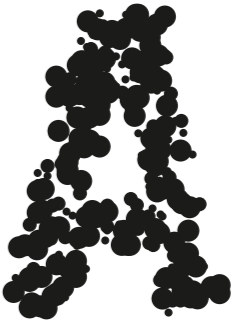


# ALYSHA MENZEL



**AWARD  
SCHOOL**

supported by  
**facebook**

# AWARD SCHOOL NATIONAL SNAPSHOT

516  
APPLICANTS

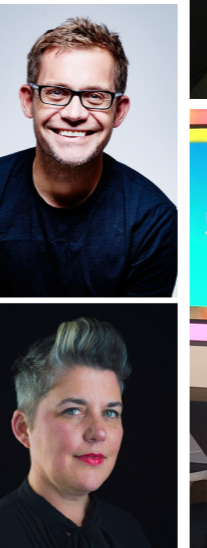
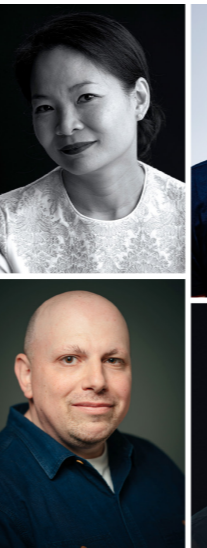
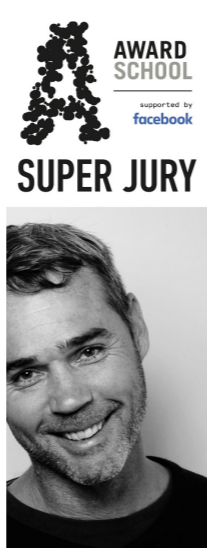
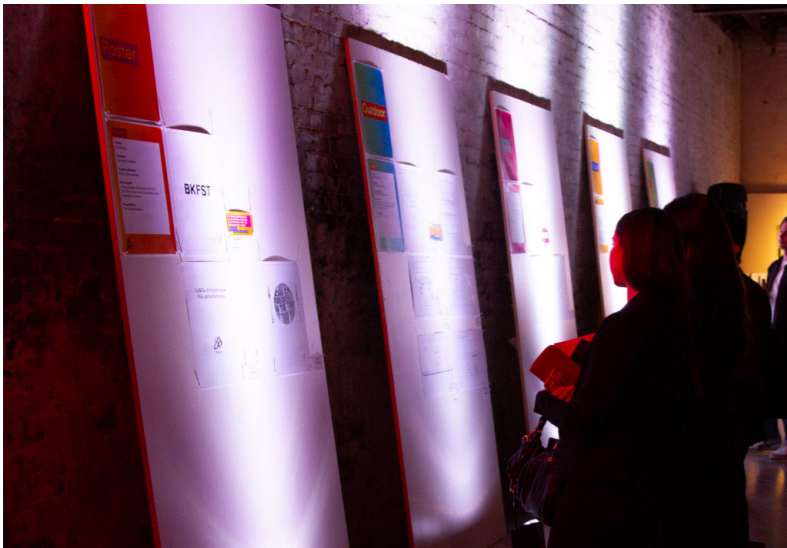


500+  
GRADUATION  
ATTENDEES

8  
SUPER JURY



72  
JUDGES



53  
SPEAKERS

97  
TUTORS



212  
STUDENTS



7  
SCHOOL  
HEADS

44  
AGENCIES



# AWARD SCHOOL TOP STUDENTS 2019



**QLD**  
ANASTASIA  
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**



## 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



## ALYSHA MENZEL

### TUTORS

DAVE LAWSON  
TROY O'BRIEN  
BECQ HINTON  
JOHNNY VELIS  
JASON HOLLAMBY  
PETER SYNDICAS  
DAVID ORMSTON  
KENT O'HALLORAN  
COREY SWAFFER  
SAM JOHN  
CHARLOTTE CLARKE

CRAFTY DESIGN  
WELBOURN O'BRIEN  
THE ROWDY GROUP  
THE ROWDY GROUP  
THE SIDEWAYS THEORY  
CREATIVE FREELANCE  
KWP! ADVERTISING  
KWP! ADVERTISING  
KWP! ADVERTISING  
NATION CREATIVE  
NATION CREATIVE

### SCHOOL HEADS

NICK BRZ  
CD, NATION CREATIVE

## SUPER JUDGING COMMENTS

You have a portfolio that's so mature beyond your experience level.

I love that there's an economy of information in the work, especially the first three pieces. You really strip everything back to the most essential pieces of information. It's tremendously restrained storytelling.

My favorite piece of yours is the Big Things for the airline, because it creates a talkable moment, and something for us all to be a part of. I think you could have so much fun with that one.

Good luck! You've got the rules down beautifully. Break them!

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

The simplicity of the ideas stands out to me. Often, graduate students try hard to show how clever they are, but this book shows a creative who is more interested in showing how great the brands/products they're advertising are.

JOHN MESCALL, Global ECD & CCO, McCann Worldgroup NY

The visual simplicity and wit in this portfolio stood out. This student also had some clever thinking about how to use cultural context to draw people in.

NEIL HEYMANN, CCO, Droga5, NY

Great mix of work - clean, fresh, ideas. Well executed and really clear thinking. Single minded. Lovely thread of humour through this work makes it powerful and likable.

VICTORIA BUCHANAN, ECD, Tribal Worldwide, London

Some really nice thinking here. I thought the Death To The Wallet was one of the best ideas in any of the books I saw! A nice, big, non-traditional idea that felt like it could go everywhere.

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

SANITARIUM – UP & GO BLENDS



ADT HOME SECURITY – INTERACTIVE HOME SECURITY



UBEREATS

Rush hour

**CASTING:** One 50 - 60 year old female actor with warm tone.

We start with sound design. Each sound continues to build into a cacophony of noise.

**SFX:** Sounds from a busy Bangkok street start to play out.

**SFX:** *(right speaker)* Scooters begin to zoom past in quick succession.

**SFX:** *(left speaker)* Mosquitoes buzz past your ear.

**SFX:** *(right speaker)* Vehicles beep over weaving traffic noises.

**SFX:** *(left speaker)* Indiscernible voices call out in another language.

**SFX:** Traditional temple bells begin to chime in a ceremonious melody.

**SFX:** Drumming starts to accompany the tune of the temple bells.

*(All noises escalate together to create an exciting orchestra of sound.)*

**SFX:** All sounds abruptly stop when a doorbell rings.

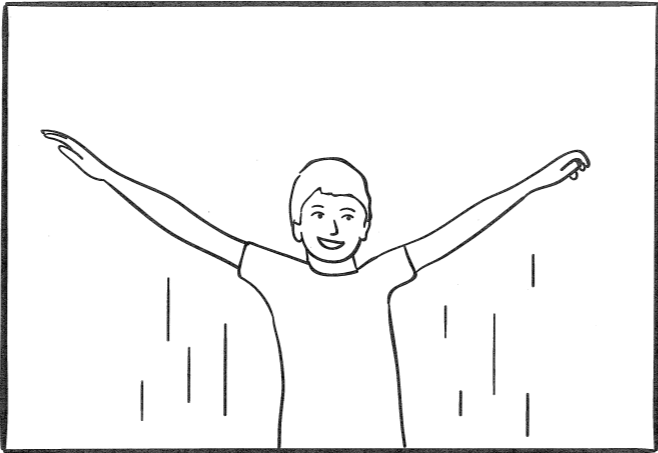
*(Cuts to mellow background music.)*

**FVO:** Sweetie, dinner's here!

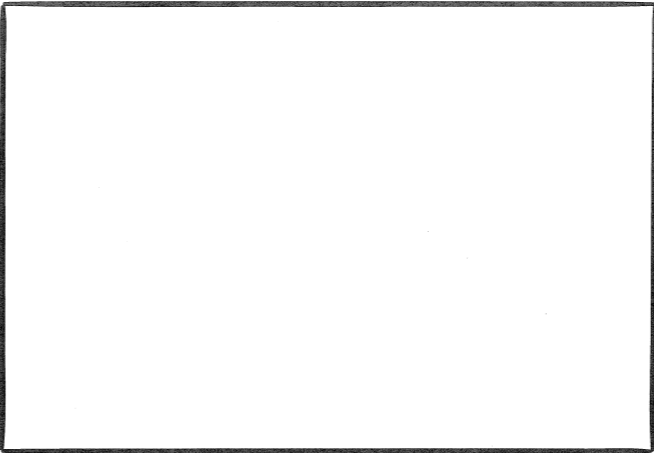
**VO:** As authentic as a Bangkok rush hour. Order UberEats and let the world come to your door.

AUSTRALIAN GOVERNMENT – CHILDHOOD VACCINATION PROGRAMS

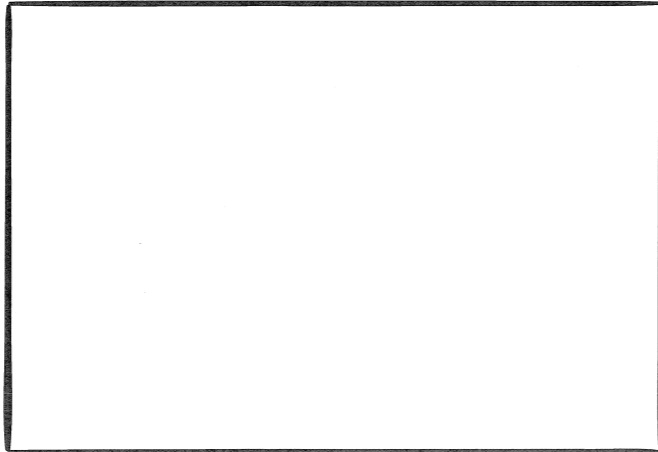
Bounce



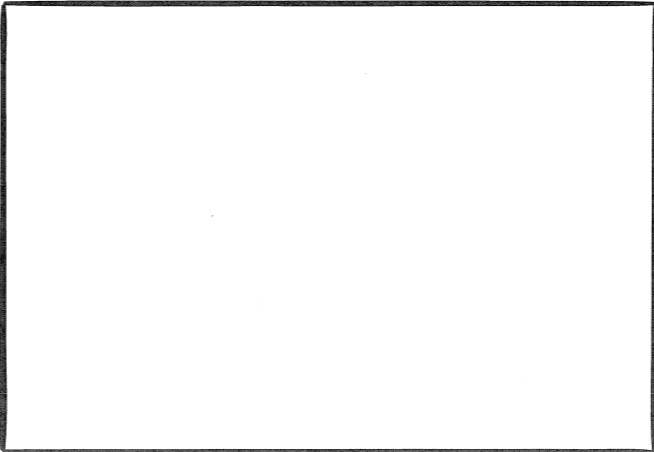
(We open on a blue sky with a child playfully bouncing in and out of frame.  
Soft sounds of children playing are heard in the background.)



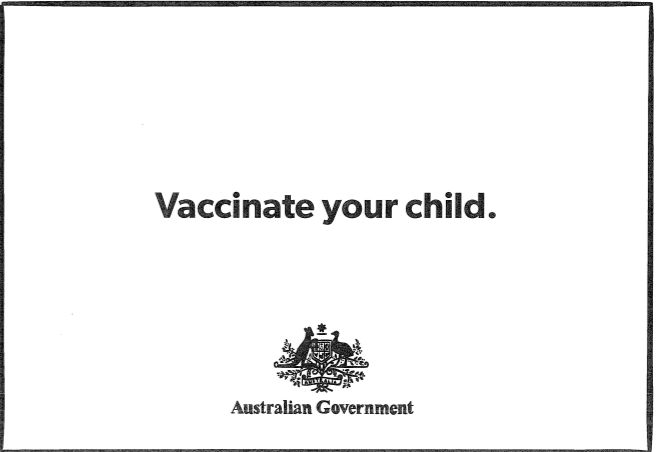
**VO:** As parents we always expect our child to bounce back from life’s little tumbles.



**VO:** Unfortunately, there are some things that kids aren’t strong enough to bounce back from on their own.



(The sounds of children fade to silence.)



(Text fades onto blue sky.)

WHITELION

Pride of Lions  
Little jobs solving big problems

**INSIGHT**  
Disadvantaged kids are the same as your kids. The difference is they haven't had the same start to life.

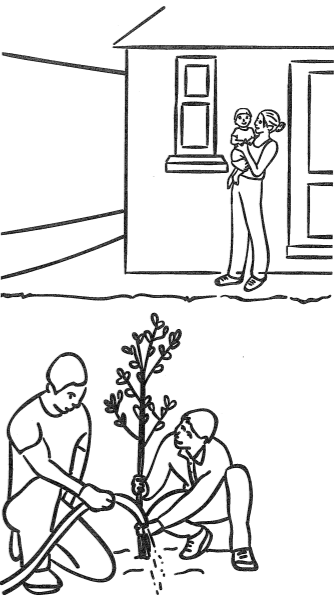
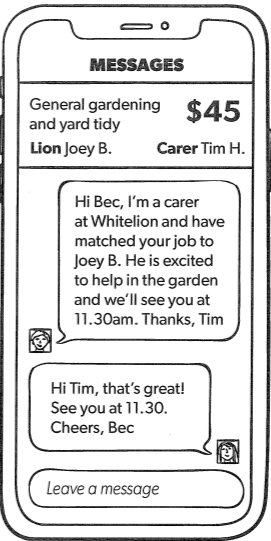
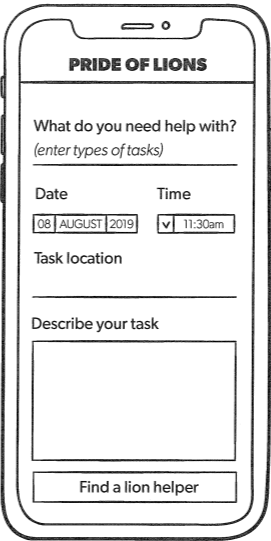
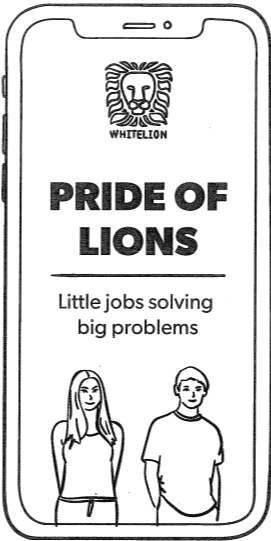
**IDEA**  
To change the narrative of these young lives by engaging them in small jobs and building their courage to ultimately aim for their dream jobs.

**EXECUTION**  
*Either a standalone mobile app or sponsorship with Airtasker.*  
  
A platform for people who need everyday help, with a focus on single mothers who would appreciate the extra hands or meaningful company. Mothers naturally have empathy for disadvantaged youths as they understand that a child's actions are often a result of their upbringing.

Initially jobs will be supervised by carers to establish relationships, trust and routine. Engaged youths will also receive a sense of achievement, pride and purpose by earning money from each task.

Users will first-hand witness the positive effects of the program and understand that everyone deserves a second chance. After job completion a prompt will appear to donate directly to Whitelion.

PRIDE OF LIONS APP



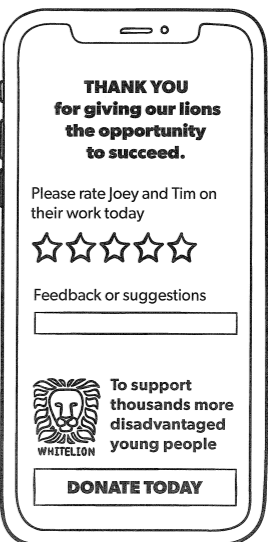
MARKETING EXAMPLE

Instagram stories with a CTA to mobile app.



DONATION PROMPT

Participants of the program will be prompted to donate once the job is completed.



DOLLAR SHAVE CLUB

Keeping up with the Kleanshavens

YouTube pre-roll ads

INSIGHT

Dollar Shave Club’s razors are so cheap, you can shave absolutely everything.

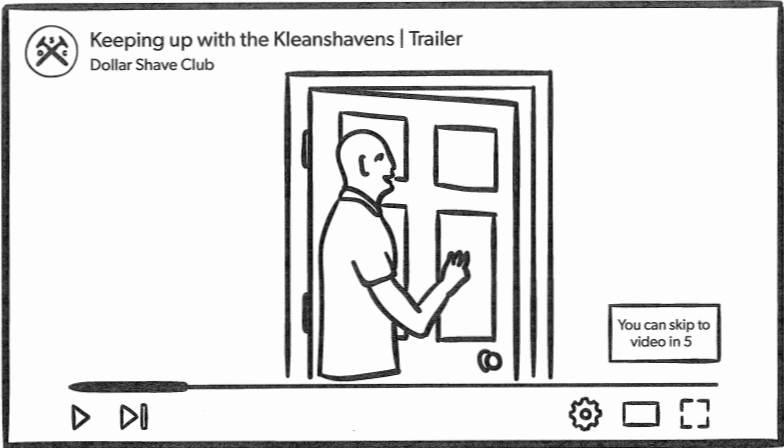
IDEA

‘Keeping up with the Kleanshavens’ - a sitcom parody based on a group of guys living in a house who are loyal DSC ambassadors. Each member strictly lives by the DSC philosophy that their razors are so cheap, you are only limited by your imagination to what you can shave.

EXECUTION

YouTube pre-roll ads that are purposefully ‘shaved’ short because time is money.

Viewers can experience the whole webisode by clicking through to the website.



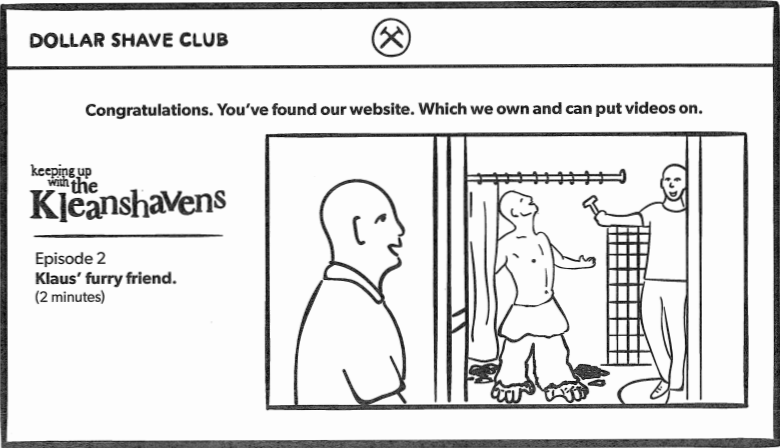
AI Green - Let’s Stay Together plays softly.  
**Kent:** Klaus you were right! I am more aerodynamic without eyebrows. Dude are you in there?



As Kent pushes open the door the music heightens.  
It seems like Klaus is shaving a yeti....  
(scene abruptly cuts)



**VO:** We’ve shaved this ad short because time is money. You’re welcome.



**WEBSITE CLICK THROUGH**  
**Klaus:** Kent, c’mon! Everybody needs a little help from their friends!

# COMMBANK – APPLE PAY

## Death to the wallet

## INSIGHT

Wallets are obsolete as digital methods are becoming the way of the future.

## IDEA

As the ApplePay era dawns, we pay homage to the humble wallet by celebrating its trials and triumphs.

## EXECUTION

An exhibition that is part art prize and part commissioned with renowned artists and designers. Held in established art galleries amongst other exhibitions.

The general art prize section of the exhibition is a free experience, but the commissioned section has a door cost. The door cost is \$0 for Commonwealth Bank members who tap with ApplePay.

death to  
the wallet

brought to you by



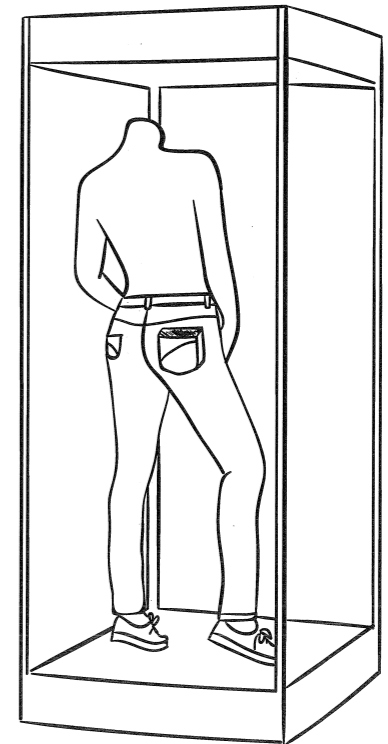
**Ben Quilty**

The Scream 2:  
Wallet in other jacket

Oil on canvas, 2016

**Yves Saint Laurent**  
*Jean Classique*

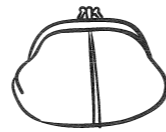
Denim finish with extended  
wallet pocket, 2017



## Wallets in history



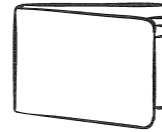
**Sack**  
1800s



**Purse**  
1920s



**Velcro tri-fold**  
1970s



**Leather bi-fold**  
1990s



**Phone wallet**  
2010s



**Apple**  
2019

TIGERAIR

Big things

INSIGHT

Australia has a national fascination with 'big things'. The big banana, the big prawn, the big boxing crocodile. They exist in every state and territory as a cult phenomenon. Most are found along major road trip routes and are central to holiday photos.

IDEA

Give the nation what it wants and create 'big things' that are not to be missed.

EXECUTION

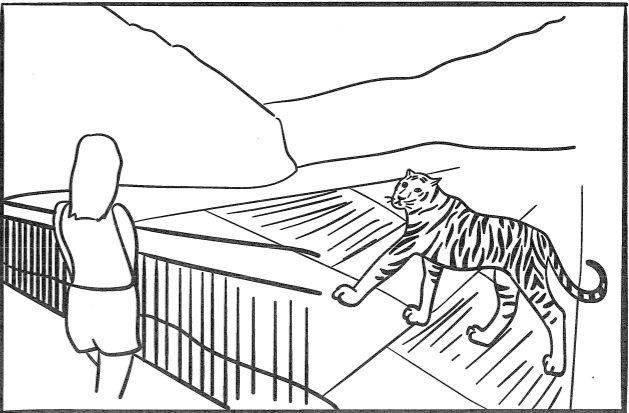
Each 'big thing' is located at popular tourist destinations and built out of natural elements that are intended to degrade. This creates a timeframe where the media can be missed, encouraging people to take advantage of TigerAir's cheap flights and witness these amazing feats before they are gone.



**Snow execution**  
Igloo tiger sculpture made out of snow and ice



**Sand execution**  
Tiger and sandcastles sculpture made out of sand



**Inland execution**  
Tiger sculpture cut into crops on farming land

VOLKSWAGEN – TRANSPORTER VAN

No business like your business

Posters

**INSIGHT**  
The Volkswagen Transporter is the world’s most flexible van as it can be tailored to you and your business.

**IDEA**  
Dramatising flexibility to show the van can rise to any challenge or need of a small business.

**EXECUTION**  
**1. Movie posters**  
Located in theaters and other outdoor options such as Adshels and billboards.

**2. Cinema commercial**  
Shown between the ads and trailers.  
The lights will dim to give the feeling that the trailers have begun. The commercial will impersonate a trailer, beginning with varied action-packed movie scenes and the truth revealed at the end.

**3. Test drive activation**  
The vans featured in each poster will be available for test drives from pop-up locations and selected dealerships. Each van will be a different variation in roof height, wheel base, seat numbers, engine power, etc. The vans will also be tweaked into the theme of the featured movie to make the drive an experience they won’t receive anywhere else.

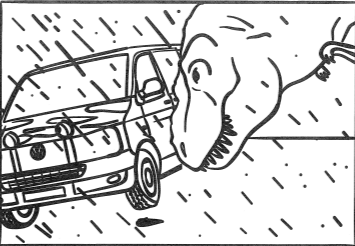


No business like your business

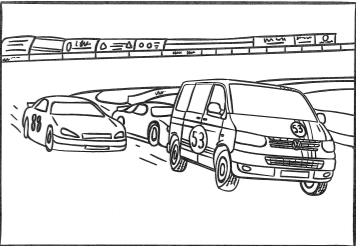
Cinema



We open on a high speed chase. The VW Transporter van flips and lands with precision and ease. (Batman)  
**VO:** In a world where people will go to great lengths to protect their cargo....



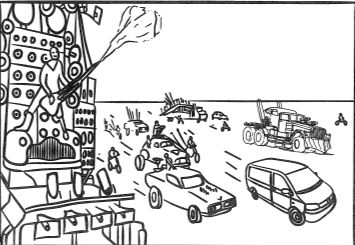
The VW Transporter van is being nudged by a Tyrannosaurus Rex. (Jurassic Park)  
**VO:** Or face ultimate fears in the name of science...



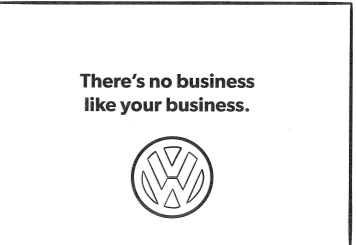
The VW Transporter van leading a car race. (Herbie)  
**VO:** Take utmost pride in efficient service...



Everyone enthusiastically sings Bohemian Rhapsody by Prince. (Wayne's World)  
**VO:** Pursue joint business ventures with multiple entities...



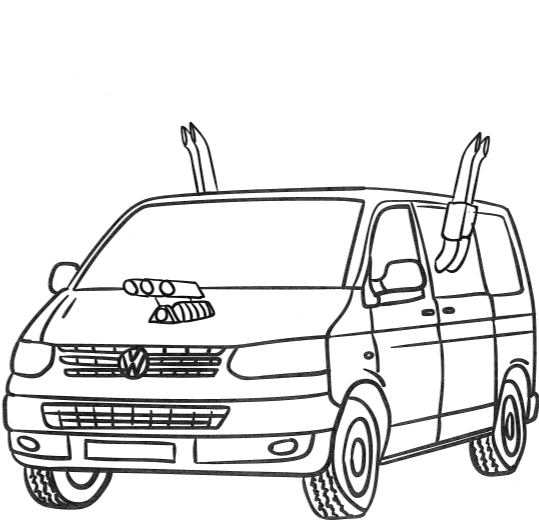
The VW Transporter van races across the desert. (Mad Max)  
**VO:** Or simply in the business of transporting people...



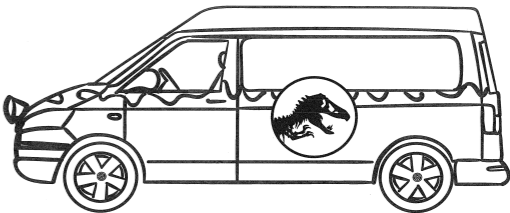
**VO:** The Volkswagen Transporter has your business needs covered, no matter the job description.

No business like your business

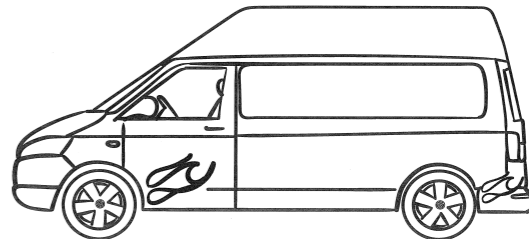
Test drive activation



**Mad Max execution**  
Configuration example: 2 seater, offroad 4Motion, turbo engine.



**Jurassic Park execution**  
Configuration example: medium roof height, 7 seater, short wheel base.



**Wayne's World execution**  
Configuration example: tall roof height, 5 seater, long wheel base.

TRANSITIONS

Transform your game

Brand activation

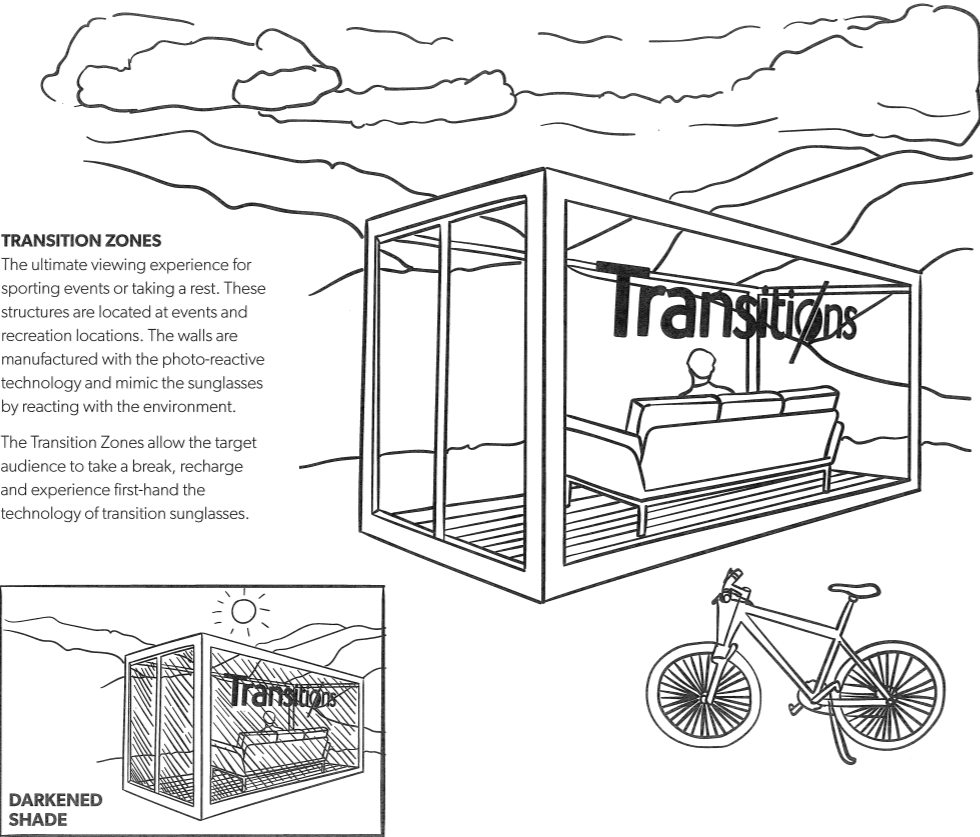
**INSIGHT**  
Changing weather can rapidly cause dramatic light and UV variation. Light variance can be detrimental to the performance and the focus of people in outdoor situations, especially while participating in sports activities.

**IDEA**  
Create sunglasses that use photo-reactive technology found in prescription lenses.

- EXECUTION**
- 1. Brand activation**  
Structures placed in outdoor recreation areas or sports events. The clear structures are created with the photo-reactive technology.
  - 2. Digital billboards**  
Outdoor advertising that demonstrates the photo-reactive technology. The imagery reacts to the weather in real time.

**TRANSITION ZONES**  
The ultimate viewing experience for sporting events or taking a rest. These structures are located at events and recreation locations. The walls are manufactured with the photo-reactive technology and mimic the sunglasses by reacting with the environment.

The Transition Zones allow the target audience to take a break, recharge and experience first-hand the technology of transition sunglasses.



Transform your game

Digital billboards

**Outdoor billboards**  
Digital outdoor advertising that reacts with the weather in real time. The tint shade of the glasses and weather statistics change to represent how the sunglasses react in the environment and also the speed of transition.

