STUDENT NOTES:
DESIGN AN AD COMPETITION

Term 1-2, 2020
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 3.

Design an Ad for one of these participating companies!

Caltex
Crunch & Sip
RAC
Foodbank
Awesome
SunSmart
English Media Arts
TERMS 1-2 YEARS K-12
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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?

![Organisation Logos]

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...
- Convince your audience that your product, service, event or idea is super cool...
- Use humour...
- Make something look like fun...
- Include facts and statistics...
- (Exaggerate and use ‘puff’ words like ‘the best’, ‘remarkable’, ‘once in a lifetime’...)
- 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 3.
FURTHER INFORMATION

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 (ie. 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 (ie. 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 icecream 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

TTO MANY FORMATTING FEATURES LIKE UNDERLINING AND ITALICS.

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!

The colours used here clash and are not attractive

Why so small?

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APPENDIX 2: ADVERTISING BRIEFS

ADVERTISING BRIEFS: DESIGN AN AD COMPETITION

Term 1-2, 2020
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 engages with young people under 12 through exciting, inspiring, accessible and challenging arts activities and programs. AWESOME presents the annual AWESOME Festival in Perth and the Creative Challenge education program across WA. The AWESOME International Arts Festival for Bright Young Things showcases 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 – 28 September – 4 October 2020
- Website: [www.awesomearts.com](http://www.awesomearts.com)
- Include the hashtag #2020AWESOMEFestival
- 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](http://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](http://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

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.

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

**OBJECTIVE**
Crunch a rainbow! Design an advertisement encouraging children to eat a colourful variety of vegetables and fruits and drink water every day for Crunch&Sip®.

**TARGET AUDIENCE**
School-aged children, both primary and secondary.

**BACKGROUND**
Eating plenty of vegetables and fruits in all the colours of the rainbow will give you a great mix of the vitamins and nutrients needed for good health.

Crunch&Sip® is a break during class time for students to eat vegetables or fruit and sip on water throughout the day. It is a great opportunity for students to get an extra serve of these essential food groups into their diet, is healthy, tasty, and refuels the body and mind, assisting with concentration and learning.

It is recommended that primary school children eat 4 ½ - 5 serves of vegetables each day but only 6% of Australian children are achieving this target. With this in mind students are encouraged to bring vegetables from home to eat during Crunch&Sip®. Students can crunch on carrot sticks, celery, capsicum, sugar snap peas, cucumber or a different vegetable of their choice.

**ESSENTIAL ELEMENTS**
- Promote eating a colourful selection of vegetables and fruits for Crunch&Sip®. But don’t forget the water!
- We want to see lots and lots of vegies.
- 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](http://www.crunchandsip.com.au)

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

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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](http://www.crunchandsip.com.au)
Advertising Brief: Foodbank

OBJECTIVE
In celebration of 20 years of our Foodbank WA’s School Breakfast Program, we are asking school aged children to design and advertisement that promotes the benefits of eating a healthy breakfast every day.

TARGET AUDIENCE
School aged children, K -12

BACKGROUND
Foodbank WA is the leading hunger relief organisation in the state providing over 6 million meals every year. Because we understand that fighting hunger involves more than providing a meal in times of need, we also provide a wide range of nutrition education programs to help teach disadvantaged groups the importance of healthy eating and cooking.

Foodbank WA’s School Breakfast Program started 20 years ago and has since grown to provide a healthy breakfast to over 21,500 students every week across more than 480 schools state-wide. A healthy breakfast provides essential energy and nutrients, which are necessary for active growing bodies and are also important for learning and focus in the classroom.

Foodbank WA’s Superhero Foods characters are a fun and engaging way for children of all ages to learn about making healthy food choices and the skills involved in preparing healthy meals and snacks. One of the Superhero Foods key messages is “eat a healthy breakfast every day”. The Superhero Foods characters and messages are all linked to the Australian Guide to Healthy Eating and represent foods from each of the five food groups.

List of key messages:
- Eat a healthy breakfast everyday
- Eating breakfast gives your brain fuel to learn
- Launch your day with a healthy breakfast

FURTHER INFORMATION
- Click here to find out more about Foodbank WA
- Click here to find out more about the School Breakfast Program
- Click here to find out more about Superhero Foods
- Email Reearna.Morgan@foodbankwa.org.au for more information

ESSENTIAL ELEMENTS
- Promote the benefits of eating a healthy breakfast and focus on one key message from the list above
- Must contain one or more Superhero Foods characters, which can be sourced free of charge from www.superherofoodshq.org.au. The use of ‘breakfast food’ related characters is highly recommended, for example:
  - ‘Sporty Banana’ aka ‘Super Fruity’
  - ‘Atomic Apple’ aka ‘Aces Apple’
  - ‘Mixed Grain’ aka ‘Toasty’
  - ‘Milk Maid’ aka ‘Mighty Milk’
  - ‘Tinned Beans’ aka ‘Bean Machine’
  - ‘Healthy Cereal’ aka ‘Silver Spoon’
  - ‘Fruity Painter’ aka ‘Fruit Mob’
- Foodbank WA logo
- 20 years School Breakfast Program logo
- Superhero Foods HQ website link: www.superherofoodshq.org.au
- The use of bright colours for visual engagement

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 the use of images from the Superhero Foods HQ website (www.superherofoodshq.org.au) however, students are also welcome to compose their own images through photography or artwork. High-resolution images of Superhero Food Characters are available to download from https://www.superherofoodshq.org.au/product-category/clipart/
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.fremanetleprison.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: 

Information regarding school tours, including educational resources are available here: 

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/m9xoygpd12y17or/AADkAHtFhE_im75qwdV9t7wAa?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.

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 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
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.

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
Design an advertisement encouraging young people to be SunSmart and protect their skin from sunburn on weekends.

TARGET AUDIENCE
The target audience is Western Australian young people.

BACKGROUND
Too much ultraviolet (UV) radiation from the sun leads to sunburn, wrinkles and skin cancer. Australia has one of the highest rates of skin cancer in the world. It is very important to protect our skin from UV especially when you are young.

UV is not the same as heat – you can’t see or feel UV. That means you can get sunburnt on cool days. 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. Check the UV near you at www.myuv.com or www.bom.gov.au/wa

Cancer Council research shows that one in four (26 per cent) of teenagers are getting sunburnt on summer weekends.

However, most skin cancers and sunburn can be prevented by the use of good sun protection. A combination of these five forms of sun protection is recommended:

- SLIP on sun-protective clothing
- SLOP on SPF30 or higher sunscreen
- SLAP on a broad-brimmed hat
- SEEK shade
- SLIDE on sunglasses.

This advertisement should focus on using the 5 forms of sun protection during the weekend. You could be at the beach, playing sport, or hanging out with friends or family.

Remember: 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
- Tips or ideas of how young people can use sun protection on weekends

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