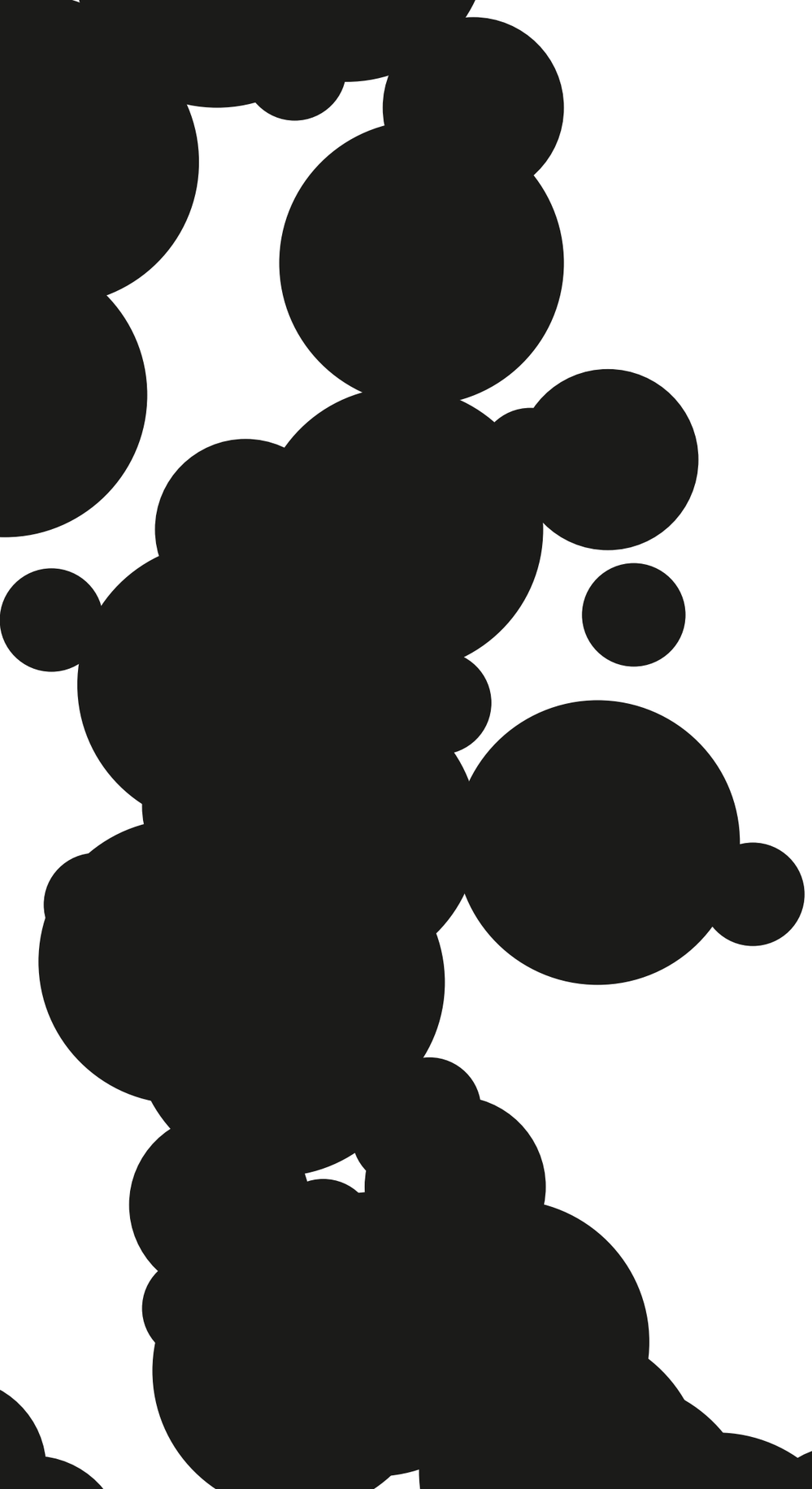


JUSTIN BORROMEI

AWARD SCHOOL

supported by facebook

AWARD SCHOOL NATIONAL SNAPSHOT

516
APPLICANTS

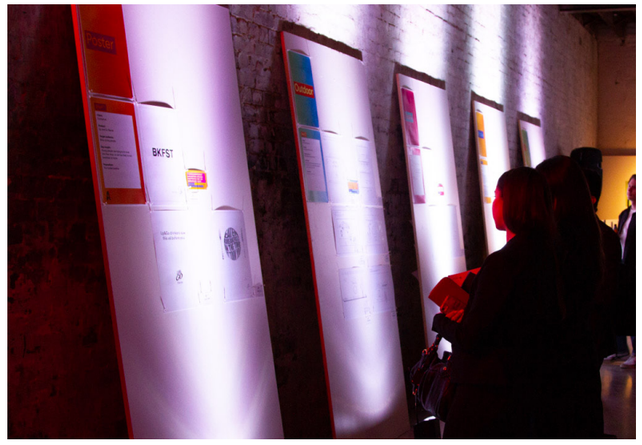


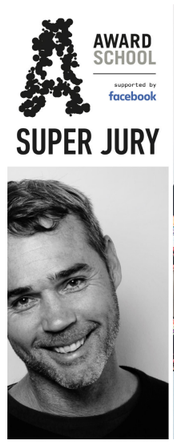
500+
GRADUATION ATTENDEES

8
SUPER JURY

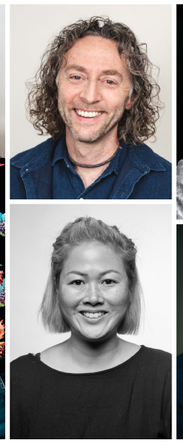


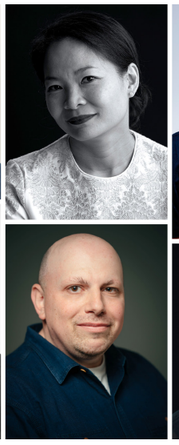
72
JUDGES

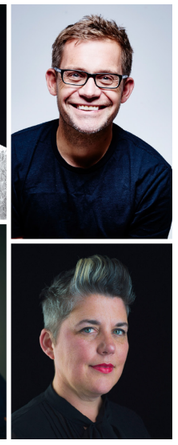














53
SPEAKERS

97
TUTORS



212
STUDENTS

44
AGENCIES















7
SCHOOL HEADS

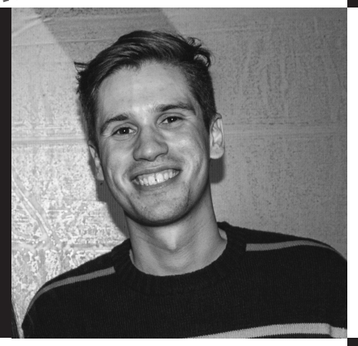
AWARD SCHOOL

AWARD SCHOOL TOP STUDENTS 2019

QLD
ANNASTASIA ALBOUZE



WA
JUSTIN BORROMEI



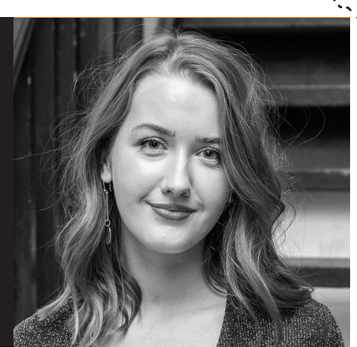
NSW
ANGEL MCMULLAN



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 – WA



JUSTIN BORROMEI

TUTORS

DEAN HUNT	THE BRAND AGENCY
ADAM BARKER	GATECRASHER
MIKE EDMONDS	MEERKATS
DUSTIN DE SOUZA	WUNDERMAN THOMPSON
MITCH MITCHELL	SOUTHERN CROSS AUSTEREO
WILORA KEELEY	WUNDERMAN THOMPSON

SCHOOL HEADS

RIKKI BURNS	CD, MEERKATS

SUPER JUDGING COMMENTS

Love the simplicity of your work. It's simple without being boring, which is very difficult.

You build enough into it so the audience has to complete the thought, which makes all of us feel very clever (even though YOU are the one who has done the work!)

The Get Up and Go and Vaccination work is such great visual storytelling.

Love the use of sound in the 360.

Dollar club is hilarious.

LOVE the re-positioning of clothing donation to be more about the environment.

I think your work is really promising. It feels tight, but not too tight, in the way that you are also leaving things open for a little mayhem, which is good. Keep that door open. That little bit of mayhem makes everything more interesting.

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

I love the immunization domino idea. Nice use of technology and digital ideas.

VICTORIA BUCHANAN, ECD, Tribal Worldwide, London

I thought the Uber spot was very smart: "You've put your taste buds through alot'. I thought the Vaccination TVC ideas was good. Tiger Air Velocity idea so simple, simple tech idea that could be made so simply.

DARYL CORPS, CD, Iris, London

Some nice stuff here. Liked the DSC campaign and the thinking behind the Beer Coasters and, in particular, the Tiger minutes idea, deserved proper recognition for the type of thinking that will get you employed any day!

DAMIEN ELEY, Founding Partner & ECD, The Many, LA

There's a great range of simple, strong and memorable ideas here. Apple Pay, ADT, Tiger Talk and Vaccination work really strong. I really like that there's a good mix of simple traditional ideas in here. Very strong book.

JOHN MESCALL, Global ECD & CCO, McCann Worldgroup, NY

Extremely impressed by the maturity of thought that's also surprising and fresh. The power of great thinking that can even make one's heart flutter with a few words and sketches. Actually brings real joy and hope to our industry if we get more talent like this.

VALERIE MADON, Chairwoman, Havas Singapore & CCO, Havas Southeast Asia

Overall, this was the most consistent and thoughtful portfolio. Clear, simple communication. Some very inventive uses of media. The traditional executions were quite elegantly thought through and loved the attention given to the way customers interact with brands in the later briefs.

NEIL HEYMANN, CCO, Droga5, NY

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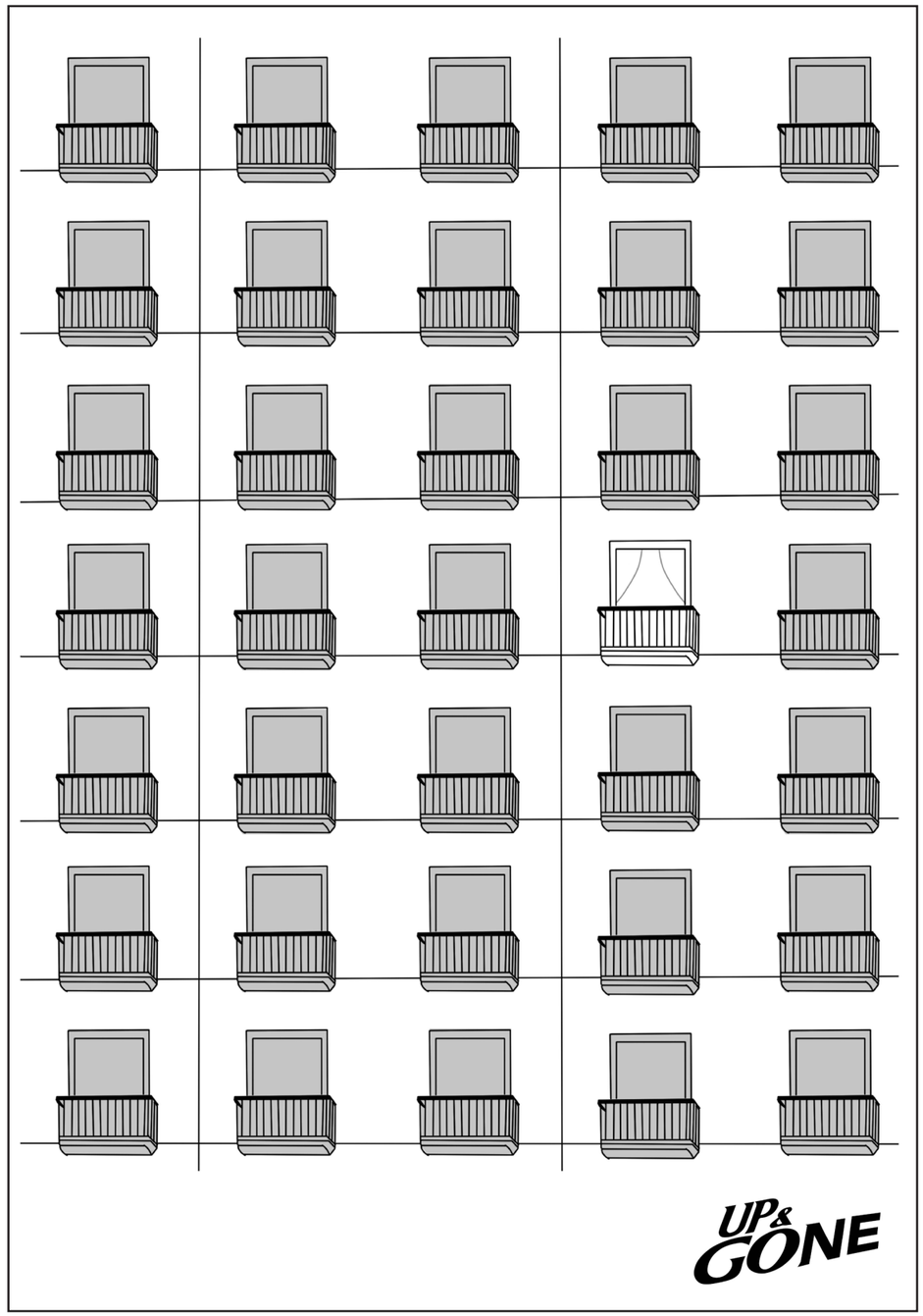
SANITARIUM – UP & GO BLENDS



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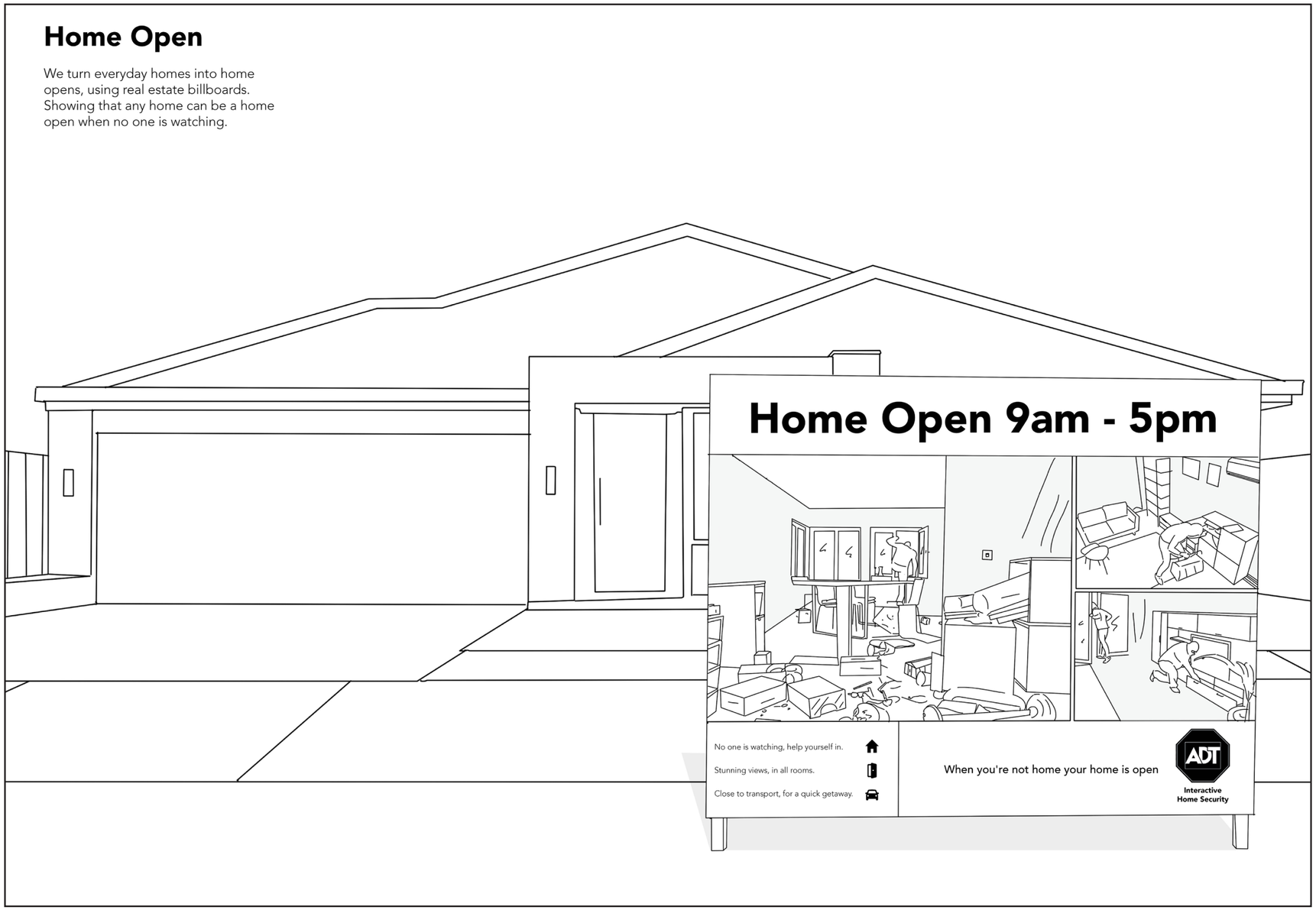
ADT HOME SECURITY – INTERACTIVE HOME SECURITY



UBEREATS

Taste bud Terrors

MVO Note: As the spot progresses the voice over begins to age

MVO: A mouth full of sand.

To swapping of saliva.

From polony and tomato sandwiches.

To the cheeky smoke around the corner.

From the street food you can't pronounce.

To testing week old takeout.

From your wife's infamous goulash.

To early morning breath.

From settling for baby food.

To imaginary tea parties.

From biting your tongue

To eating your words

ANNC: You've put your taste buds through a lot.

Treat them to the world instead, with Uber Eats.

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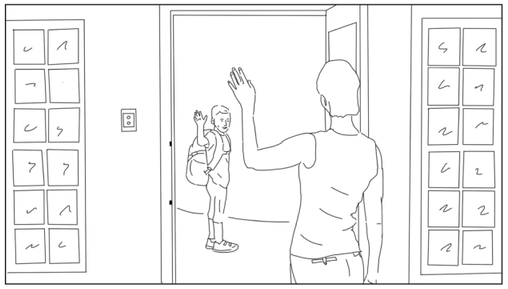
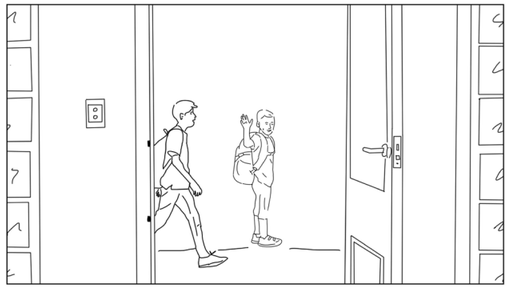
AUSTRALIAN GOVERNMENT – CHILDHOOD VACCINATION PROGRAMS

Our Children



Vision: We open on a boy waving goodbye to his mother as he walks backwards away from the camera. (He is leaving his house).

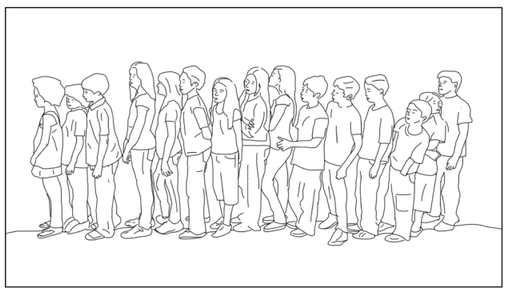


Vision: A different boy enters the frame from the left and knocks over the child who was waving at his mother.

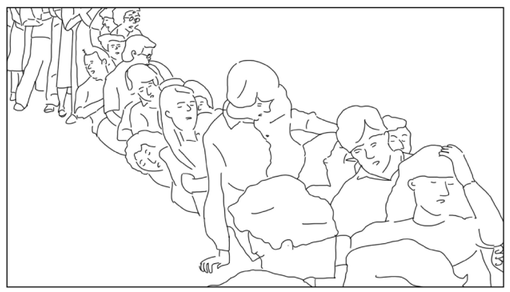


Vision: As both children fall over, they reveal a third child behind them who consequently falls over.

SFX: *Multiple loud thuds as they fall*

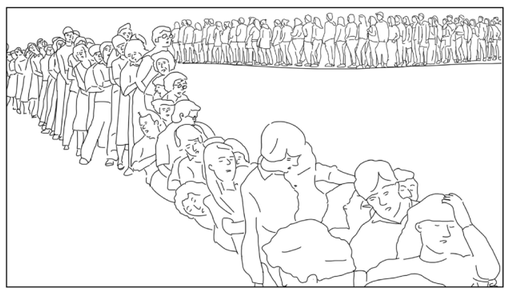


Vision: Cut to a side on view and we now reveal there are hundreds of children lined up directly behind watching what is happening in front of them.



Vision: Camera pans out further. They begin to aggressively knock each other over, one by one.

SFX: *Dominos falling*



Vision: Children continue to fall as the camera pans out further.

ANNC: All it takes is one unvaccinated child to affect the future of hundreds.

SFX: *Dominos falling*

ANNC: Vaccinate now to protect the future of all our children.

JUSTIN BORROMEI

WHITELION

Crime 360°

The public often only hear a small degree of a crime story through traditional media outlets, without fully understanding the whole situation. We tap into this and introduce Crime 360°, a podcast where we recreate Whitelion stories using 360° binaural sound. Letting you literally walk in their shoes and get the full 360° story.

To drive traffic to the Podcast we use existing crime headlines related to the offenders as Instagram ads.



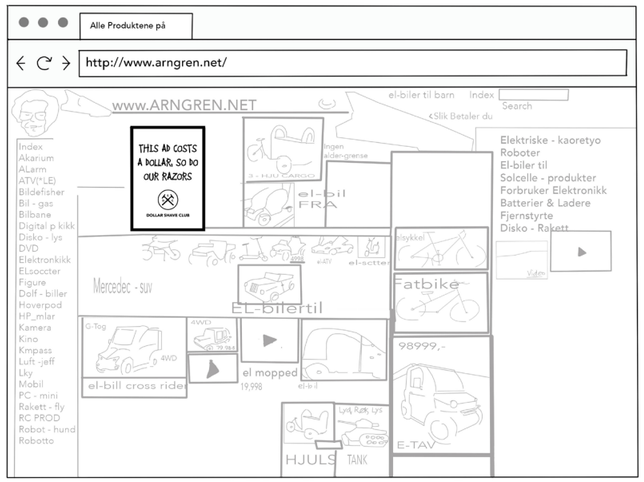


DOLLAR SHAVE CLUB

One-Dollar Ad campaign

One-dollar can go a long way. To highlight this we introduce the one-dollar digital ad campaign. We buy and create ads/media that costs less than one dollar and get creative with the placements. Using ridiculously cheap media to gain free media.

$1 Banner ad



We find the most obscure/cheapest sites that we can buy media

$1 Social ad



An animated gif that barely even works

$1 Pre-roll ad

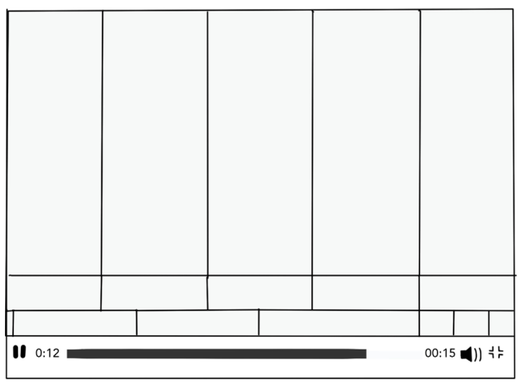


Vision: We open on a man with a DSC Razor

VO: This ad cost a dollar, so do our razors



Vision: Cut to Logo



Vision: TV static for the rest of the vision (13 seconds)

SFX: Continuous beep

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COMMBANK – APPLE PAY

Smooth Round

Friends always get out of paying for the next round with the old 'forgot my wallet' trick. To tackle this we team up with bars to create digital CommBank beer coasters that act as Apple Pay terminals. Meaning anyone with a phone can now pay up.

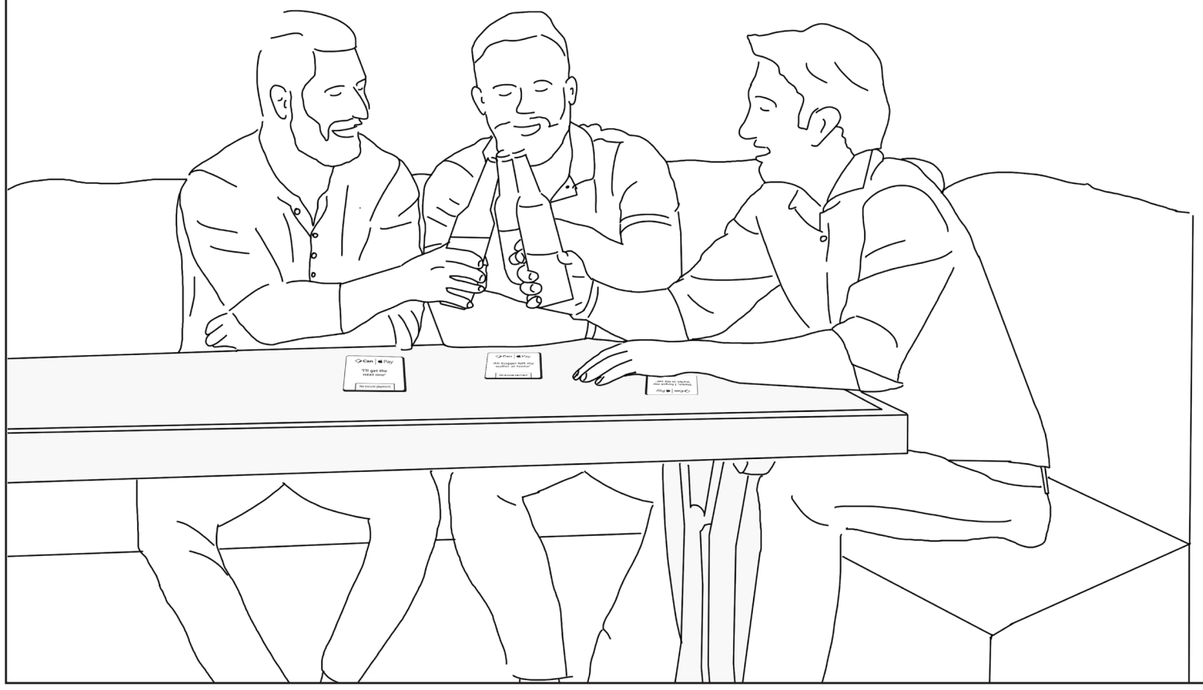
When it's your round to pay, you can activate payment using the coaster. Once payment activation has occurred it'll notify bar staff, making payment a smoother and quicker experience.











JUSTIN BORROMEI

TIGERAIR

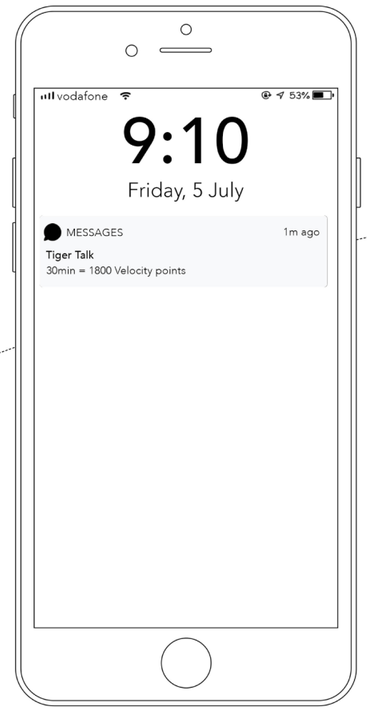
Tiger Talk

We turn talk minutes into velocity points.
By encouraging you to connect with those that matter, we offer you velocity points which you can redeem to help you to fly across the country to make your unmissable moment.



1min = 60 velocity points

Dial number #TIGERTALK
(8 4437 8255) followed by number.



30min = 1800 velocity points

Link your number to your velocity account to receive notifications and point updates.



JUSTIN BORROMEI

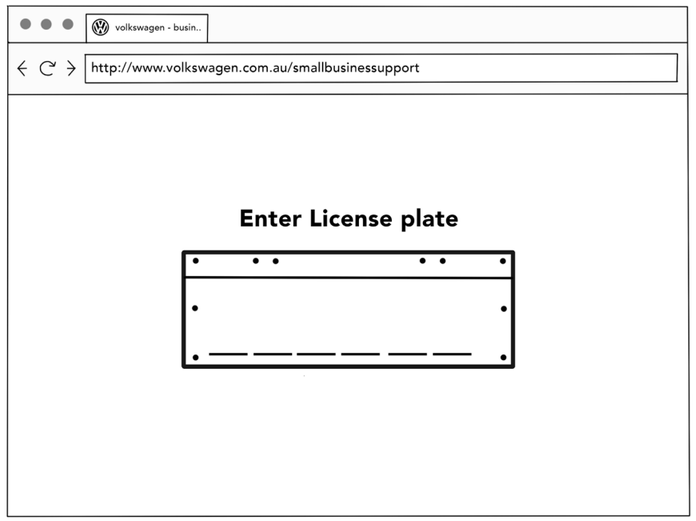
VOLKSWAGEN – TRANSPORTER VAN

Small Business Support

Insight: It can be tough to advertise yourself as a small business.

Idea: We buy ad space and allow real local businesses, to use it. The only catch, they must have a VW Transporter. By showing a range of businesses we show just how flexible the van is, while actually helping small businesses find their feet.

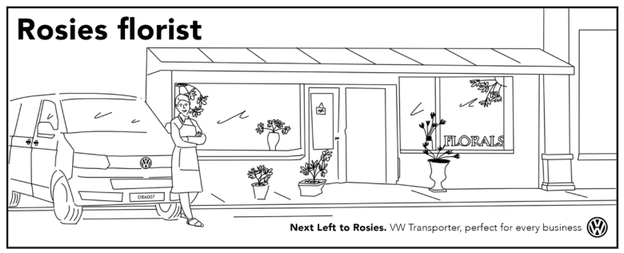
Digital

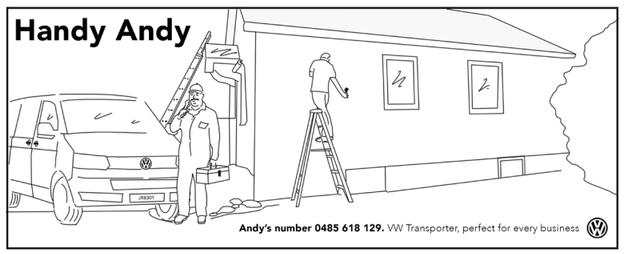


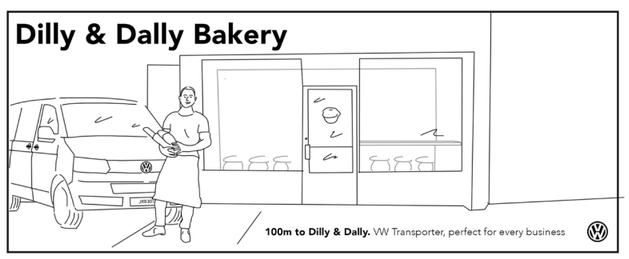
How it works: By simply entering your license plate we are able to confirm you have VW Transporter, any business associated with that plate and personal details to which we can contact you.

Outdoor

Using the information gathered, we target outdoor advertising near your business.

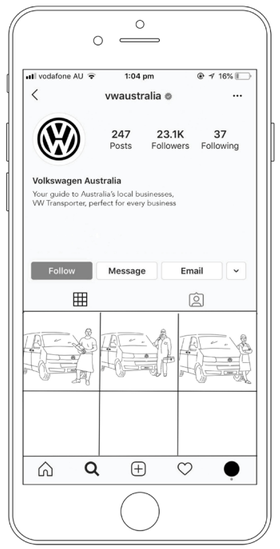


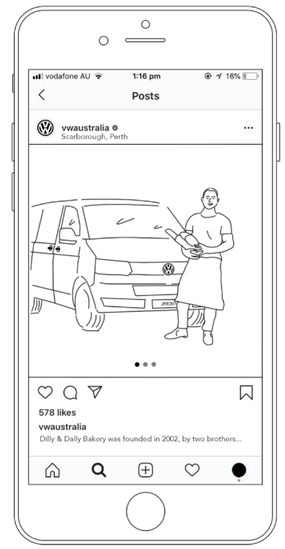




Mobile

Idea: We take over VWaustralia's Instagram account to create a guide to Australia's local businesses. The platform allows visitors to discover more about the businesses, as the campaign grows we simply add more businesses to the account.





ST VINCENT DE PAUL SOCIETY

AWARD SCHOOL supported by facebook

Brief Number:	**10**
Topic:	**Strategy**
Client:	St Vincent de Paul Society
Product:	Vinnies Shops
Target audience:	Middle-aged online shopaholics
Key insight:	Landfill has become the latest fashion victim in Australia's throwaway clothes culture with 3 million tonnes of clothes dumped annually.
Proposition:	Vinnies helps reduce fashion waste
Reasons to believe:	Vinnies, Salvation Army and Good Sammies all focus heavily on helping the local community. By positioning Vinnies as a company that cares about the impact clothes has on the environment, we separate ourselves and relate closer to the target audience.

AWARD powered by the communications council

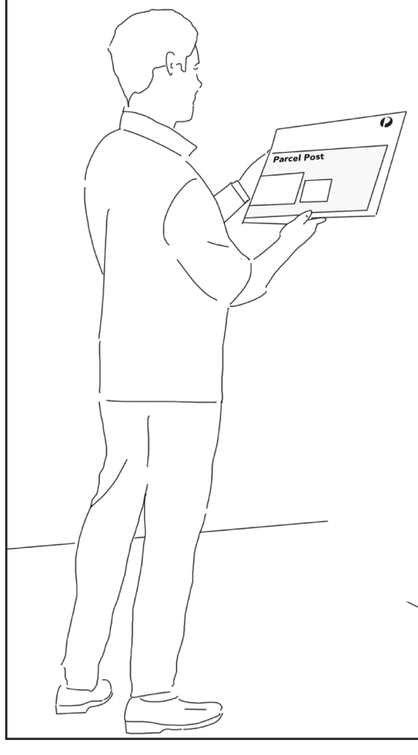
© 2019 The Communications Council

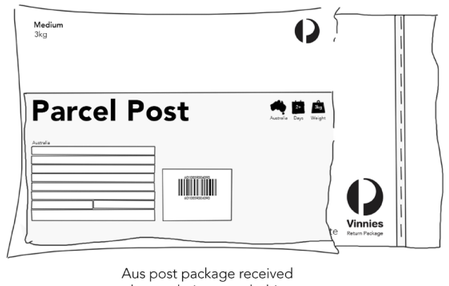
Return Package

Insight: People don't donate used goods because it's easier to throw them out.

Idea: We partner with Australia Post to give your package a Vinnies return slip, allowing you to ship clothes you've finished wearing back to your nearest Vinnies. The blank parcels posts will be distributed to Australian retailers who use Australia post as their shipping provider.

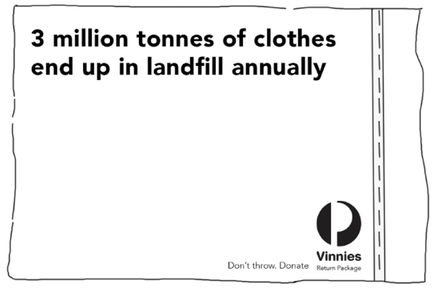
Vinnies
Return Package





Aus post package received when ordering any clothing

Front



Back



Vinnies return slip that comes with Aus post parcel.




THANK YOU!


HANNAH LAWSON
MICHELLE SEE-THO


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

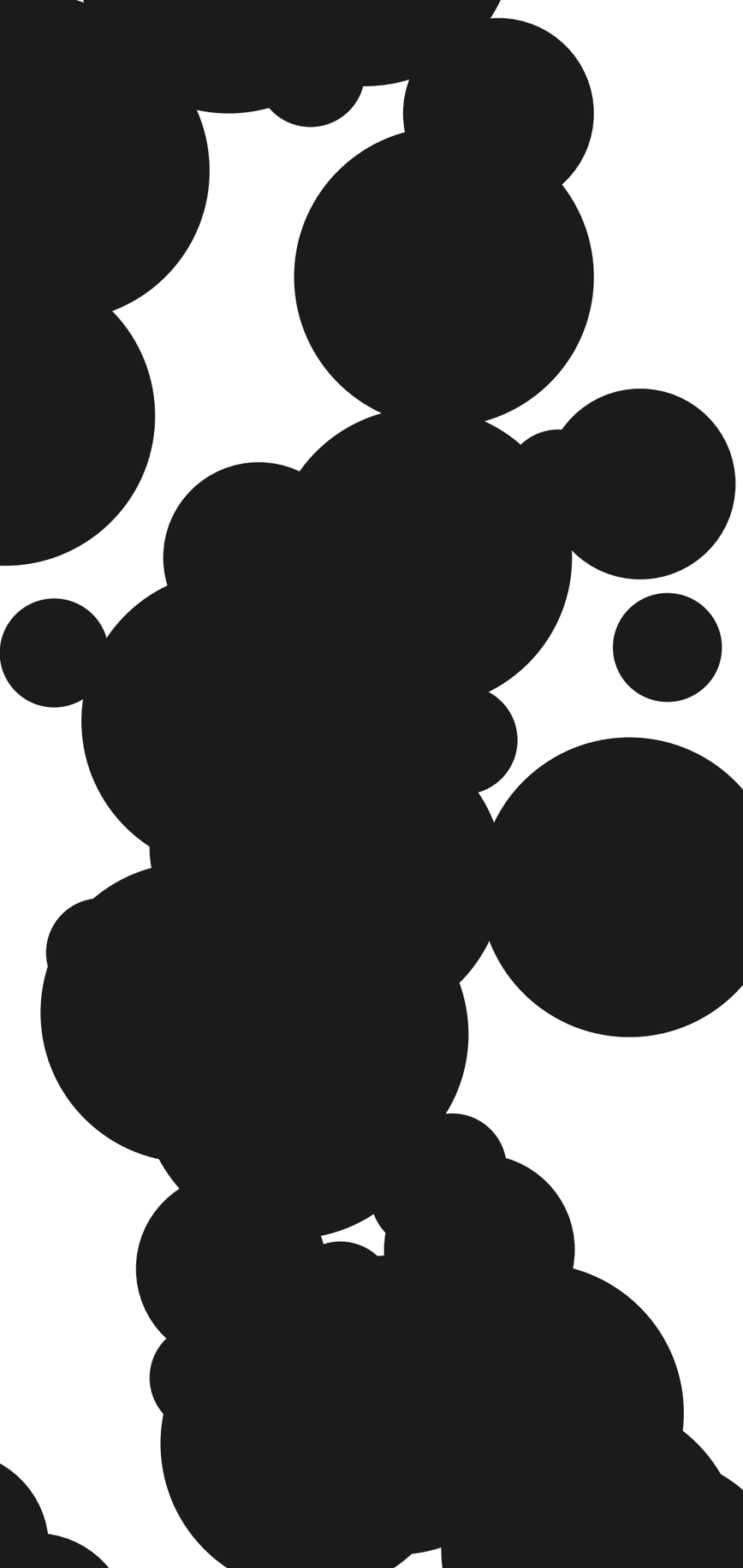


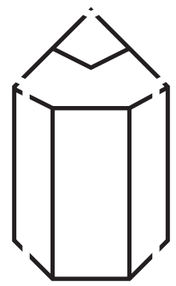

Welcome to the AWARD School graduation




LOREN JOLLY
ALYSHA MENZEL







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