TOM LAWRENCE



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 – NSW

TOM LAWRENCE

SCHOOL HEADS	AGENCY
NICCOLA PHILLIPS	M&C SAATCHI
BRENDAN WILLENBERG	CLEMENGER BBDO

TUTORS	AGENCY
JEROME GASLAIN	BWM DENTSU
OSKAR WESTERDAL	BWM DENTSU
RENE SCHULTZ	BWM DENTSU
KAREN FERRY	LEO BURNETT
SARAH PARRIS	LEO BURNETT



SUPER JUDGING COMMENTS

"Tap Water idea is clever and funny (best thing in book). Toyota: Like this visualization of tough. They'll never do it, but clever. Kleenex: Laughed out loud."

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

"I thought this student had the strongest Kleenex work, very fun and campaignable. Also loved the Mano Percussion work, simple, funny and could easily extend to other platforms, social etc.. The Philips idea is one that people might actually want to do, always the goal. Good work!"

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

"Best overall idea and solutions."

TED ROYER, CCO - DROGA5 NEW YORK

"Best across the board by far. Great work: Electrolux Radio. Kleenex print."

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

"I really enjoyed the sense of humour in this student's book. I loved the attempt to always push for fresh, unusual, entertaining solutions."

- ERIC QUENNOY, ECD - WIEDEN+KENNEDY AMSTERDAM

"A lovely book. Simple ideas that made you smile or think. The use of writing on Kleenex was a nice change too. It made me feel slightly embarrassed that my student book wasn't this good. I guess I felt jealous and that's a sure sign!!"

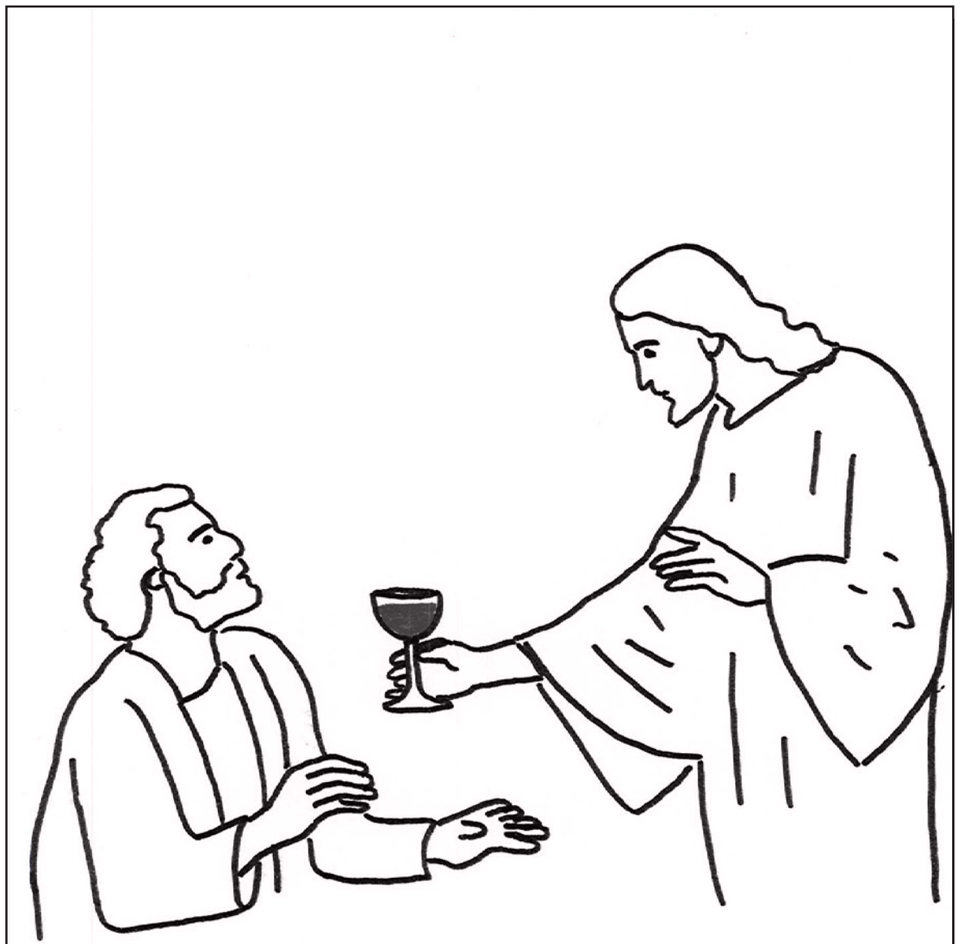
- BEN PRIEST, FOUNDER & GROUP CCO - ADAM&EVEDDB LONDON

AWARD SCHOOL

TOM LAWRENCE

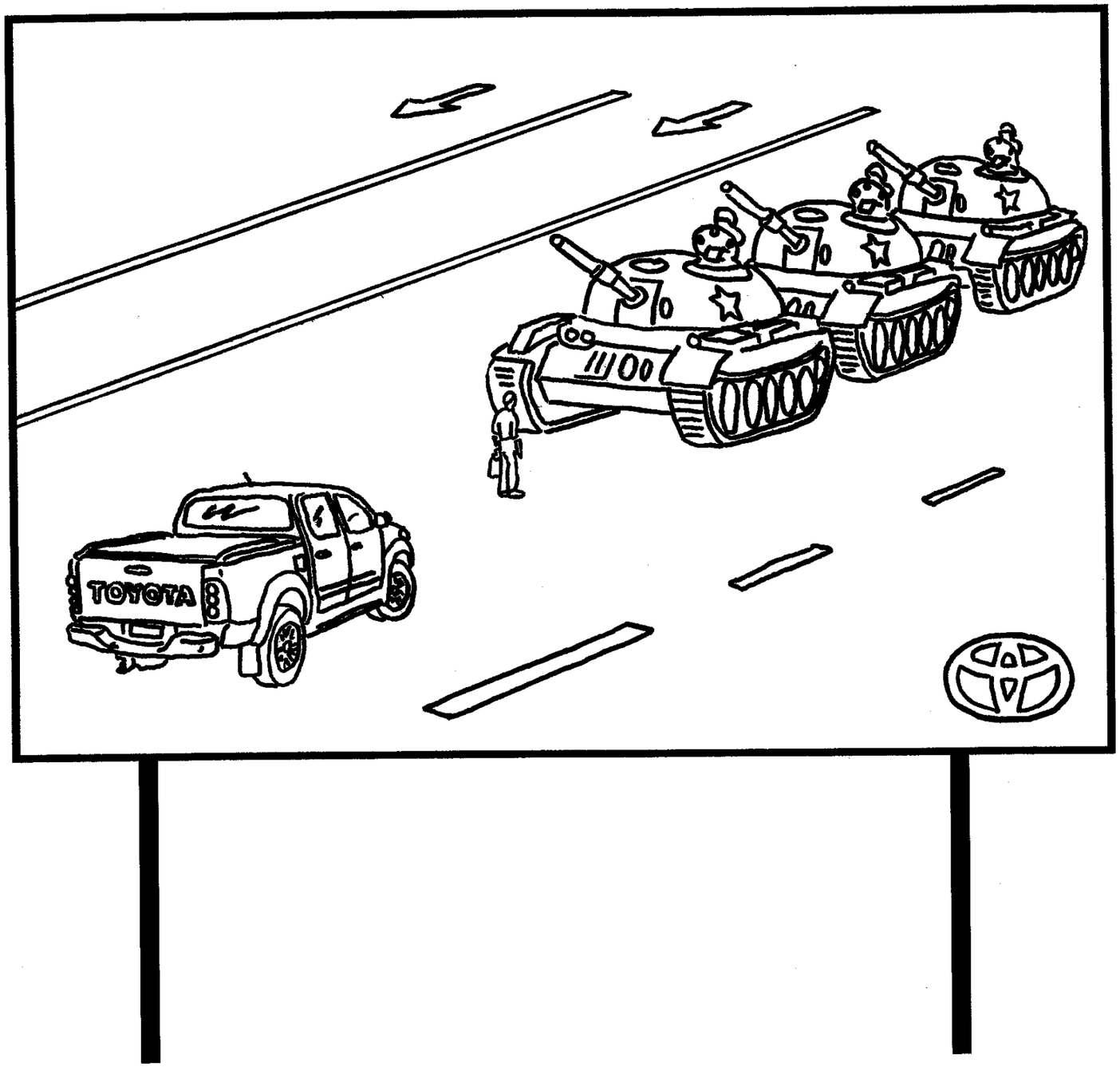
BRIEF 1 POSTER

TAP WATER IS THE BEST THING YOU CAN DRINK



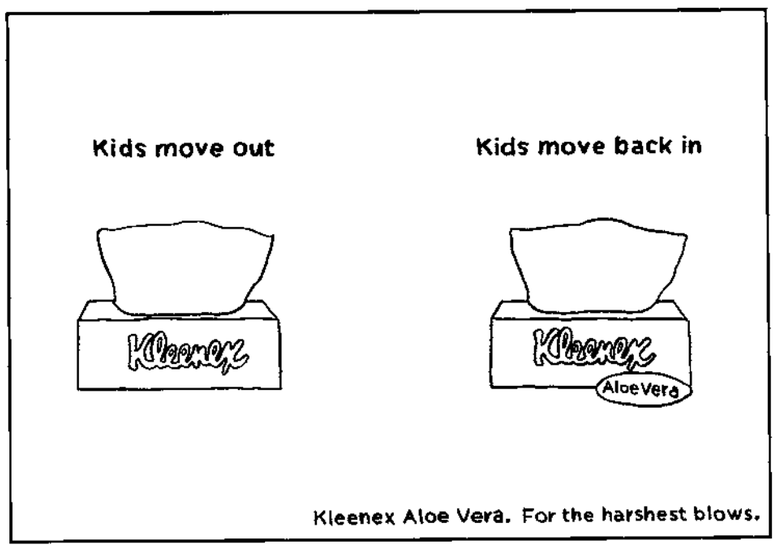
BRIEF 2 **OUTDOOR**

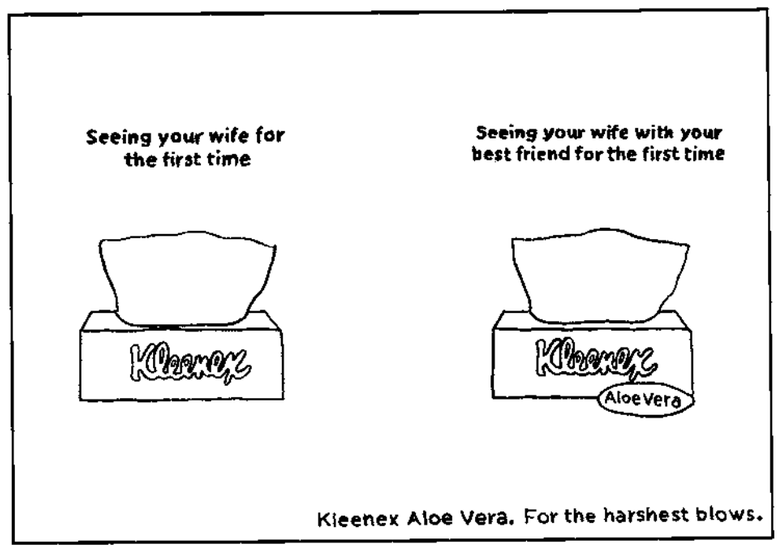
THE TOUGHEST UTE OUT THERE

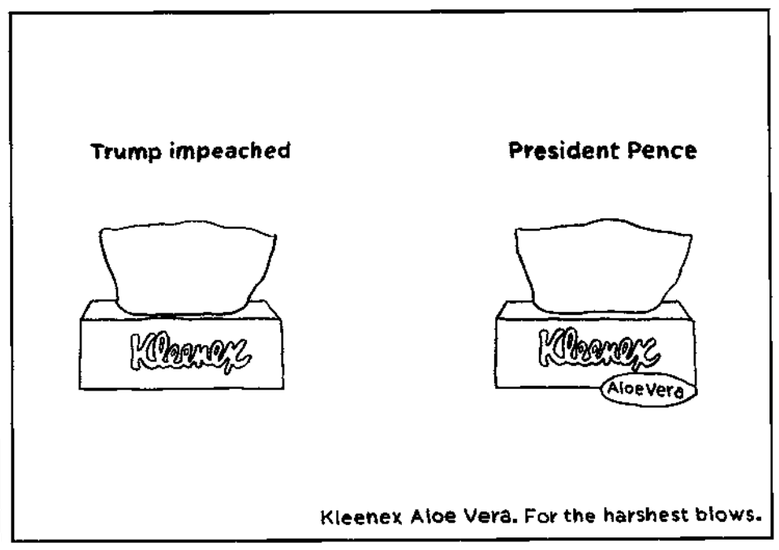


BRIEF 3 PRINT CAMPAIGN

THE MOST SOOTHING TISSUE







BRIEF 4 RADIO

THE QUIETEST VACUUM CLEANER

New home

Male: Look at this place, just what we've been looking for.
Female: Oh Jason, it's beautiful, and this kitchen...the kids will love it.
Male: Wait, did you hear that?
Female: Hear what?
SFX: Vacuum cleaner rolling. Loud screams turn to a muffled screams.
Male 2: Bloody roaches.

VO: Electrolux Ultra Silencer vacuum cleaner.
Sucks for them, sucks for you.

Catch of the day

Old man 1: Mate I haven't caught a thing all day.
Old man 2: Yeah neither, maybe we should move spots, I'm getting pretty hungry.
Old man 1: Wait, did you hear that?
Old man 2: Hear what?
SFX: Vacuum cleaner rolling. Loud screams turn to muffled screams.
Female 1: Bloody spiders.

VO: Electrolux Ultra Silencer vacuum cleaner.
Sucks for them, sucks for you.

Young love

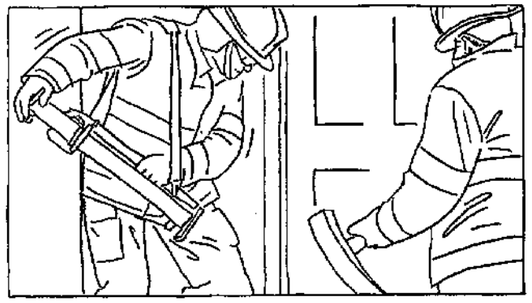
Young man: Hey, do you need a hand? that looks pretty heavy...
Young woman: Thanks so much, I thought I could manage.
Young man: Well it is about 100 times your weight... So what's your name anyway?
Young woman: Wait, did you hear that?
Young man: Hear what?
SFX: Vacuum cleaner rolling. Loud screams turns to muffled screams.
Female 1: Bloody ants.

VO: Electrolux Ultra Silencer vacuum cleaner.
Sucks for them, sucks for you.

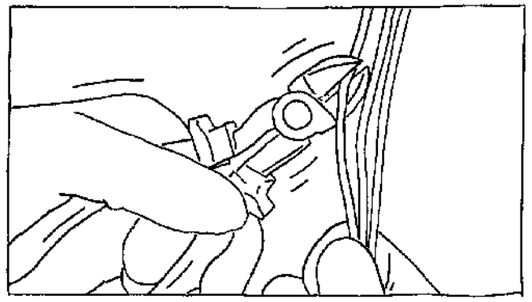
BRIEF 5 TV

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

SEND HELP



Firemen ram down the front door of a house.



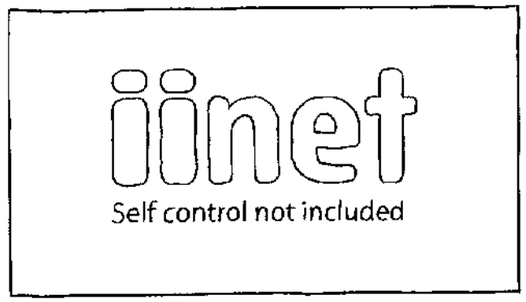
Close up of hands cutting wire.



Cut wide to reveal a withered young man with long hair and beard playing video games. The firemen have cut the iinet modem.

Fireman 1:

"Looks like we just made it."



VO:

"IINET unlimited high speed internet, Self control not included.

BRIEF 6 STRATEGY

YOU DECIDE.

AWARD

powered by the communications council

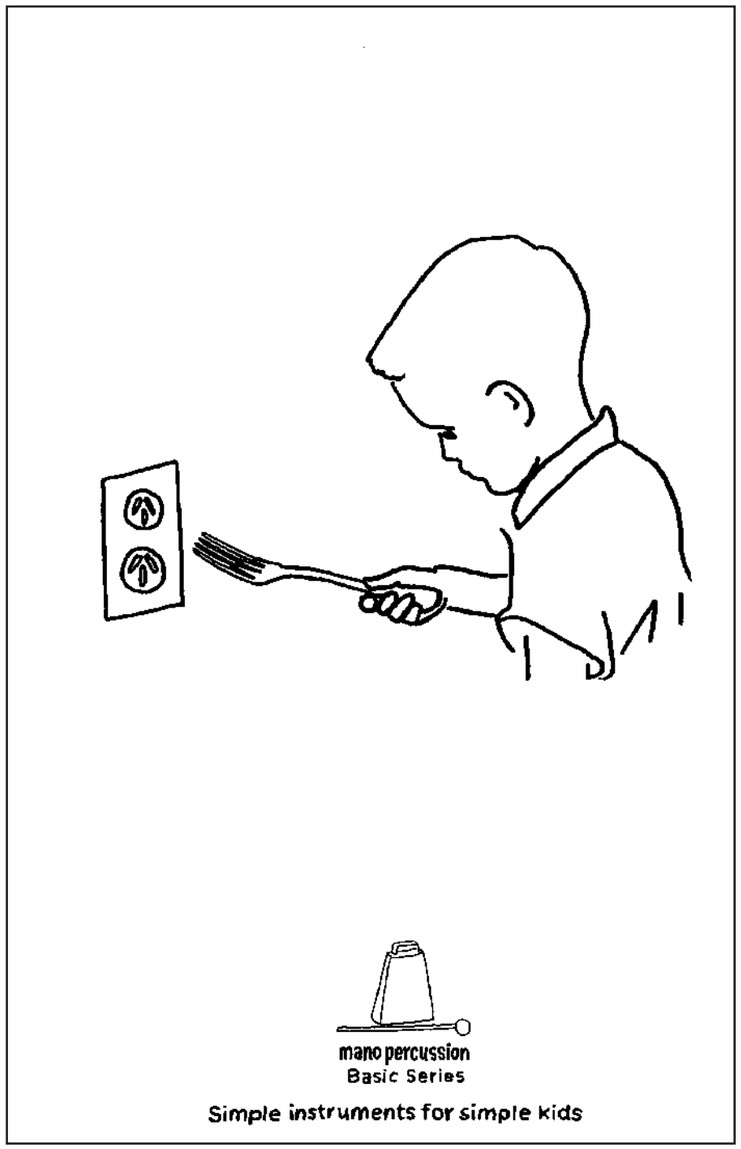
CREATIVE BRIEF

Brief Number: 6

Topic:	Strategy
Client:	Mano Percussion
Product:	Mano Percussion: Basic Series
Target Audience:	Parents with children who aren't very bright
Key Insight:	Regardless of a childs intellectual strength, their parents still want them to have a sense of achievement.
Single-minded proposition:	The easiest instruments
Support:	Mano Percussion's basic series are the simplest instruments to play. The cow bell, maracas, and triangle are their best sellers and require little practice or experience to master.
Media:	Print campaign
Tone of voice:	Amusing
Mandatories:	None

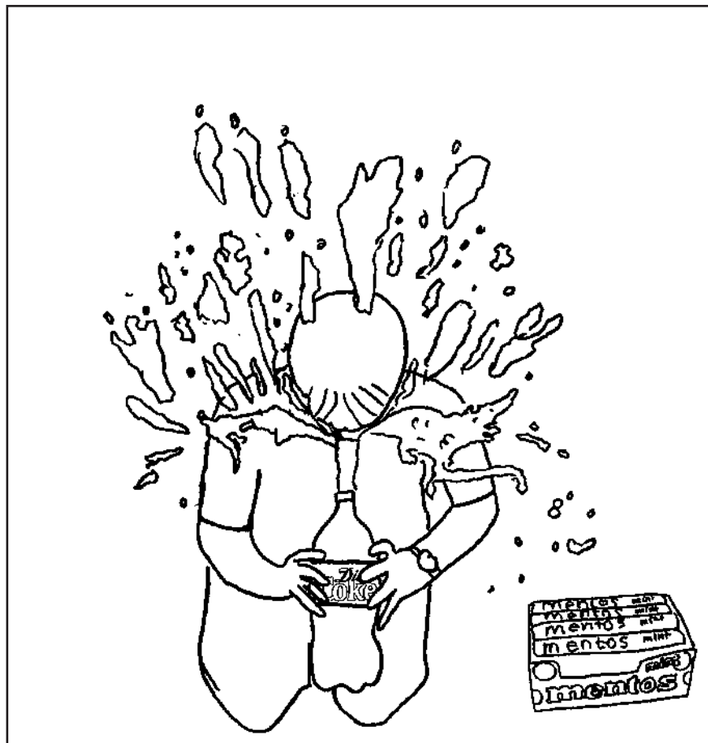
BRIEF 6 **STRATEGY**

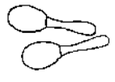
YOU DECIDE.



mano percussion
Basic Series

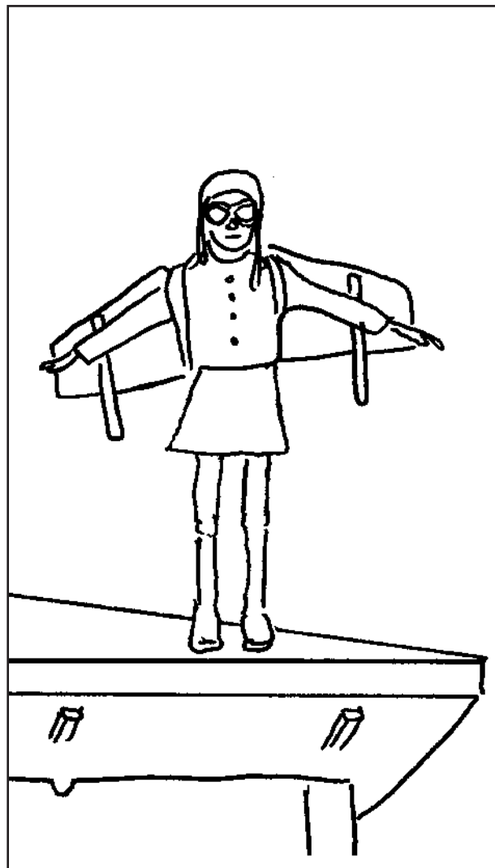
Simple instruments for simple kids





mano percussion
Basic Series

Simple instruments for simple kids





mano percussion
Basic Series

Simple instruments for simple kids

BRIEF 7 **INTEGRATED**

BUY AUSTRALIAN TO SUPPORT AUSTRALIANS

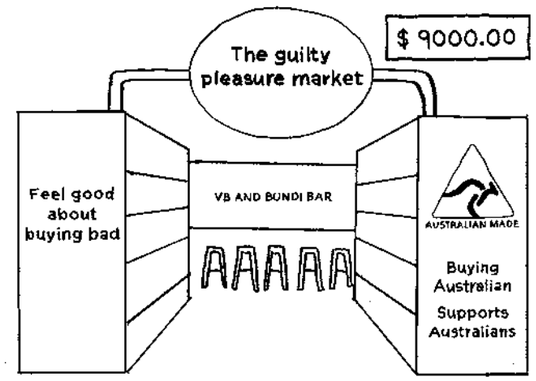


Buy Bad

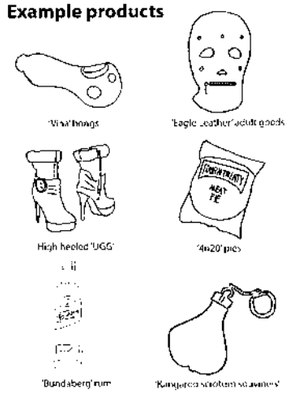
Insight: Everyone has products that they feel guilty about buying or enjoying
Idea: Show that if the product is Australian Made "buying bad" can be good for Australia.

Experiential

We turn private 'guilty pleasures' into a public display of pride by creating a one of a kind shopping experience. We will collate a range of "bad" Australian Made products to create the guilty pleasure market, where shoppers can feel good about eating, drinking and buying bad. As money is spent a running tally will show how much of that money is going straight back into the Australian economy.

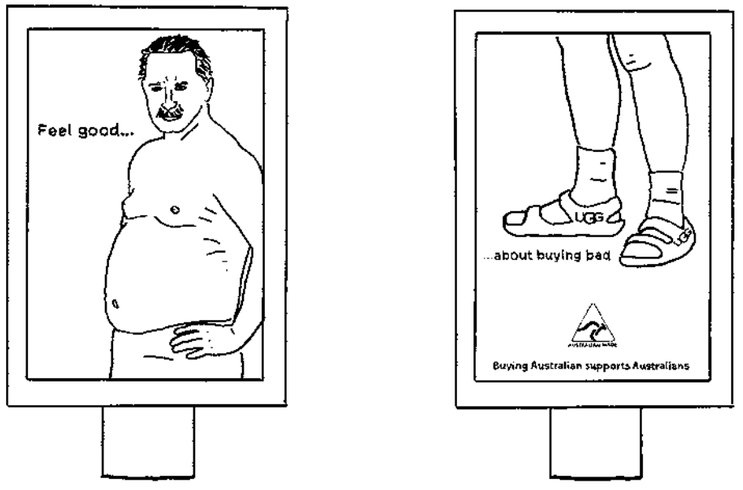


Example products



Out of home

Sliding metrolites positioned in shopping centers.



BRIEF 8 DIGITAL

SEE THE WORLD ON YOUR BUDGET

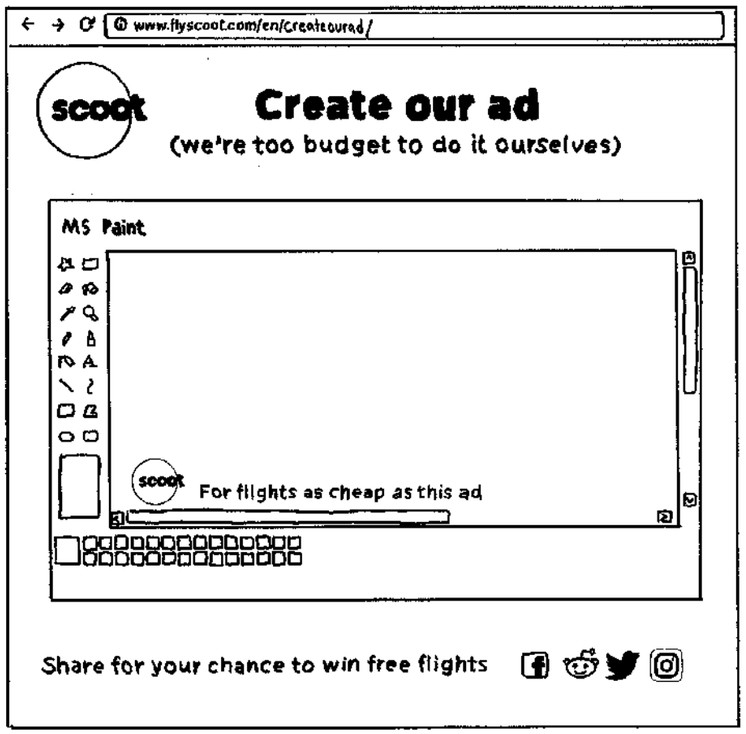
Cheap Ads

Idea: To show just how budget Scoot is, we will completely flood social media with endless amounts of super cheap user generated ads.

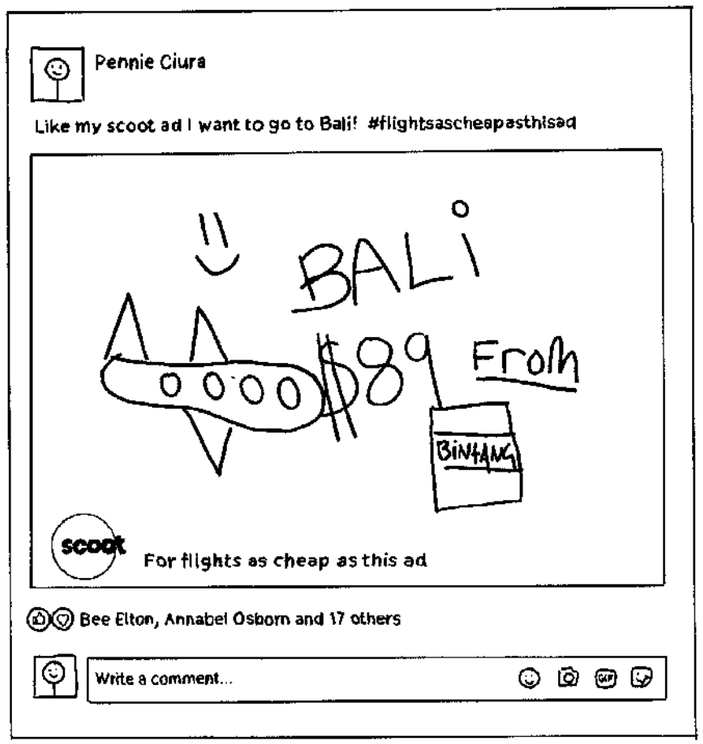
1. Choose a Scoot destination and create your own ad on the Scoot MS Paint microsite. (The cheapest platform there is)
2. Seed them to socials with the watermarked Scoot logo and tagline: "For flights as cheap as this ad".
3. After the campaign has ended, 100 ads will be picked at random and the users will receive free Scoot flights to their chosen destination.

Note: In order to inundate social media channels users can enter AS MANY times as they like.

Microsite



Social media post



BRIEF 9 EXPERIENTIAL/PR

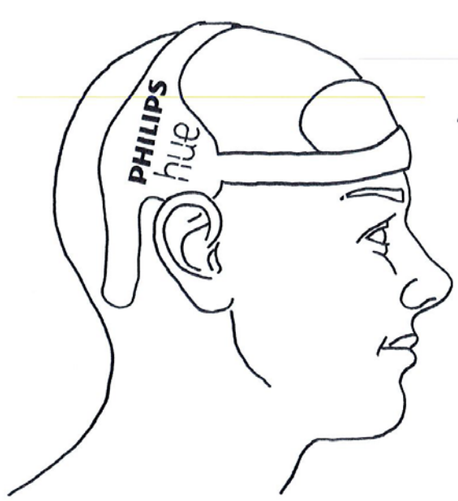
LIGHTING CONTROLLED BY YOUR IMAGINATION

Mind Control

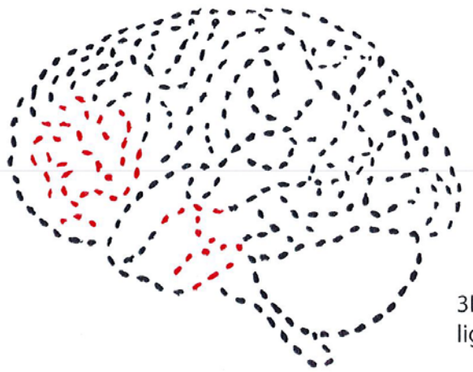
Idea: Create the world's largest interactive model of the human brain made up of Phillips Hue lights.

We will team up with 'Sydney Science Festival 2017' to launch a world-first. Using existing brain monitoring technology we will get users to look inside their mind, and literally control Hue lights with their imagination. Users will wear a headband which communicates in real time with a 3D model of the human brain. The model will be made up of hovering drones fitted with Hue lights. As each basic human emotion has a unique neural signature, users will need to focus on emotions (anger, fear, happiness) and different parts of the brain model will light up in different Hue colours.

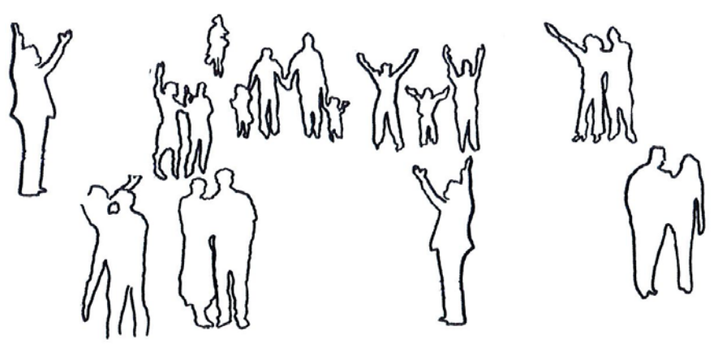
Red: Anger
Yellow: Happiness
Green: Fear
ETC



Mind monitoring headband



3D drone model with Hue lights



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BRIEF 10 INNOVATION / CONTENT / GAME CHANGER

MARRIAGE EQUALITY IS GOOD FOR AUSTRALIA

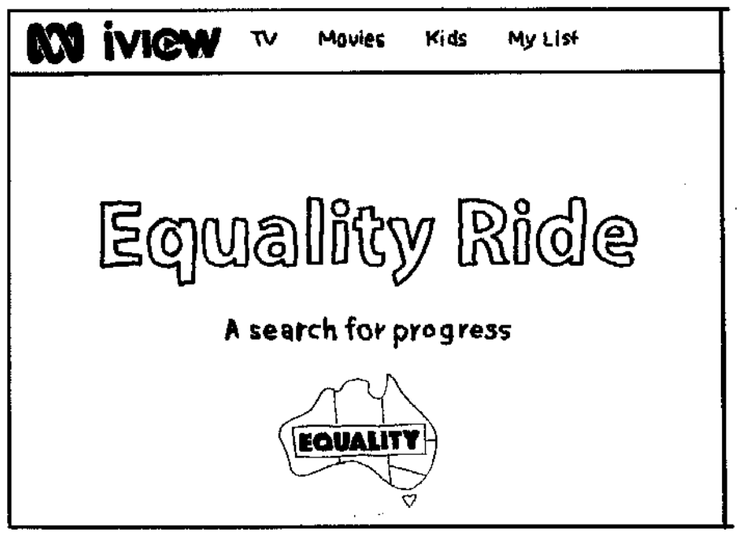
Equality Ride

Insight: As adult Australians get older they become more apathetic towards social justice causes.

Idea: To re-ignite the social conscience of older Australians we will restage and reskin one of the important civil rights movements of their time. We will recreate the 1965 'Freedom Rides', a tour of Australia which spoke to Indigenous Australians about their experience and led to fundamental change. We will remind older Australians of their social justice legacy and suggest that marriage equality is a huge step towards progress in Australia.

1. A bus full of baby boomers, apathetic towards marriage equality, will tour Australia for 6 months interviewing same sex couples.
2. The interviews will be focused on LGBTI youth suicide rates, equality, discrimination and pride.
3. The interviews and journey will be captured and broadcasted digitally as well as being turned into a documentary web series on ABC IVIEW.










OLIVER BROCK
KATE FOLEY
JESSE YOUNG










AWARD
2017 GRADUATION NIGHT




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