AWARD SCHOOL
NSW, VIC, QLD, SA, WA

540 APPLICANTS
400+ GRADUATION ATTENDEES
190 STUDENTS
27 LECTURERS
10 SUPER JURY
24 LECTURE HRS
9 SCHOOL HEADS
101 TUTORS
46 AGENCIES

AWARD SCHOOL
Year: 2023
Title: School of Graphic Design
Location: Sydney, Australia

The AWARD SCHOOL is a leading institution in the field of graphic design. With over 540 applicants and 400+ graduation attendees, it attracts a diverse and talented student body. The school offers 190 students a unique learning environment, fostering creativity and innovation.

The AWARD SCHOOL is proud to have 27 lecturers, including 10 super jury members, 24 lecture hours, and 9 school heads. It collaborates with 46 agencies, including students, lecturers, and industry leaders, to provide students with practical experience and industry connections.

The AWARD SCHOOL is located in NSW, VIC, QLD, SA, and WA, offering students a dynamic and diverse educational experience. The school is committed to preparing students for successful careers in the fast-paced world of graphic design.
TOP STUDENTS 2017

WA
LUKE WILLIAMS

QLD
JACKIE ELLIOTT

SA
LAYLA FIRTH

NSW
TOM LAWRENCE

VIC
JESSE YOUNG
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:

ESTHER CLREHAN
LUKE WILLIAMS

SCHOOL HEAD
PAUL COGHLAN

AGENCY
KWP!

TUTORS
DAVID DONALD
ALIDA HENSON
TIM NEWTON
WILORA KEELEY
RIKKI BURNS

AGENCY
THE BRAND AGENCY
MARKETFORCE
J WALTER THOMPSON
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
TAP WATER IS THE BEST THING YOU CAN DRINK

pure and simple
drink tap water
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

The soothing way to go

The soothing way to go

The soothing way to go
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.
WITH UNLIMITED HIGH SPEED DATA, THERE'S NO LIMIT TO WHAT YOU CAN DO
**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.
- **Media:** Integrated
- **Tone of voice:** Friendly, but stern.
- **Mandatory:** None.

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.
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 alleged nature of the stunt should resonate with the target audience via social media.
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.
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.
Install Philips 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, saving drivers time and reducing traffic congestion.
MARRIAGE EQUALITY IS GOOD FOR AUSTRALIA

Coming out when gay marriage is legal.

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.