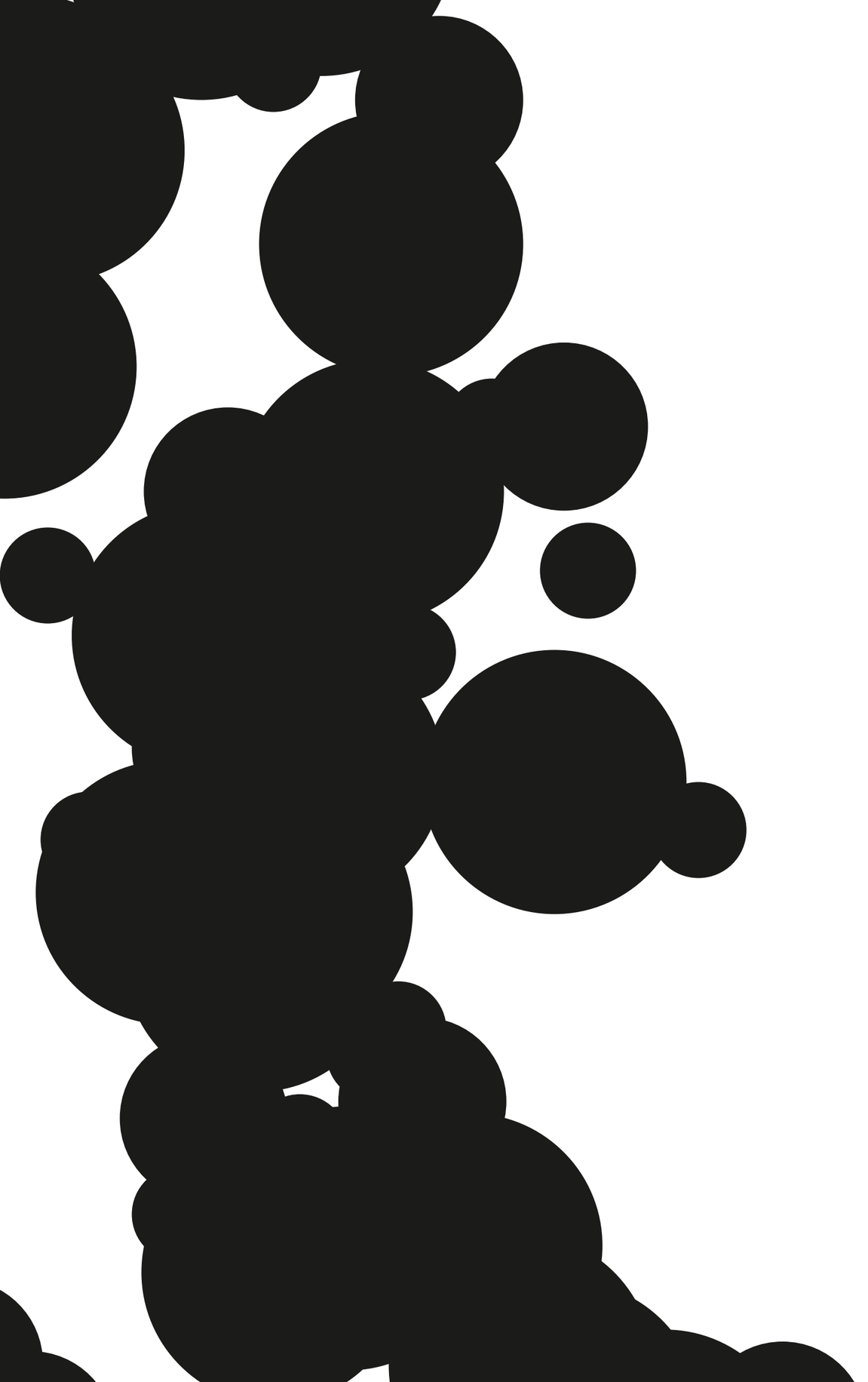


ANNASTASIA ALBOUZE

AWARD SCHOOL

supported by facebook

AWARD SCHOOL NATIONAL SNAPSHOT

516
APPLICANTS

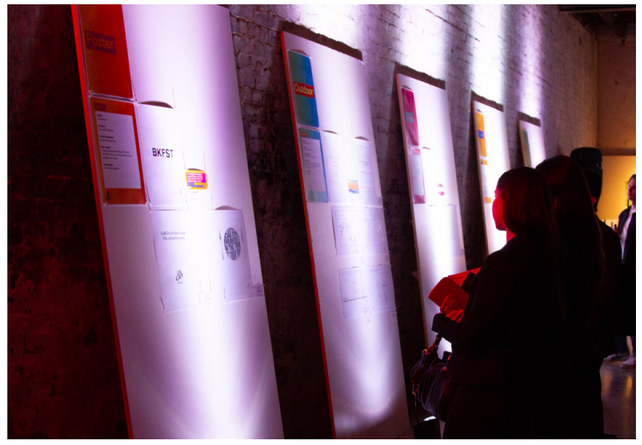


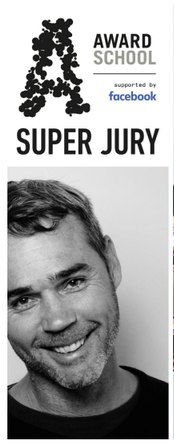
500+
GRADUATION ATTENDEES

8
SUPER JURY

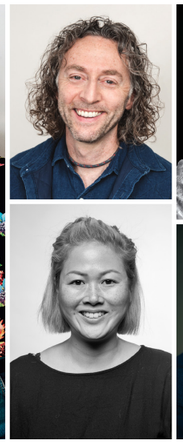


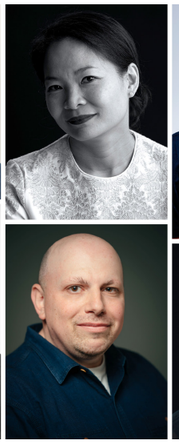
72
JUDGES

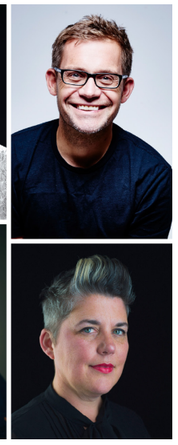














53
SPEAKERS

97
TUTORS



212
STUDENTS

44
AGENCIES















7
SCHOOL HEADS

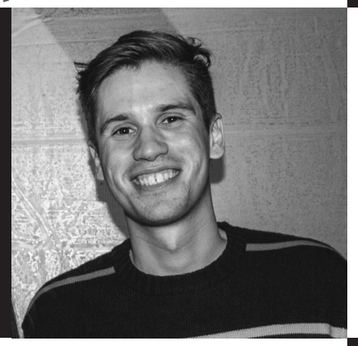
AWARD SCHOOL

AWARD SCHOOL TOP STUDENTS 2019

QLD
ANNASTASIA ALBOUZE



WA
JUSTIN BORROMEI



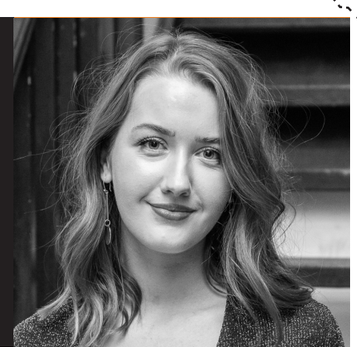
NSW
ANGEL MCMULLAN



SA
ALYSHA MENZEL



VIC
HANNAH LAWSON



AWARD SCHOOL 2019

STATE WINNERS PRIZE

As flagship partner, the Facebook Australia team will provide a workshop for the AWARD School state winner (top student) from NSW, VIC, WA, QLD & SA. Each top student will be flown to Facebook headquarters in Sydney for the workshop and National Announcement.

NATIONAL WINNERS PRIZE

Esther Clerehan, as a sponsor of AWARD School, will fly the 2019 National AWARD School winner to Las Vegas to attend the 2019 London International Awards Creative LIAisons.

Supported by:

facebook

With thanks to:

ESTHER CLEREHAN

AWARD SCHOOL
supported by facebook
SUPER JURY



THE SUPER JURY

1. DAMIEN ELEY, Founding Partner & ECD, The Many, LA
2. JAIME ROBINSON, Co-Founder & CCO, JOAN Creative, NY
3. JOHN MESCALL, Global ECD & CCO, McCann Worldgroup, NY
4. KAY HSU, Global Director, Instagram Creative Shop, NY
5. VALERIE MADON, Chairwoman, Havas Singapore & CCO, Havas Southeast Asia
6. NEIL HEYMANN, CCO, Droga5, NY
7. DARYL CORPS, CD, Iris, London
8. VICTORIA BUCHANAN, ECD, Tribal Worldwide, London

TOP STUDENT AWARD SCHOOL 2019 – QLD



ANNASTASIA ALBOUZE

TUTORS

AMEE WILSON	CLEMENGER BBDO
SHAUN CONROY	CLEMENGER BBDO
CHRISTIE LUXTON	CLEMENGER BBDO
JAMES BURCHILL	RUMBLE
BEC MCCALL	RUMBLE
RHYS VENNING	RUMBLE
MIKE KENNEDY	EDISON AGENCY
CHELSEA PARKS	VMLY&R
GUIDO PECEGO	VMLY&R
LINDSAY THOMPSON	GROWTHOPS
SIMON BUDZEFSKI	GROWTHOPS
TIM KELLY	GROWTHOPS
JESSAMY ROSS	GROWTHOPS

SCHOOL HEADS

BENJAMIN DAVIS	ECD, MCCANN QLD

SUPER JUDGING COMMENTS

Some great thinking here. Really liked the fresh take on Whitelion. LOVED Cashmore idea - one of the strongest executions of this brief that I saw. Congratulations. Really liked the Tiger Air idea. Strong work.

DAMIEN ELEY Founding Partner & ECD, The Many, LA

Oh yeah. Mmmmhmmmm. The Tigerair Idea with the cards is NICE. A smart, unexpected solution based on an incredible insight. Next level partnership. I like this a lot.

I really loved the vaccination one. Didn't see the flip coming. Good storytelling.

And GoPro was a great, unexpected new use of the product. I think they should do it.

Overall, your work shines best when there is a strong insight in there that you are using. The three examples above did that.

You have it, just keep pushing yourself to get it across all things! Best of luck, and thank you for sharing your work with me!

JAIME ROBINSON, Co-Founder & CCO, Joan Creative, NY

Never Not Home, really good print. Super simple. Really liked the 'Cheap is Smart' work too. There's a very smart, strategic mind at work here.

JOHN MESCALL, Global ECD & CCO, McCann Worldgroup NY

Very nice copy for Dollar Shave Club - 'Smart is Cheap, Cheap is Smart' - with a nice mechanic to demonstrate the point. ADT was also a simple and clever way to show the product benefit without 'listing' the product benefit.

KAY HSU, Global Director, Instagram Creative Shop, NY

I really liked the simplicity of the ADT tagline. Never Not Home.

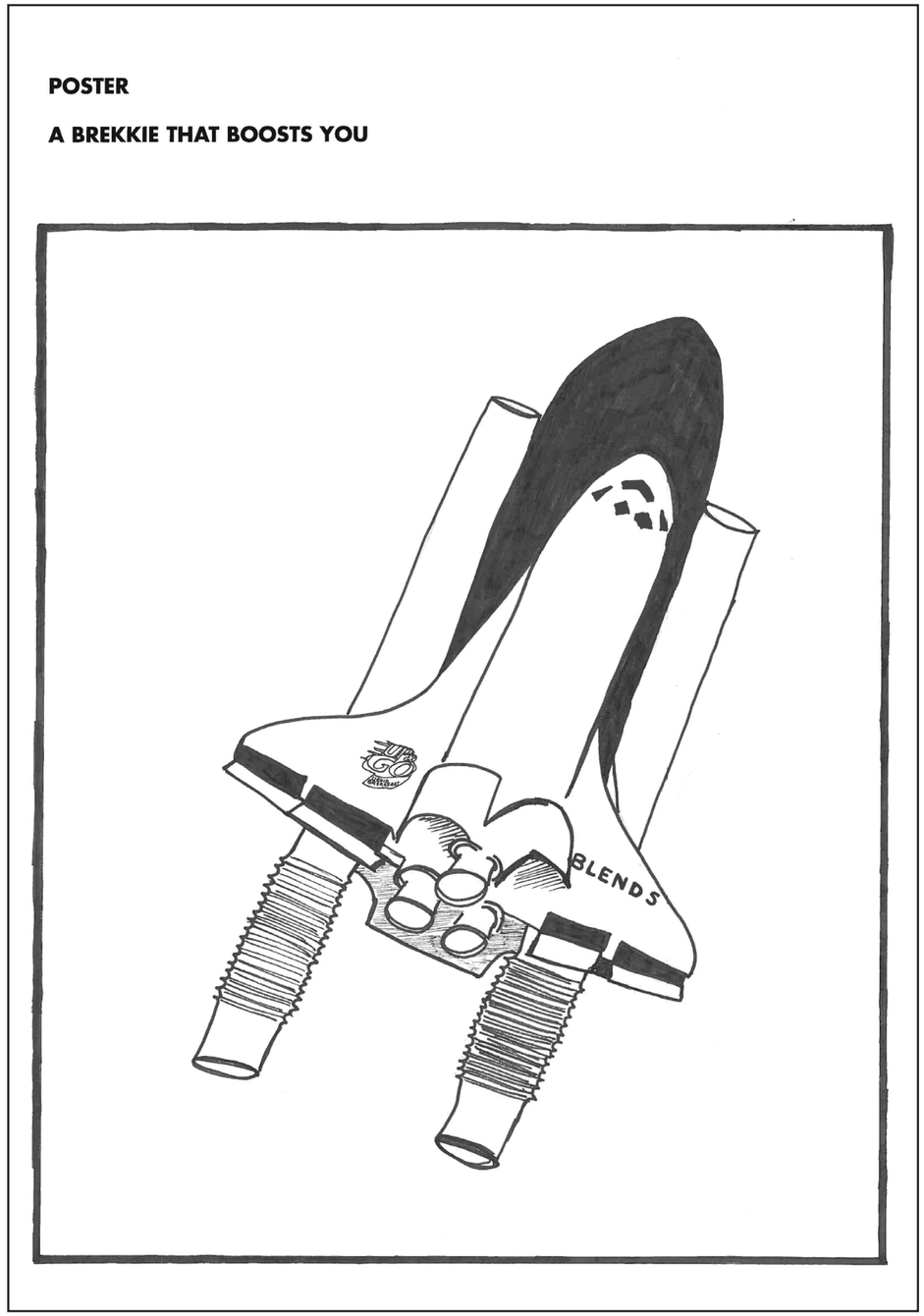
DARYL CORPS, CD, Iris, London

Mix and range of good ideas.

VICTORIA BUCHANAN, ECD, Tribal Worldwide, London

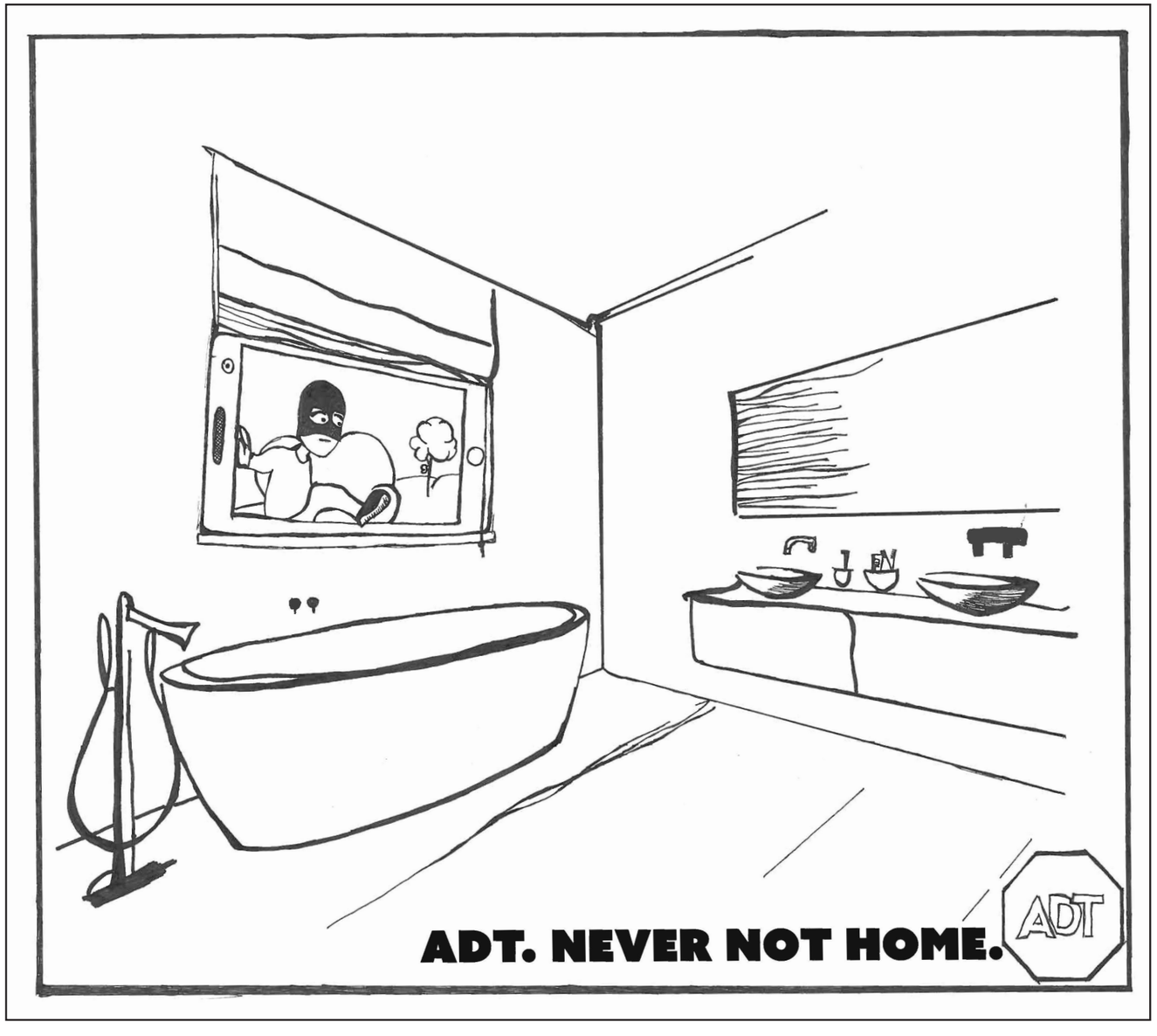
ANNASTASIA ALBOUZE

SANITARIUM – UP & GO BLENDS



ANNASTASIA ALBOUZE

ADT HOME SECURITY – INTERACTIVE HOME SECURITY





ANNASTASIA ALBOUZE

UBEREATS

RADIO

FOOD SO AUTHENTIC

Synopsis: Two Australian's with strong Australian slang experience the authenticity of the UberEats restaurant experience from there home.

Male: Hey darl, whens the UberEats coming?

Female: Not sure love I'll check the App

SFX : Door bell

Female: Barry, dinners here

Male: OO Italian (pause), good choice!

SFX: Container lid opens

Italian V/O: Si Bella you look so beautiful this evening, Si Bella wear that pink nightie just right

SFX: Container lid closes abruptly

Male: Did that pappardelle arrabiatta just try and? (in a confused tone)

V/O: Food so authentic, taste the world through UberEats

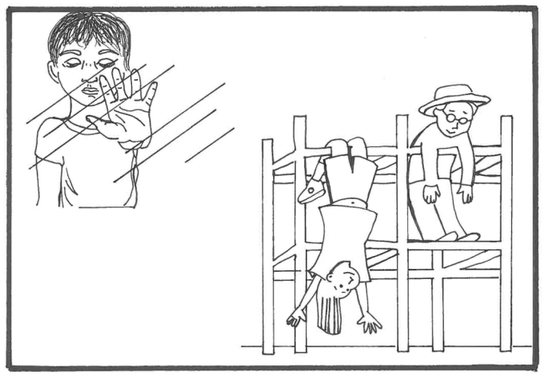
Male: Guess we're never eating Italian again

AUSTRALIAN GOVERNMENT – CHILDHOOD VACCINATION PROGRAMS

TV
A LIFE

Insight: Not vaccinating isn't just about death, it's about denying them the right to a life.

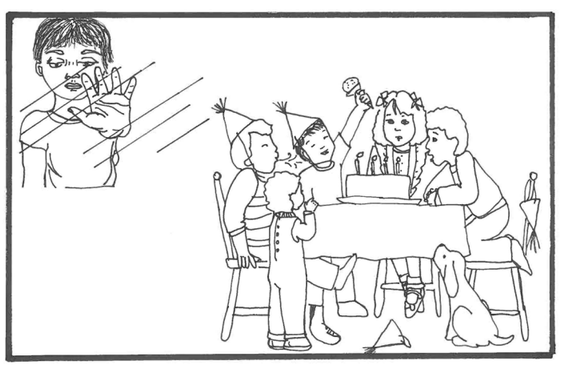
Synopsis: The TVC shows the visual metaphor of glass to symbolise a denied life of a child.



FRAME ONE

SFX: Ambient playground sounds

ACTION: Child watches behind glass as children play in playground



FRAME TWO

SFX: Ambient sounds of a child's birthday party

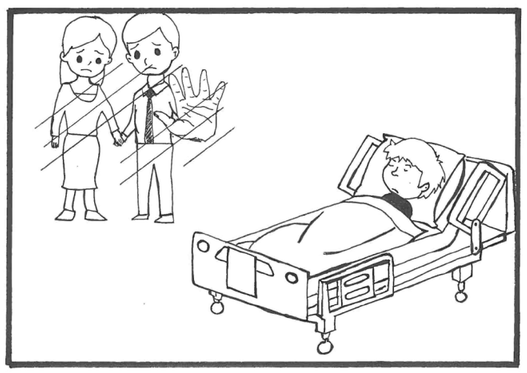
ACTION: Child watches behind glass as children sing happy birthday and enjoy cake



FRAME THREE

SFX: Ambient sounds of a teacher reading story in classroom

ACTION: Child watches behind glass as children listen to story in classroom



FRAME FOUR

SFX: Ambient of sounds of a hospital

ACTION: Parents watch child from behind glass in a hospital



Frame five

V/O: Don't deny your child's right to a life. Vaccinate today.

ANNASTASIA ALBOUZE

WHITELION

MOBILE

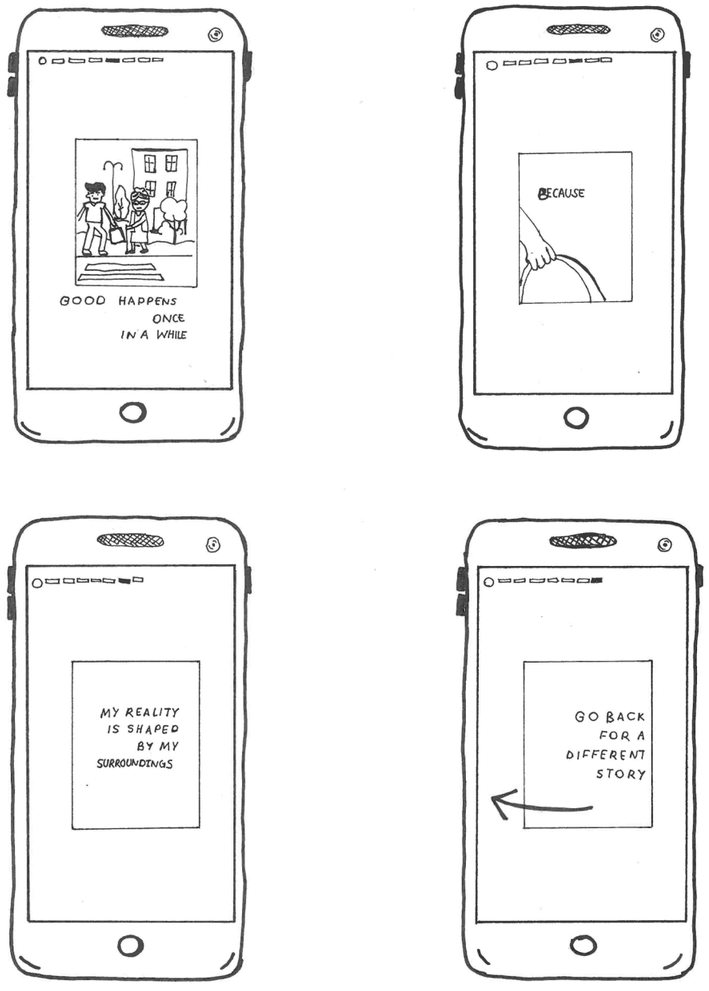
THERE'S ALWAYS TWO SIDES TO A STORY

Insight: When children commit a crime society views them as bad

Idea: There's always two sides to a story

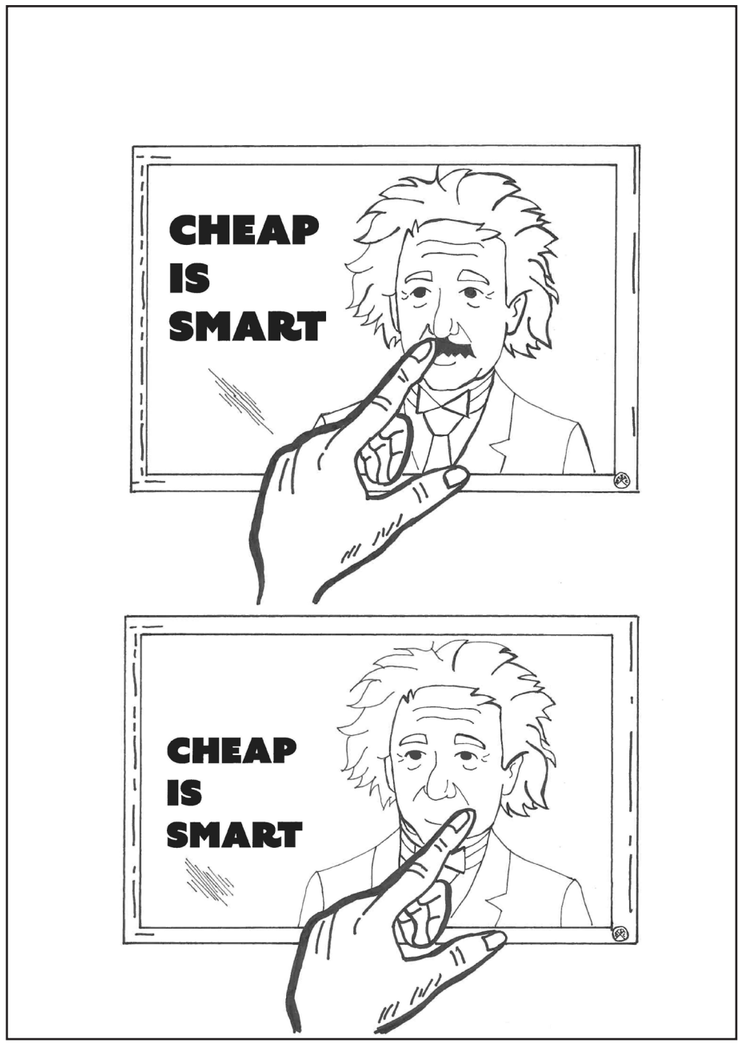
Execution: Through a series of sponsored Instagram stories White Lion adopts the use of reverse poetry to tell two stories; the story of a child who doesn't receive support and the story of a child who receives support from White Lion. In this execution you see the child as a criminal who has appear to have stolen an elderly ladies bag. In the reverse you see the child helping an elderly lady by carrying their bag.

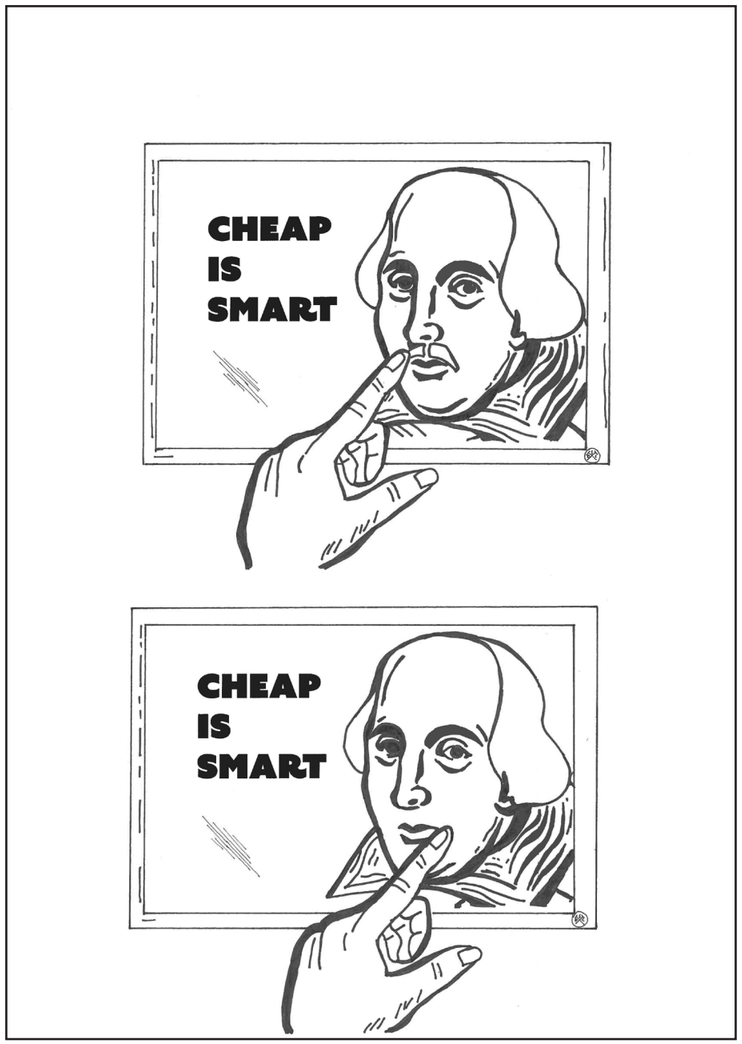


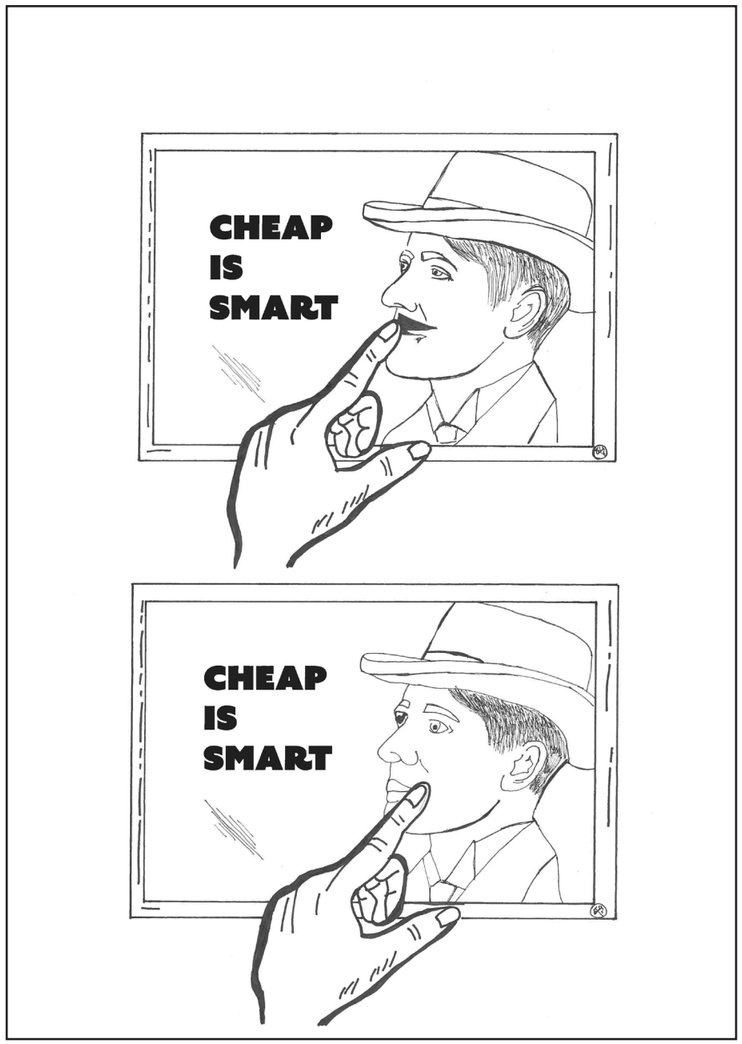


ANNASTASIA ALBOUZE

DOLLAR SHAVE CLUB







ANNASTASIA ALBOUZE

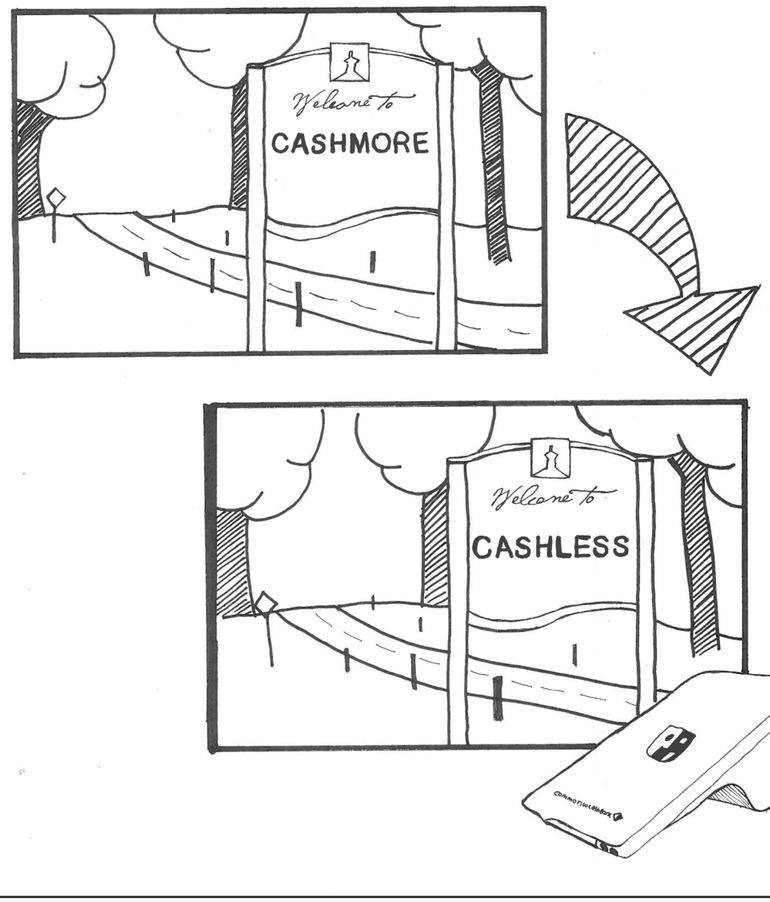
COMMBANK – APPLE PAY

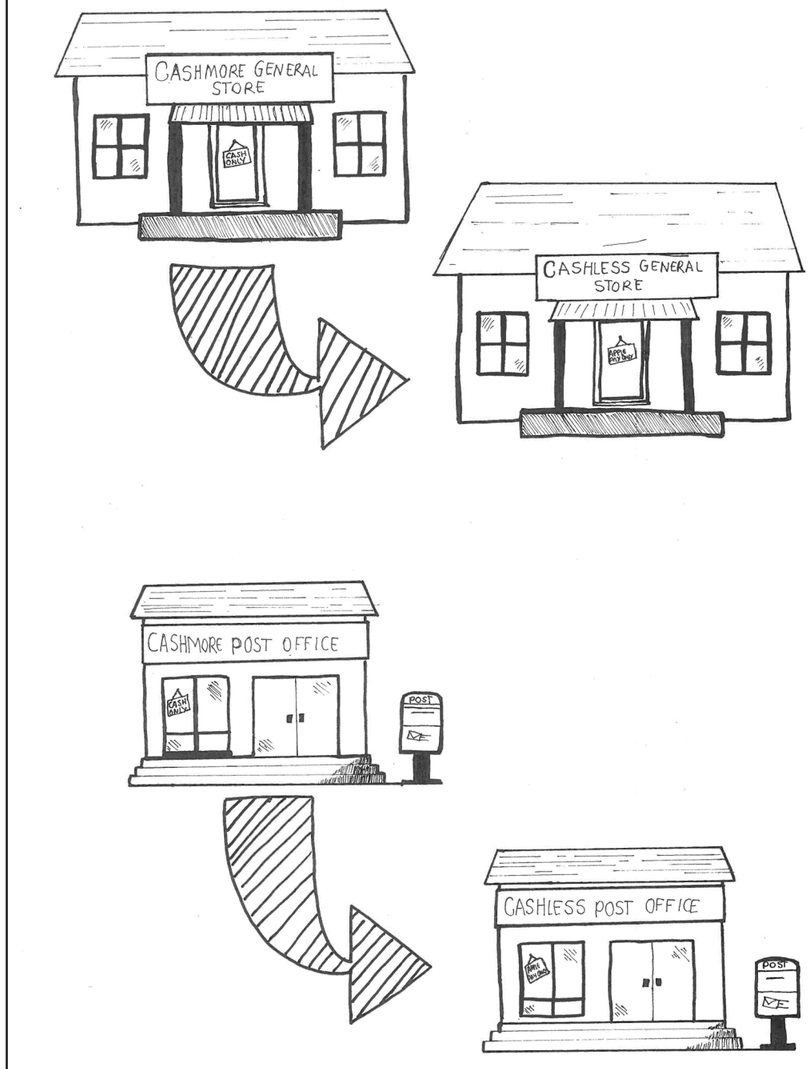
CASHLESS - EST 2019

Insight: Rural towns are struggling to make the transition from using cash to adopting newer technologies.

Idea: CommBank turns the rural community of 228 residents of Cashmore Victoria to Cashless, Australia's first cashless rural community.

Execution: Cashmore Victoria is predominantly a farming community and in order to facilitate the change from Cashmore to Cashless CommBank will provide each retailer in the town in a top secret operation with an Albert and on the clock training to ease the transition. Once all retailers are ready a gorilla operation will take place to turn Cashmore to Cashless, the first cashless town facilitated by CommBank.





ANNASTASIA ALBOUZE

TIGERAIR

MEDIA

TIGER MOMENTS

Media: POS / E-Commerce

Insight: A company like Hallmark is the seller of unmissable moments - from birthdays, to G'days, to the gets wells and the I do's, its an untapped niche of unmissable moments.

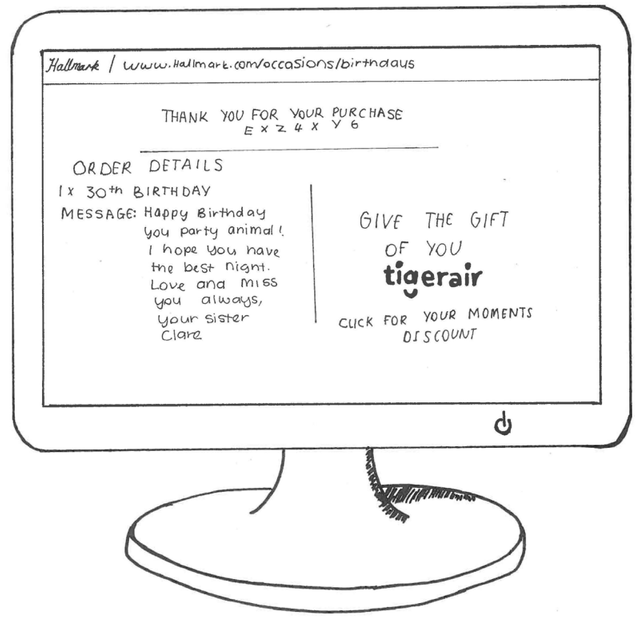
Idea: Tiger Airways partners with Hallmark across all POS and e-Commerce products to amplify that these moments are worth traveling for with Tiger Airways.

Execution: All Hallmark cards will contain a unique inscription on the back tailored to the occasion encouraging the purchaser to never miss a moment again.









ANNASTASIA ALBOUZE

VOLKSWAGEN – TRANSPORTER VAN

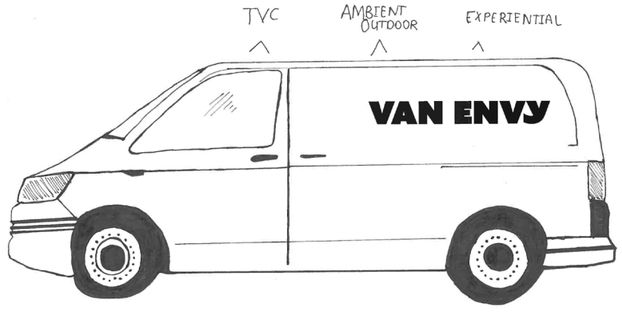
INTEGRATED

VAN ENVY

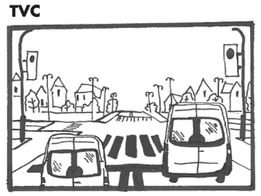
Insight: Small business owners become flexible as a result of their envy for their competitors and their desire to get ahead

Idea: VW harnesses small businesses envy to showcase VW Transporters flexibility to one up their competitor

Execution: TVC / Ambient Outdoor / Experiential



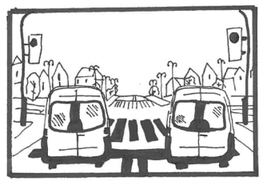
TVC



FRAME ONE

SFX: muffled sounds of van with loud EDM music approaching

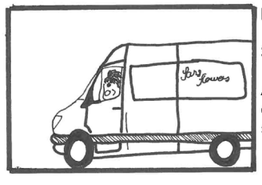
Action: Driver 2 sees driver 1 approaching the traffic lights and can hear the loud EDM music.
Both drive VW transporter vans and are both local florists.



FRAME TWO

SFX: Silence

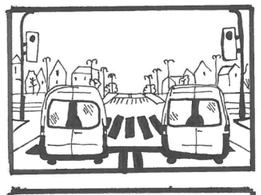
Action: As the drive of van one pulls up there is awkward looks between the drivers. Both drivers quickly realise they are competitors and quickly scramble around the front of their van looking to show off their van.



FRAME THREE

SFX: Intense music

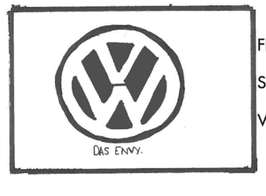
Action: The camera shows close up's of the two drivers faces as they point out the custom makes of their vans, both equally showing anger and envy.



FRAME FOUR

SFX: Intense music

Action: The envy escalates and the vans begin to transform. One increases in length, one increases in height.

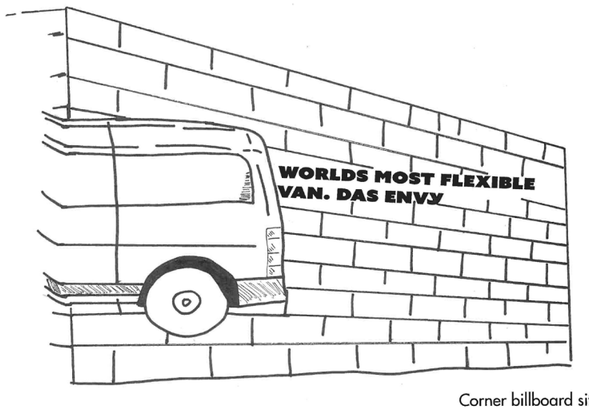


FRAME FOUR

SFX: Intense music

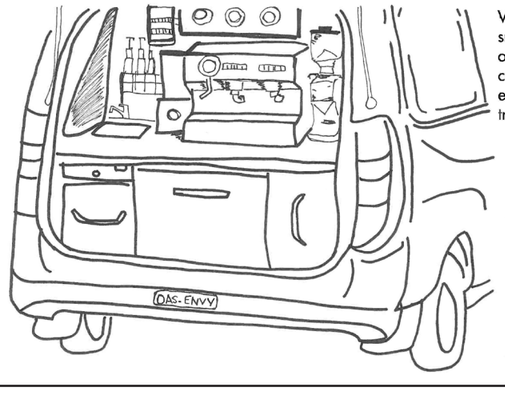
Visual text: Das Envy.

AMBIENT OUTDOOR



Corner billboard site

EXPERIENTIAL



VW places custom built small business vans out the front of their competitors to fuel their envy through VW transporters flexibility.

ANNASTASIA ALBOUZE

GOPRO

Brief Number: 10

Topic: Strategy

Client: GoPro

Product: GoPro Range

Target Audience: Family members of elderly entering aged care

Key Insight: Elders often don't feel comfortable about sharing their fears with their loved ones, often leaving them highly vulnerable to abuse.

Proposition: Eyes for the elderly

Support: Elder abuse happens in aged care centres, a place where elders are most vulnerable to their carers. This abuse goes unseen and unrecorded to their loved ones and more often the elder is unable to vocalise their abuse. In Australia, the use of security cameras is a topical debate of privacy vs security and whether or not we should have the choice to use cameras to protect our loved ones. The Federal Government as recent as 2019, has begun implementing the first trial for the use of CCT cameras inside the rooms of the elderly to suppress elder abuse. But what happens to those secluded from the trial?

GoPro aren't just for adventure, there for capturing and telling human stories.

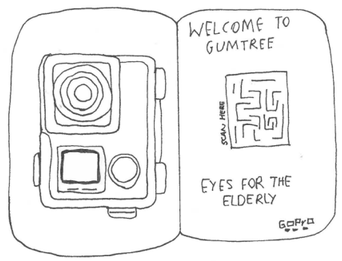
Medium: Innovation

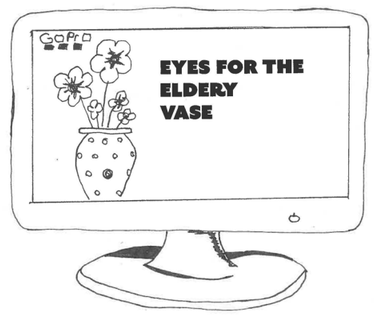
Mandatories: GoPro logo

GOPRO WELCOME PACK

Idea: GoPro partners with Anglicare to make the transition easier for loved ones by giving eyes to the eldery.

Execution: GoPro partners with Uniting Care to provide a welcome pack to a family member of the elderly who is being placed into aged care for the first time. The welcome pack comes with a GoPro and a unique QR code that sends them to a micro-site only accessible with the code. The family member can select a custom made item ti hide the GoPro, giving them peace of mind and eyes to their elder.





GoPro
+
Anglicare




THANK YOU!


HANNAH LAWSON
MICHELLE SEE-THO


TOP STUDENT - NSW
ANGEL MCMULLAN
TOP STUDENT - QLD
ANNASTASIA ALBOUZE
TOP STUDENT - WA
JUSTIN BORROMEI

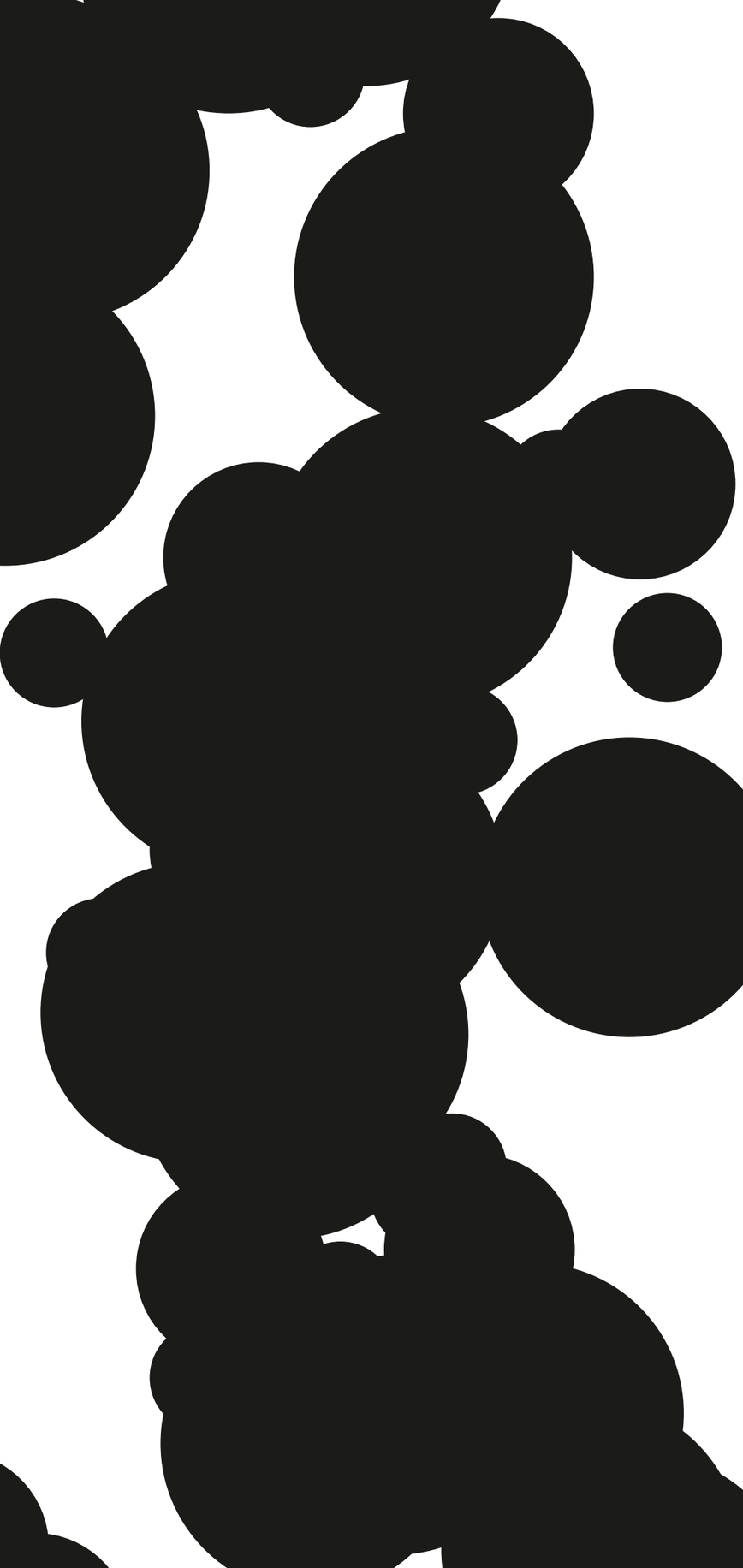


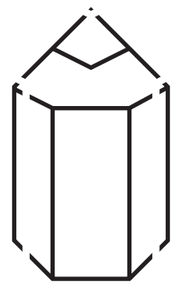

Welcome to the AWARD School graduation




LOREN JOLLY
ALYSHA MENZEL







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