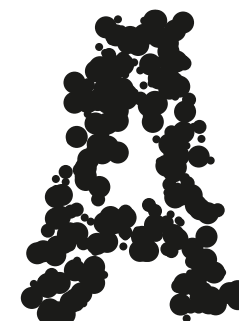


ANGEL MCMULLAN



**AWARD
SCHOOL**

supported by
facebook

AWARD SCHOOL NATIONAL SNAPSHOT

516
APPLICANTS

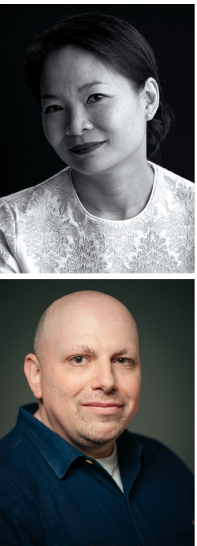
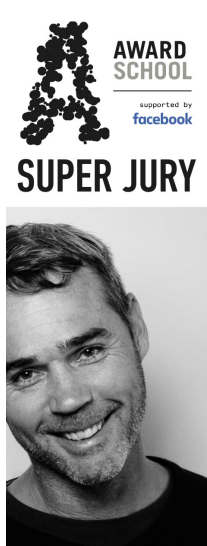
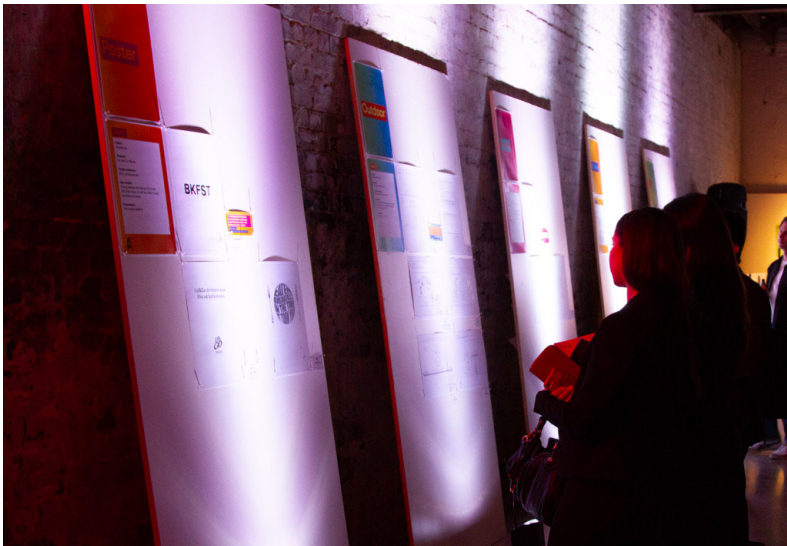


500+
GRADUATION
ATTENDEES

8
SUPER JURY



72
JUDGES



53
SPEAKERS

97
TUTORS



212
STUDENTS



7
SCHOOL
HEADS

44
AGENCIES



AWARD SCHOOL TOP STUDENTS 2019



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 MESSALL, 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 – NSW



ANGEL MCMULLAN

TUTORS

ROY LEIBOWITZ

CHRIS WILSON

JOSIE FOX

HARRY STANFORD

NICK PLOMP

INNOCEAN WORLDWIDE AUSTRALIA

INNOCEAN WORLDWIDE AUSTRALIA

SPECIAL GROUP

SPECIAL GROUP

SPECIAL GROUP

SCHOOL HEADS

KAREN FERRY

JOSIE BURNS

CD

CD, HOST/HAVAS AUSTRALIA

SUPER JUDGING COMMENTS

Really nice work. Some nice, humourful work and also some great campaignable ideas. Loved the simplicity of Up&Go and the ADT stuff and thought the angle in on UberEats was nice. The humorous way/approach to the vaccination brief felt fresh but also strategic and a breakthrough. Love the Mont Blanc stuff. Really like your art direction and illustration style too!

DAMIEN ELEY Founding Partner & ECD, The Many, LA

I loved the Snooze and Go, because it showed a genuine insight into the audience and why the product would be helpful.

Uber Steal is audacious, and I love that about it! Flightbook and Duty Free are very playful. That Duty Free thing is like a funhouse ride where you end up with luxury perfume and discounted whisky. What's not to love?

You have a nice whimsical voice, and I'd keep pushing your work to be more playful as you continue on. Get it!!!

Jaime Robinson, Co-Founder & CCO, Joan Creative, NY

Well done on writing probably the funniest Vaccination campaign of the lot. In a world that seems intent on scaring the shit out of you every single day, it's nice to see an idea that takes a serious topic and comes at it with some levity. And the Pen Recycling Program was great as well.

John Mescall, Global ECD & CCO, McCann Worldgroup, NY

The student has shown that he/she empathizes with the audience and shows strong creative potential through stories. This is a critical skill to create powerful and meaningful work.

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

A lot of product and experiential ideas that are beyond traditional tv and radio - great job thinking on Flightbook, air BednBiz, and Mont Blanc - which is the wave of the future. ADT is also a cute little ad - it's clear, sweet and gets the point across without being too ominous.

This student has a great creative mind - and curiosity about bridging experiences with traditional and digital ads that is interesting. They should also consider delving into UX as another discipline!

KAY HSU, Global Director, Instagram Creative Shop, NY

Flight book. Lovely simple and functional idea I haven't seen before.

DARYL CORPS, CD, Iris, London

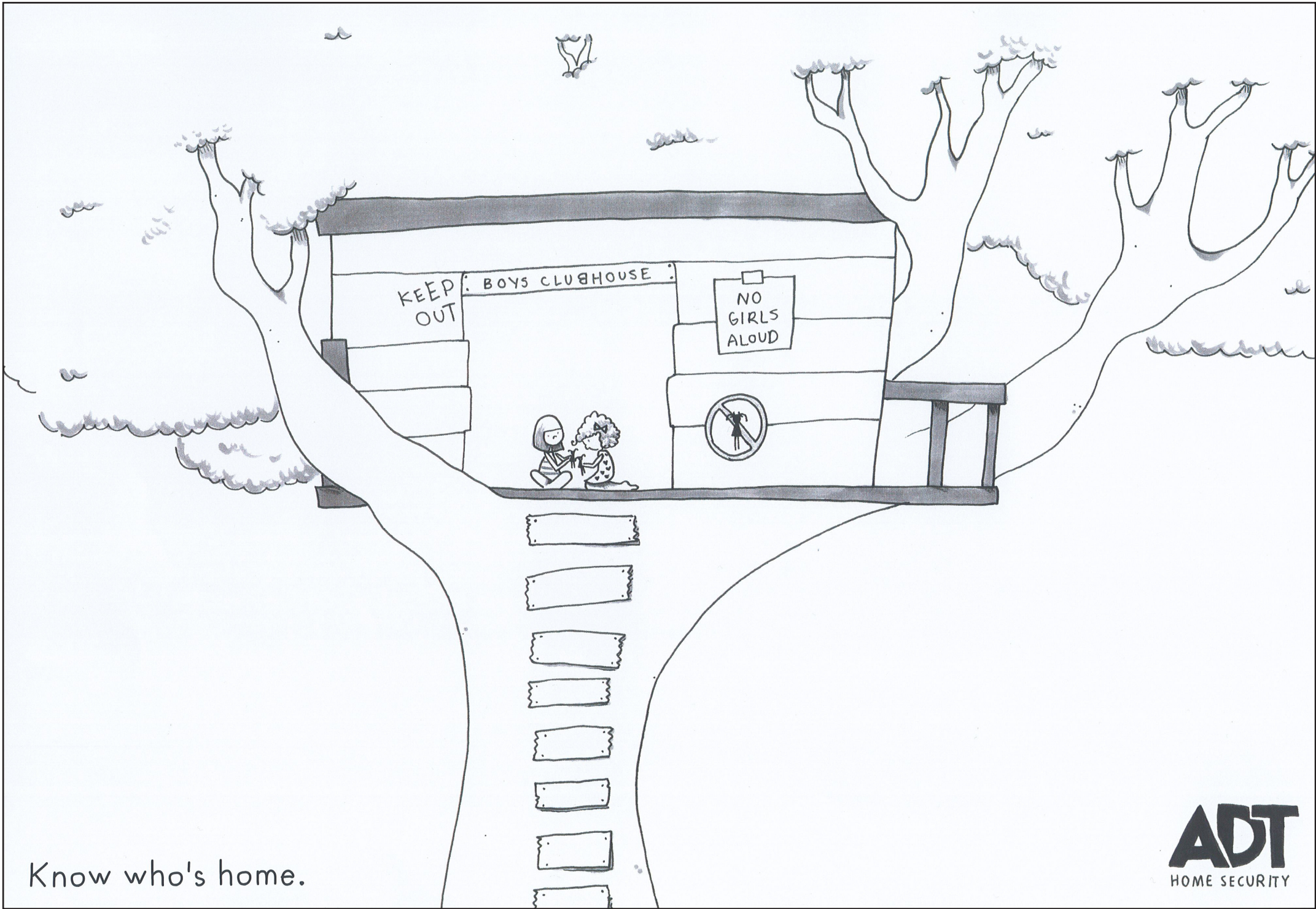
Lovely selection of ideas, great presentation, lovely scamps. You have a real tone of voice and style. Particularly love the VW Van idea. Do it!

VICTORIA BUCHANAN, ECD, Tribal Worldwide, London

SANITARIUM – UP & GO BLENDS



ADT HOME SECURITY – INTERACTIVE HOME SECURITY



UBEREATS

The embarrassed shopper

We recreate a grocery store scene, beeping of cash registers, lots of people in the background as a calm store clerk speaks to an embarrassed female shopper.

- FVO1

(Tentative) Hi I’m looking for an exotic vegetable. It’s green, about the size of a highlighter.
- FVO2

Beans are over ...
- FVO1

No, no sorry it’s not a bean ... It’s really slimy.
- FVO2

Seaweeds ...
- FVO1

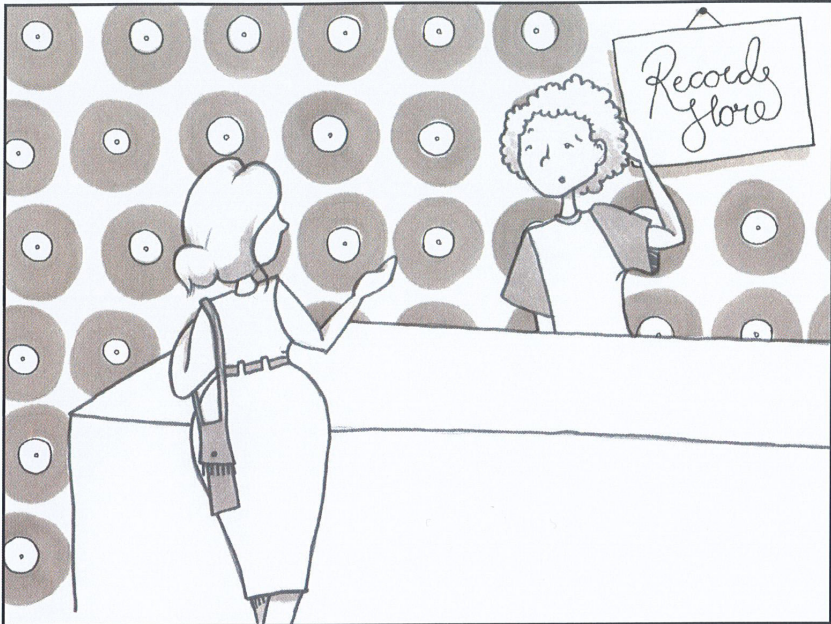
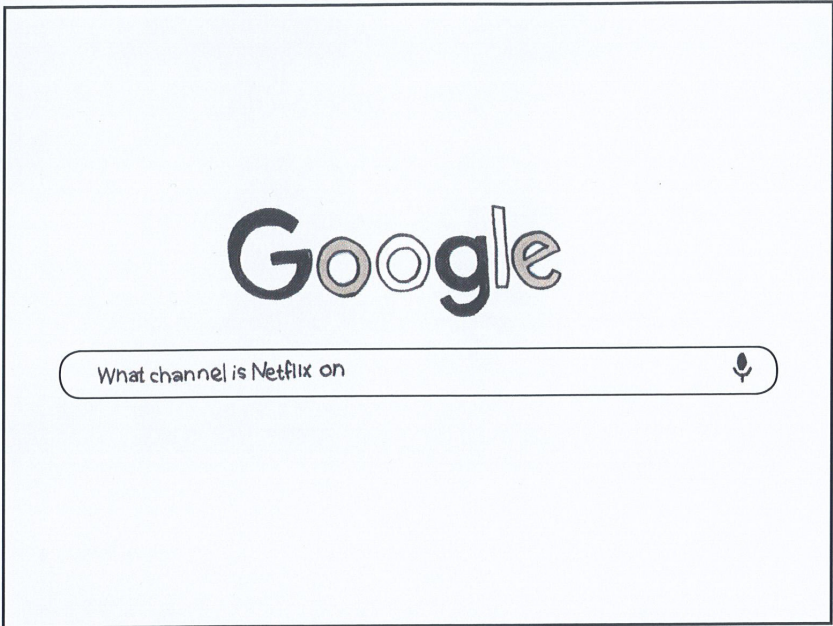
Sorry, no it’s not seaweed ... It’s looks like a green chilli but ...
- FVO2

Chi ...
- FVO1

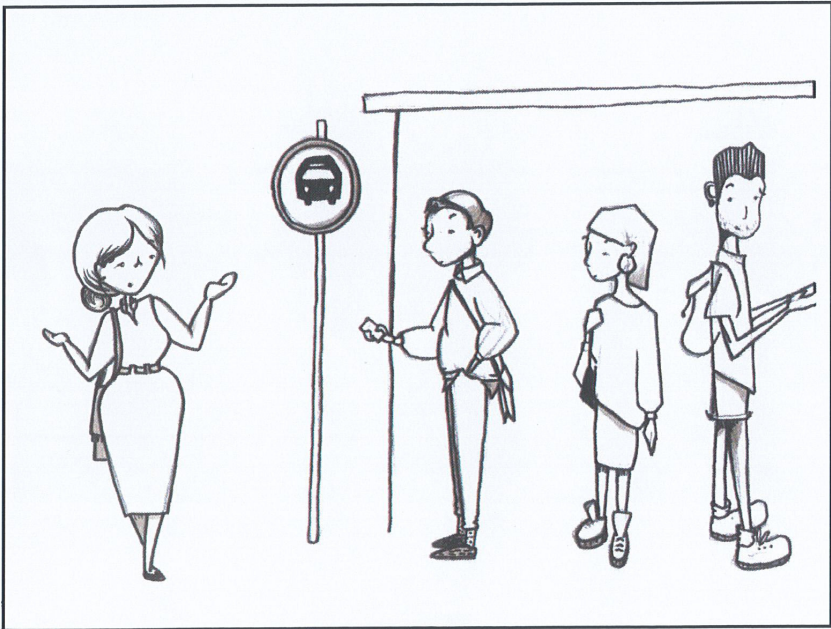
No, no, sorry my bad it’s not a ... actually nevermind.
- VO

Try okra and other exotic foods with Uber Eats.

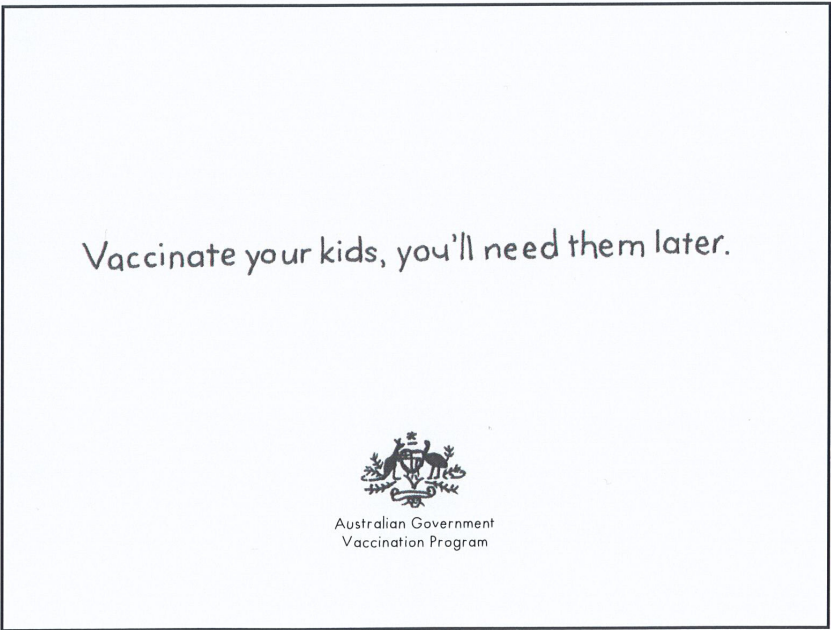
AUSTRALIAN GOVERNMENT – CHILDHOOD VACCINATION PROGRAMS



FVO: One Spotify, please.



FVO: Do you know where the Uber rank is?



WHITELION



DOLLAR SHAVE CLUB



COMMBANK – APPLE PAY

Grab 'n go DUTY FREE

Insight

After a long-haul fight the last thing you feel like doing is shopping. Yet we always find ourselves lured into Duty Free stores.

Idea

We take the effort out of shopping Duty Free with travellers. From the aerobridge exit terminal through the isles of Duty Free you will experience the smoothest Duty Free shopping experience yet.

1. After departing the flight customers tap on using Apple Pay to set the travelator in motion.


2. Customers grab the products they want.

3. As customers exit the travelators, products they've picked up on their journey will automatically be credited from their Comm bank account using the products' RFID tags via Apple pay.

TIGERAIR



VOLKSWAGEN – TRANSPORTER VAN

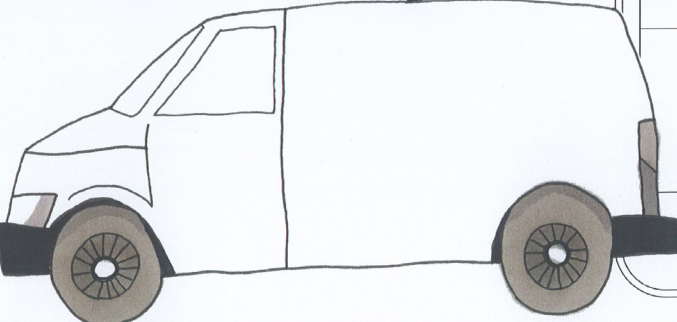



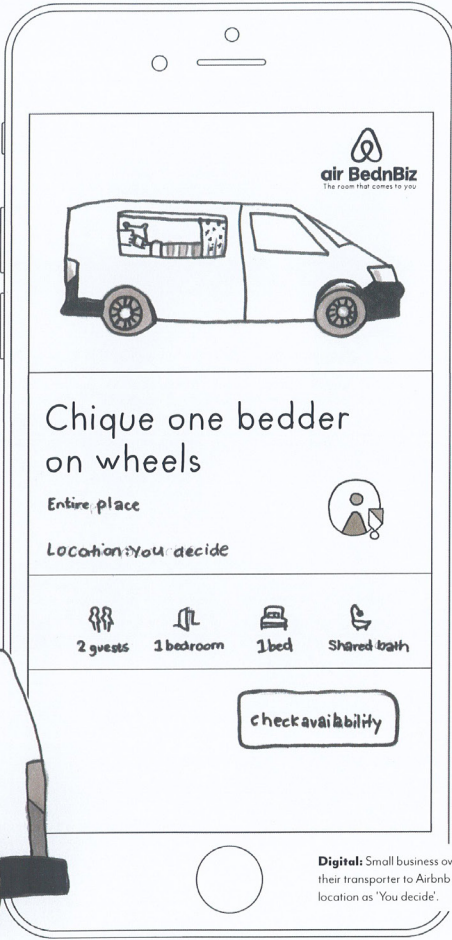
air BednBiz

The room that comes to you

INSIGHT
Business owners are always seeking new opportunities to create multiple income streams.

IDEA
Volkswagon partners with Airbnb to create the first hotel that comes to you. Small business owners are now able to Airbnb out their Transporter at night as accomodation. Creating a new source of income at an otherwise unproductive time.





Chique one bedder on wheels

Entire place

Location: You decide

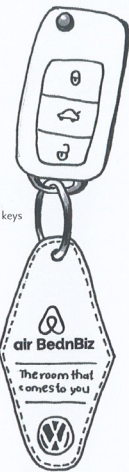
2 guests 1 bedroom 1 bed Shared bath


check availability

Digital: Small business owners upload their transporter to Airbnb and set the location as 'You decide'.


Ambient: Personalised digital neon Air BednBiz vacancy and ratings signs, updated in real time.

B2B media:
VW branded room keys






B2C media: Hand out VW branded toiletries



The room that comes to you



MONT BLANC – REFILLABLE FOUNTAIN PENS



Brief Number: 10

Topic:	Strategy
--------	----------

Deliverables: 1/ New strategy and brief
2/ Accompanying creative idea

Client: Mont Blanc

Product: Refillable fountain pens

Target audience: Environmentally aware millennials

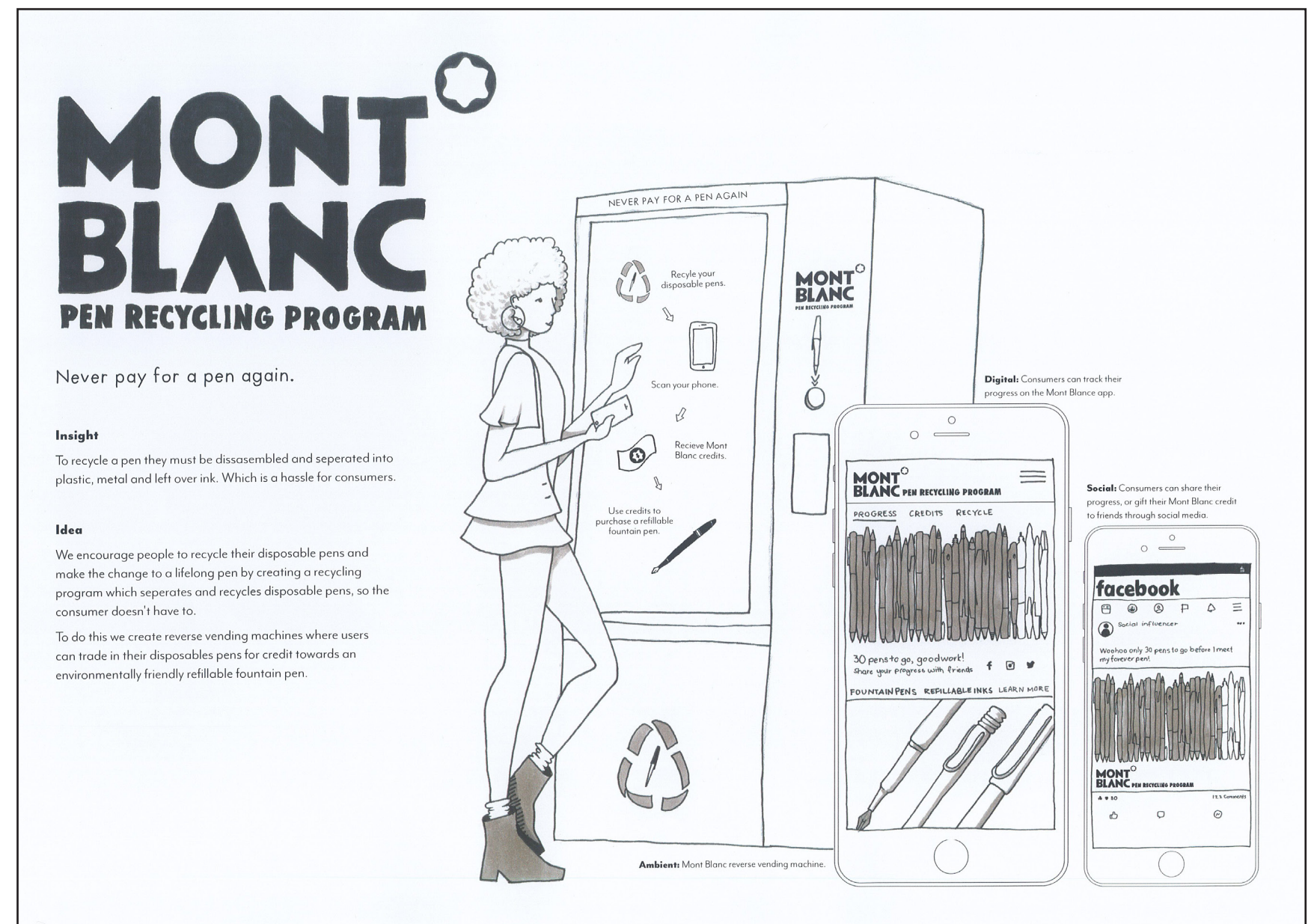
Key insight: Millennials are constantly becoming more environmentally conscious and looking for ways to cut down on plastic consumption. Unlike disposable pens, quality fountain pens provide a lifetime of service, with a fraction of the environmental impact.

Proposition: A quality pen lasts a lifetime

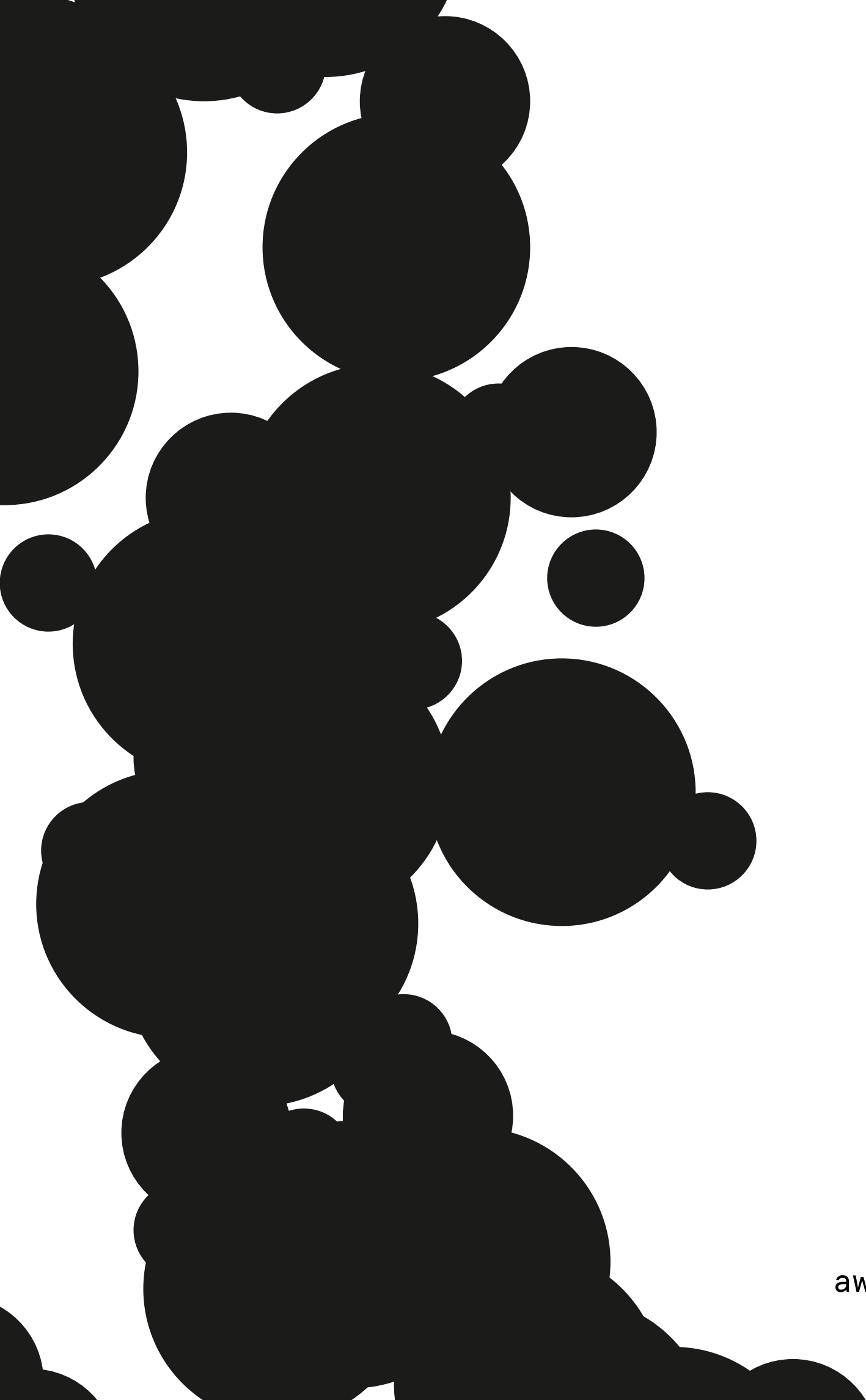
- Reasons to believe:**
- 1.6 billion disposable pens are thrown out each year, often because they run out.
 - Disposable pens are hard to recycle because of the combined use of plastic, metal and ink.
 - Even with the rise of technology pens are still necessary in many situations: traveling, waitressing, on the go, drawing.



© 2019 The Communications Council







awardonline.com