STUDENT NOTES: DESIGN AN AD COMPETITION

Term 1-2, 2019
Brainstorm ideas, be persuasive and be creative as you ‘Design an Ad’ for a real company!

- Each participating company will select two primary and two secondary winners who will each receive a $100 cash prize.
- Winning students might also have their advertisement published in a special edition of The West Australian’s ED! Magazine in August.

Winners will be chosen based on creativity and originality. Entries close July 5.

Design an Ad for one of these participating companies!

- English
- Media Arts
- TERMS 1-2
- YEARS K-12
- Caltex
- Crunch & Sip
- Awesome
- RAC
- SunSmart
- FireTech
- Telethon
HOW TO ENTER

READY?
SET!
GO!

1. Start with the end
   - Check out the advertising briefs included in Appendix 2.
   - Which organisation are you going to design your ad for?

Tip
Make sure your ad meets all the criteria listed in the design brief.

2. Get to know your ‘client’
   Go to your chosen organisation’s website to get a feel for how they like to represent themselves. This is a bit like getting into someone’s head, to try to figure out what they like or don’t like. If you want to win, you want to make sure they like your ad!
   - Does their website use certain colours?
   - Does it feel playful? Serious? Fun? Kid friendly or adult friendly?
   - Does the organisation seem to use certain types of images?
   - Are there any phrases or slogans that are used repeatedly?
3. Choose your audience

Who do you want to notice your ad? Your target audience may be specified in the design brief. You’ll need to try to get into their head too, to make sure that they are interested in your ad.

Children  
Teenagers  
Beach goers

Parents  
Old people  
Martians*

*Hint: Martians are a particularly ‘niche’ and small target audience. There is currently limited research data available with regards to which marketing campaigns they respond to best. Targeting Martians might not be your best option!

Tip
Try to make sure that your ad appeals to something people in your target audience might like, want or need.

4. Scope out what makes a good ad

Flick through the paper to see examples of different advertisements. Which ones make you stop and look? Which ones just make you think ‘meh’?
Cut out examples of ‘good’ and ‘bad’ ads and place them side by side, then try to work out what makes some ads stand out over others.
Was it...
- Use of colour?
- Certain images?
- Slogans?
- Humour?
- Blank space?
- Something else?
5. Decide on your strategy

There are many ways to communicate the same message. Spend some time thinking about the strategy you will use, and experiment with different options. Think about:

- What strategies does the company usually use?
- What strategies will suit the purpose of your ad?

Appeal to emotions or pull on the heart strings...

Include facts and statistics...

Use humour...

Exaggerate and use ‘puff’ words like ‘the best’, ‘remarkable’, ‘once in a lifetime’...

Convince your audience that your product, service, event or idea is super cool...

Make something look like fun...

Play on people’s fear of missing out...

6. Find a winning image

A picture is worth a thousand words, so make sure you pick the right one! Your images and text must work together to give the same message.

Brainstorm the different photos or illustrations you could use in your ad. You may be able to use some images from your organisation’s website, but it is a good idea to try to create new images yourself.

Tip
If you plan on using online images, make sure they are copyright free.

7. Write your words

Keep it simple! Too much text can be off-putting. Try to come up with a creative headline or slogan. Use short sentences and try to use persuasive or emotive words.

Don’t forget to include a ‘call to action’ that tells your audience what you want them to do.
8. Play around with layout

- Don’t go with the first idea you have.
- Move different features around, use different colours, font styles and sizes, change your page orientation and try using different images.
- You can ‘test’ your ad by showing your drafts to someone from your target audience, to see which version of your ad might be most effective.
- Compare the examples of a ‘good’ layout and a ‘layout mistakes’ (see Appendix 1). You don’t need to follow this layout, though – there are countless ways to make your ad work.

**Tip**
Blank space can be just as important as an image or text. Don’t overcrowd your ad.

9. Almost done...

Once you are happy with your ad, scan it and save it.

You will need to submit your entry online, via the competition website, www.mediaeducation.com.au/competitions/. No alternative methods of entry will be accepted.

All entries must be:
- your own work.
- designed as two dimensional print ads (eg. hand-drawn, painted, computer generated).
- A5 in size (148mm X 210mm). This is half of an A4 sheet of paper.
- scanned at minimum of 300 dpi.
- portrait OR landscape in orientation.

Entries close Friday July 5.
Prizes
Each participating company will select two primary and two secondary winners, who will each receive a $100 cash prize. Winners will be chosen on creativity and originality.

Winning students might also have their advertisement published in a special edition of The West Australian’s ED! Magazine in August.

Terms and conditions

- You can submit more than one entry.
- No joint entries will be accepted (i.e. you can’t submit an ad you worked on together with a friend).
- After you scan your ad, save the file in the following format: SCHOOL NAME - YEAR LEVEL - YOUR NAME – UNIQUE NUMBER. (The ‘unique number’ is ‘1’ if you are only planning to submit one entry. If you are planning to submit more, use ‘1’ on your first entry, ‘2’ on the second, ‘3’ on the third etc.)
- Make sure your entry includes details which identify you (i.e. name, school, email address, phone number) so that they may be contacted if they are chosen as a winner).

Please refer to the full Terms and Conditions on the competition website for further information.
CHOOSE A CONE, SAVE THE PLANET

Don’t just choose your flavour, choose how it will be served to you.

Every day around the country ice cream shops serve up their treats in paper cups with plastic spoons.

These go to landfill, and add to our environmental problems.

By simply asking for a cone instead of a cup, you will help contribute to reduced waste, and less need to produce those items.

PLANET PALS
1234 567 890

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THE MAIN MESSAGE IS VERY CLEAR

Layout looks balanced and is appealing.

Colours in the image match the colours of text and text boxes.

Various features are aligned with each other.

It is clear who this ad is for.

The image draws your attention.

This ad doesn’t use too many different fonts, font colours or text styles.

COMPANY LOGO
contact details

© Seven West Media Education 2019
COMMON LAYOUT MISTAKES

Does the main message stand out or catch your eye?

Sometimes, using blank space can be very effective. In this case, however, the empty space at the bottom of this ad has no elements that balance the top.

Text alignment also matters – is it easy to read this in such a skinny column? Is it the best use of space?

Who is this ad for and how do I contact them?

There are too many different font types used...

Don’t overuse design elements like clip-art

TWO MANY FORMATTING FEATURES LIKE UNDERLINING AND ITALICS.

Too many different font sizes...

The colours used here clash and are not attractive

Sometimes, it’s good idea to avoid too many ‘clever’ features, such twisting text or images at an angle – although at other times, it might work!

Why so small?
ADVERTISING BRIEFS: DESIGN AN AD COMPETITION

Term 1-2, 2019
Advertising Brief: AWESOME

OBJECTIVE
Design an advertisement encouraging families to attend the AWESOME International Arts Festival for Bright Young Things in the October school holidays.

TARGET AUDIENCE
Children 0-12 years old and their families.

BACKGROUND
AWESOME aims to engage with young people under 12 through exciting, inspiring, accessible and challenging arts activities and programs. Based in Perth, AWESOME presents the annual AWESOME Festival, the Creative Challenge and other special projects. The AWESOME International Arts Festival for Bright Young Things is a showcase of the best and latest contemporary arts from around the world. Presented every October, the AWESOME Festival presents amazing, high quality arts activities and events for young people. The program includes new media, film, animation, contemporary dance, sculpture, installation and theatre.

ESSENTIAL ELEMENTS
Your advertisement should be bright and eye-catching. You must include:

- The AWESOME logo
- The Festival dates – 5 to 13 October, 2019
- Website: www.awesomearts.com
- Include the hashtag #2019AWESOMEFestival
- Lots of bright colours!

Branding Instructions:

- AWESOME must be written in capitals when referring to the company
- The event must be referred to by either its full name, ‘The AWESOME International Arts Festival for Bright Young Things’, or its short name, ‘The AWESOME Festival’

FURTHER INFORMATION
You can check out the AWESOME website for further information: www.awesomearts.com

USE OF CORPORATE IMAGES
Information regarding permission to use images from sponsor websites or other materials as part of the Design an Ad competition is listed below. However, students are strongly encouraged to compose their own images through photography or artworks.

We have uploaded a number of images for you to use in your ad – find them here: www.awesomearts.com/designanad
Advertising Brief: Caltex

OBJECTIVE
Design an advertisement that encourages young drivers to consider filling up their cars with premiums fuels.

TARGET AUDIENCE
Young people who have just started driving their own car.

BACKGROUND
Vehicles are a major source of emissions, but using cleaner fuels will help reduce Australian greenhouse emissions over time. That’s why we’ve invested $500 million in upgrading our refineries to produce fuels that are lower in sulphur and benzene, and account for some of the cleanest fuels in the world.

Whilst we are waiting for the evolution of alternative energy sources premium fuels are a friendlier option on the environment.

Young drivers are least likely to choose premium fuels due to cost and the type of cars they are driving.

ESSENTIAL ELEMENTS
- Caltex Logo
- Premium Fuels
- Responsible Corporate Citizens

The advertisement should also address the below key factors:
- Type of Car
- Environmental impact
- Cost of choosing Premium Fuels over standard fuel.

FURTHER INFORMATION

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Due to copyright reasons, images from the Caltex website cannot be used in the competition.
Advertising Brief: Crunch&Sip®

OBJECTIVE
Design an advertisement encouraging children to drink water rather than sugary drinks.

TARGET AUDIENCE
Western Australian school aged children, both primary and secondary.

BACKGROUND
Drinks such as cordial, flavoured water, fruit drinks, soft drinks and sports drinks are high in sugar and low in nutritional value. Almost half of all Australian school aged kids are drinking sugary drinks each day. That’s a lot of unnecessary sugar being consumed that can cause preventable diseases and tooth decay.

The Crunch&Sip program wants to educate children on the health benefits of choosing water for school and sports. Water is used to burn fuel, regulate body temperature and digest food. It helps our bodies to function, and is lost in urine, sweat, tears, blood and the air we breathe.

Our bodies are made up of about 70 per cent water – it’s what makes up the majority of our blood and organs. Children need to make sure they re-hydrate to help them concentrate, learn and to prevent tiredness at school and to perform their best at sport.

Crunch&Sip® is a break during class time for students to eat vegetables or fruit and sip on water throughout the day. It helps children develop healthy eating and drinking habits.

ESSENTIAL ELEMENTS
- Promote the health benefits of drinking water rather than sugary drinks
- Link with the Crunch&Sip® program
- Crunch&Sip® logo
- Crunch&Sip® website www.crunchandsip.com.au

FURTHER INFORMATION
Want to give Crunch&Sip® a try in your school or classroom? Head to the website for more details www.crunchandsip.com.au

Crunch&Sip® is supported by Cancer Council WA and Healthway.

USE OF CORPORATE IMAGES
Information regarding permission to use images from sponsor websites or other materials as part of the Design an Ad competition is listed below. However, students are strongly encouraged to compose their own images through photography or artworks.

Permission is granted for use of images (except photographs of people) or other materials from Crunch&Sip website in the competition. www.crunchandsip.com.au
Advertising Brief: Fire Tech

OBJECTIVE
Design an advertisement encouraging young Western Australians to be good digital citizens.

TARGET AUDIENCE
Western Australian primary school students.

BACKGROUND
As Australian citizens, we have rights and responsibilities; they inform us as to what responsible behaviour looks like, and to help create a safe, active community to live and grow in.

So, what does good citizenship look like in the digital world?

- Good Digital Manners: A good digital citizen practices digital empathy and is actively lifting people with their words and actions. They use technology to talk to people – not about people and think about what the information they share or post online.

- Responsible Use of Technology: Good digital citizens look after their own well-being and manage screen time and mental health so that technology doesn’t become ‘Kryptonite’. They respect device policies at school and at home, make time to ‘disconnect from tech’ and explore the offline world.

- Cyber Safety: Good digital citizens don’t engage in online bullying and stand up for targets of cyberbullying. They report behaviour that make themselves or their friends feel uncomfortable to their teachers and protect their real-world information (privacy) with strong passwords.

- Positive Digital Footprints: Good digital citizens interact and share online responsibly and understand that everything they do online – their digital footprint – is visible to others forever. They create an intentional, positive personal digital identity which is a like a digital tattoo that they can wear with pride.

- Embrace New Technology: Good digital citizens keep up to date with updates and master new technology, so that they can use it creatively and responsibly to help themselves and others across the world.

ESSENTIAL ELEMENTS
- Design an ad that encourages adults and young people to be good digital citizens by creating a superhero character to represent and convey one the following messages.
  - Good Digital Manners
  - Responsible use of Technology
  - Cyber Safety
  - Positive Digital Footprints
  - Embrace New Technology

- Include the Fire Tech logo

- Must be a positive and fun (even humorous) campaign to encourage young people to become good digital citizens.

FURTHER INFORMATION
View the Fire Tech Digital Citizenship resource information at www.FireTech.wa.edu.au

USE OF CORPORATE IMAGES
Information regarding permission to use images from sponsor websites or other materials as part of the Design an Ad competition is listed below. However, students are strongly encouraged to compose their own images through photography or artworks.

Permission is granted for image use from www.FireTech.wa.edu.au with the exception of images of people.
Advertising Brief: Fremantle Prison

OBJECTIVE
Design an advert encouraging people to visit Fremantle Prison.

TARGET AUDIENCE
The target audience for your advert will depend on the tour product you choose to include in your ad, consider the following markets when designing your ad:
- School aged children, both primary and secondary
- School teachers looking for excursion activities
- Parents looking for activities for children during the school holidays

BACKGROUND
Fremantle Prison is a World Heritage listed tourist attraction. It was built by convicts in the 1850s and then became Western Australia’s maximum security prison. It closed as an operational jail in 1991 and opened as a tourist attraction in 1992. People can visit the prison’s museums and exhibitions for free, or they can choose from a number of different guided tours to go inside to see the grounds and buildings, and hear about the Prison’s history.

The current tours available to the public are: Convict Prison, Behind Bars, True Crime, Tunnels Tour or Torchlight Tour.

Fremantle Prison welcomes almost 20,000 school students a year as part of education tours.

During the school holidays Fremantle Prison also offers special kids only tours. The ‘Escape! Tour’ is for children aged between 5 and 12 years and the ‘Locked Up! Tour’ is for slightly older children aged between 8 and 12 years.

ESSENTIAL ELEMENTS
- Fremantle Prison logo
- Fremantle Prison website www.fremantleprison.com.au
- Choose one or more of the tours to promote in your ad

FURTHER INFORMATION
Full tour descriptions for the standard tour program are available here: https://fremantleprison.com.au/tours/

Information regarding school tours, including educational resources are available here: https://fremantleprison.com.au/schools-groups/schools/tour-options/

A number of photos, branding images, logos and additional tour descriptions for the school holiday tours have been loaded into a dropbox folder accessible here: https://www.dropbox.com/sh/ssjhqqew7m2u8r/AACo0LCXhuVACAgZsj-5Kw5a?dl=0

When looking at the Convict era you may want to consider images like convict ships, chain gangs, ball and chains, the broad arrow, the building of the prison and characters like Moondyne Joe.

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Permission is granted for use of images and other materials which have been provided by Fremantle Prison for the purposes of the ‘Design an Ad’ competition (see Dropbox link above).
Advertising Brief: RAC – primary schools

OBJECTIVE
Design an advertisement that shows an example of how to stay safe around the roads.

TARGET AUDIENCE
Primary school-aged road users

BACKGROUND
The RAC believes that Western Australians have the right to safe, accessible and sustainable mobility. Part of a safe road system is ensuring that everyone does their part to reduce injuries on and near our roads.

ESSENTIAL ELEMENTS
1. A hand-drawn RAC Little Legends Club logo somewhere in your ad
2. Write the address of the RAC Little Legends Club website on your ad i.e. rac.com.au/little-legends
3. The advertisement must address ONE of the road safety messages below:
   - Young pedestrians should always walk with an adult and Stop, Look, Listen and Think when crossing a road.
   - A cyclist must always wear a helmet and follow the road rules.
   - How to be a safe passenger in a car.

FURTHER INFORMATION
https://www.rsc.wa.gov.au/Your-Safety/People/Children

USE OF CORPORATE IMAGES
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Due to copyright reasons, images from the RAC website cannot be used in the competition.
Advertising Brief: RAC – secondary schools

OBJECTIVE
Design an advertisement that encourages young drivers to consider vehicle safety when buying a car.

TARGET AUDIENCE
Young people who may be considering buying a car.

BACKGROUND
The purchase of a car is an important decision. For young drivers, the excitement around this purchase may lead them to make a choice based on how the car looks rather than how the vehicle might protect them and others on the road.

RAC recommends that young drivers aim to purchase a vehicle that has a 5-star ANCAP safety rating or a 5-star used car safety rating.

ESSENTIAL ELEMENTS
- A hand drawn RAC Road Ready Logo somewhere on your ad
- Write the address of the RAC Road Ready Club website on your ad i.e. rac.com.au/rac_roadready
- The advertisement should address some of the factors described below

- Factors to consider when buying a safe car
  - Young drivers are less experienced and more likely to be involved in a vehicle crash.
  - If everyone bought the safest vehicle in its class, including used cars, road safety across Australia could improve by 25%*. 
  - New cars have their safety capabilities tested by ANCAP.
  - The safety capabilities of second hand cars are rated through research conducted by the Vehicle Safety Research Group. This can be found online at http://howsafeisyourcar.com.au/

* "A Consumer Guide to Safer Vehicles" Road Safety Commission WA.

FURTHER INFORMATION
https://www.rsc.wa.gov.au/Your-Safety/People/Novice-Drivers

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Due to copyright reasons, images from the RAC website cannot be used in the competition.
Advertising Brief: SunSmart

OBJECTIVE
Protect your head! Design an advertisement encouraging young people to wear sun protective hats (not baseball style caps).

TARGET AUDIENCE
The target audience is Western Australian young people.

BACKGROUND
Australia has one of the highest rates of skin cancer in the world. Protecting our skin from overexposure to ultraviolet (UV) radiation from the sun is very important and can help to reduce skin damage like wrinkles, sunburn, and skin cancer.

The UV Index is a scale which tells us how strong the UV is. The higher the UV level, the quicker sun damage occurs. Sun protection is required when UV levels reach 3 or above.

Being SunSmart means protecting yourself in 5 ways:
1. Slip on sun protective clothing
2. Slop on SPF 30+ sunscreen
3. Slap on a hat
4. Seek shade
5. Slide on some sunglasses

This advertisement should focus on slapping on a sun protective hat when the UV Index reaches 3 or above.

Slap on a hat that provides as much shade a possible to the face, head, neck, ears and eyes. There are three styles of hats that protect from the sun:
- Broad-brimmed
- Bucket
- Legionnaire

Baseball caps do not protect parts of the head that are most susceptible to skin cancer, that is, the ears, the sides of the face and the back of the neck. Caps are not SunSmart!

ESSENTIAL ELEMENTS
- SunSmart logo
- Promotion of wearing an appropriate hat (not caps)

Try to aim for the positives of using sun protection, rather than negative aspects. For example, make sun protective hats trendy!

FURTHER INFORMATION
www.cancerwa.asn.au/sunsmart
www.myUV.com.au
www.generationsunsmart.com.au

USE OF CORPORATE IMAGES
Information regarding permission to use images from sponsor websites or other materials as part of the Design an Ad competition is listed below. However, students are strongly encouraged to compose their own images through photography or artworks.

Permission is granted for image use from www.myuv.com.au and www.generationsunsmart.com, with the exception of images of people.
Advertising Brief: Telethon

OBJECTIVE
Design an ad to inspire families and kids to buy the new limited edition 2019 Fat Cat doll.

TARGET AUDIENCE
From 9 to 99 years old!

BACKGROUND
Everybody adores Fat Cat, the fluffy feline friend of WA’s most loved children’s charity Telethon.

This year Fat Cat is like you have never seen him, a special limited edition Super Cat, complete with sequinned cape and bow tie - just like he looks in real life. Remember he’s seven years of age and enjoys making people of all ages laugh and be happy.

In 2019 Telethon celebrates 52 years as the world’s highest TV fundraiser, last year’s total topping more than $38m. Every cent donated goes directly to the hospitals, medical facilities and community organisations that need it most, providing vital research, equipment, services and therapies and changing lives of kids in our state for the better.

ESSENTIAL ELEMENTS
- Ad must be clever, fun and super creative!
- Must include:
  - product image of the new Fat Cat doll
  - Telethon logo
  - details of where to buy - any Friendlies Pharmacy, Bendigo Bank or online at www.telethon7.com/shop/

FURTHER INFORMATION
www.telethon7.com/news-events/deals/

USE OF CORPORATE IMAGES
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The only corporate images allowed are Fat Cat stock shots and the Telethon logo, provided at https://bit.ly/2WPpRgN

Students are encouraged to draw and create their own images/animations in addition to these.

(Please note: Fat Cat images may not be used for any purpose other than this competition)