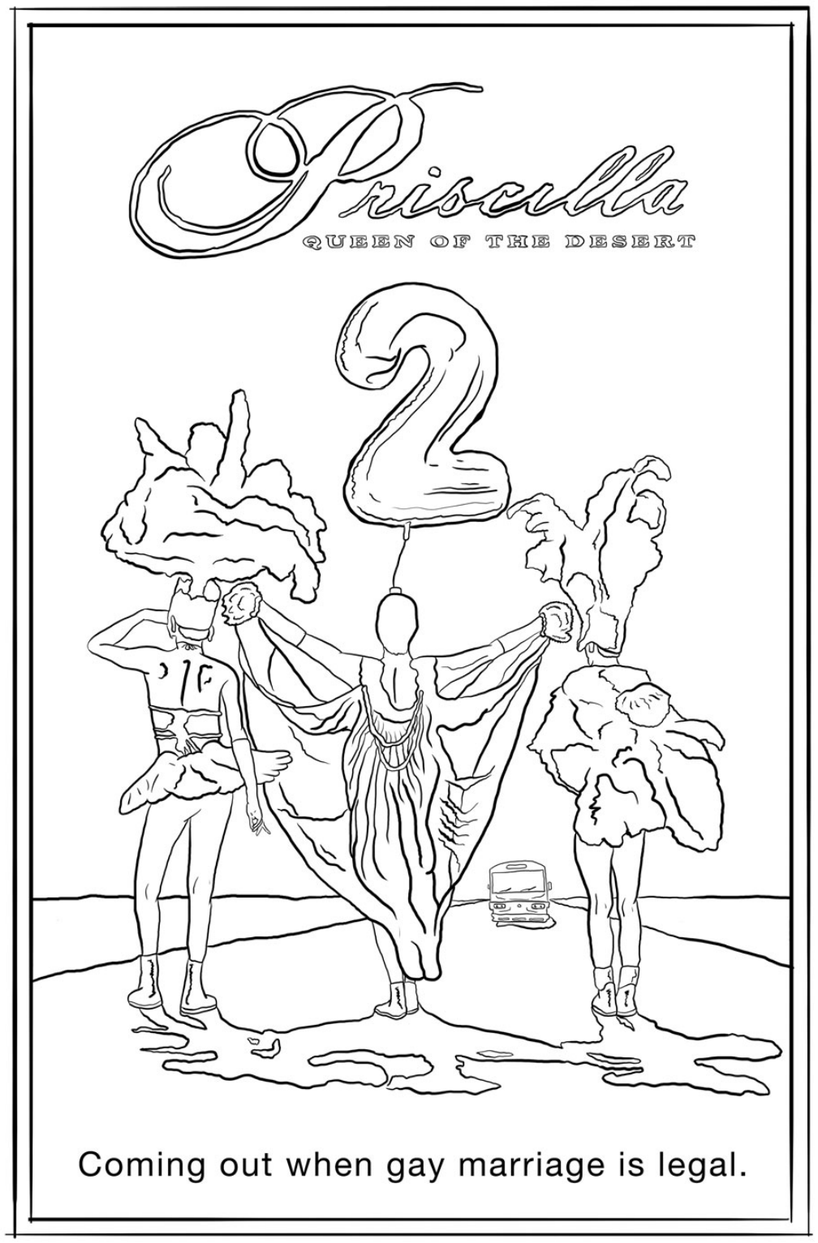
Install Phillips Hue light bulbs into street lights and plug in Google Maps Traffic data. The streets lights will change colour based on traffic conditions up ahead, savings drivers time and reducing traffic congestion.

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BRIEF 10 INNOVATION / CONTENT / GAME CHANGER

MARRIAGE EQUALITY IS GOOD FOR AUSTRALIA



Write, cast, film, and produce "*Priscilla, Queen of the Desert 2*" and conduct traditional movie promotion activities.

Release the film only when gay marriage is legal in Australia.






OLIVER BROCK
KATE FOLEY
JESSE YOUNG










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2017 GRADUATION NIGHT




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