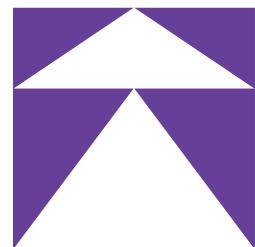


AWARD School



BRIEF ONE

Outdoor

Deliverable

Outdoor poster (billboard)

Client

Standard Procedure

Product

SPF Sunscreen

Target Audience

18–35 year olds who know they should wear sunscreen but often forget when outdoors.

Key Insight

Aussies know the sun is harsh, but they still treat sunscreen as optional, especially when socialising.

Proposition

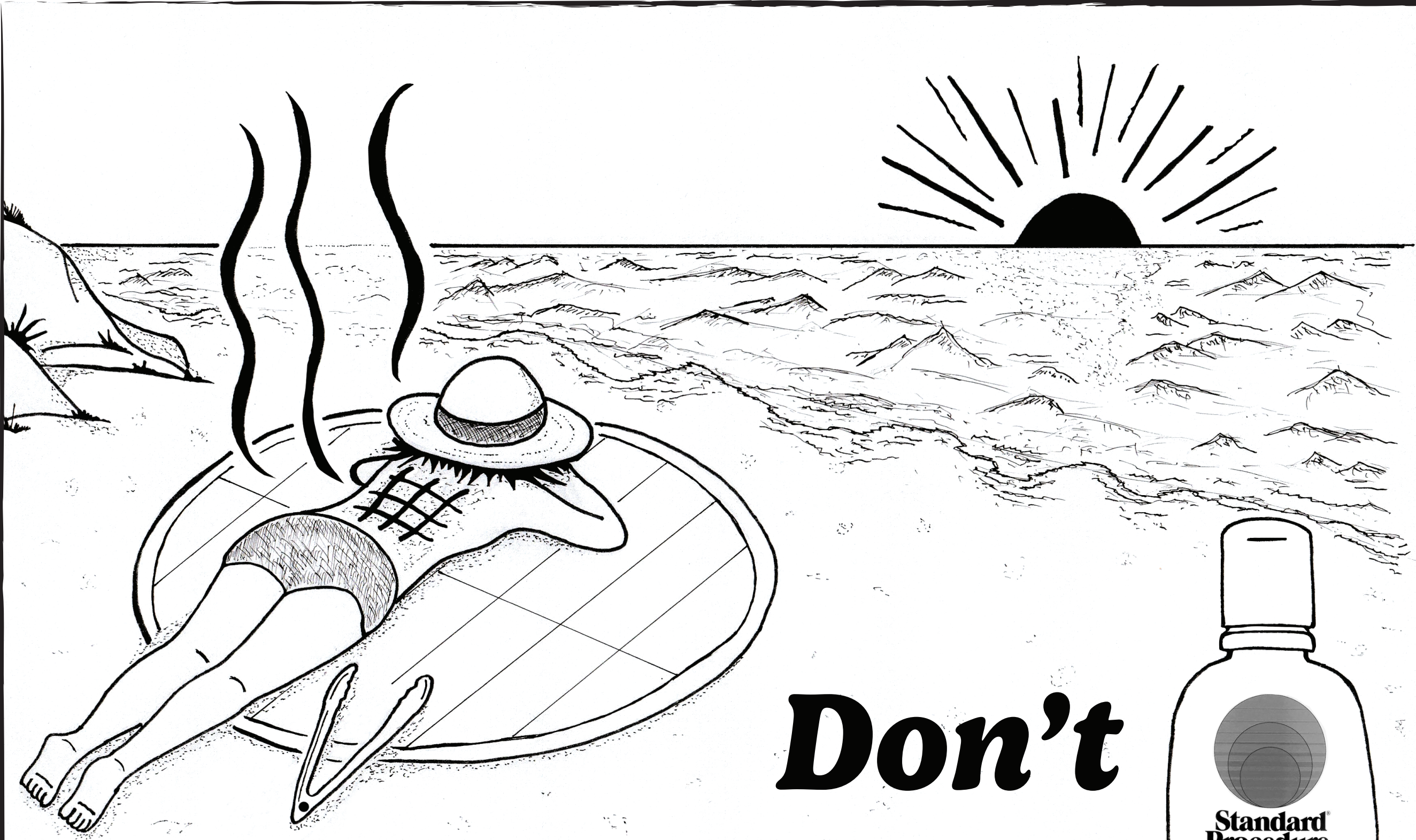
Australian sunscreen for Australian conditions.

Reasons to Believe


Australian-made SPF brand, trusted and stylish, with simple branding that cuts through.

Mandatories

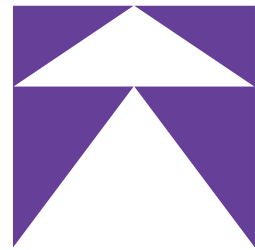
Include the Standard Procedure logo lock-up, product name and URL.



Don't Get Cooked



standardprocedure.com



BRIEF TWO

Print Campaign

Deliverable

A print campaign (3 ads)

Client

Elixir

Product

Australia's first complete alcohol replacement for social drinking

Target Audience

Young and young-at-heart, socially active, health-conscious Australians

Key Insight

Elixir gives you a natural social buzz without the downsides of alcohol.

Proposition

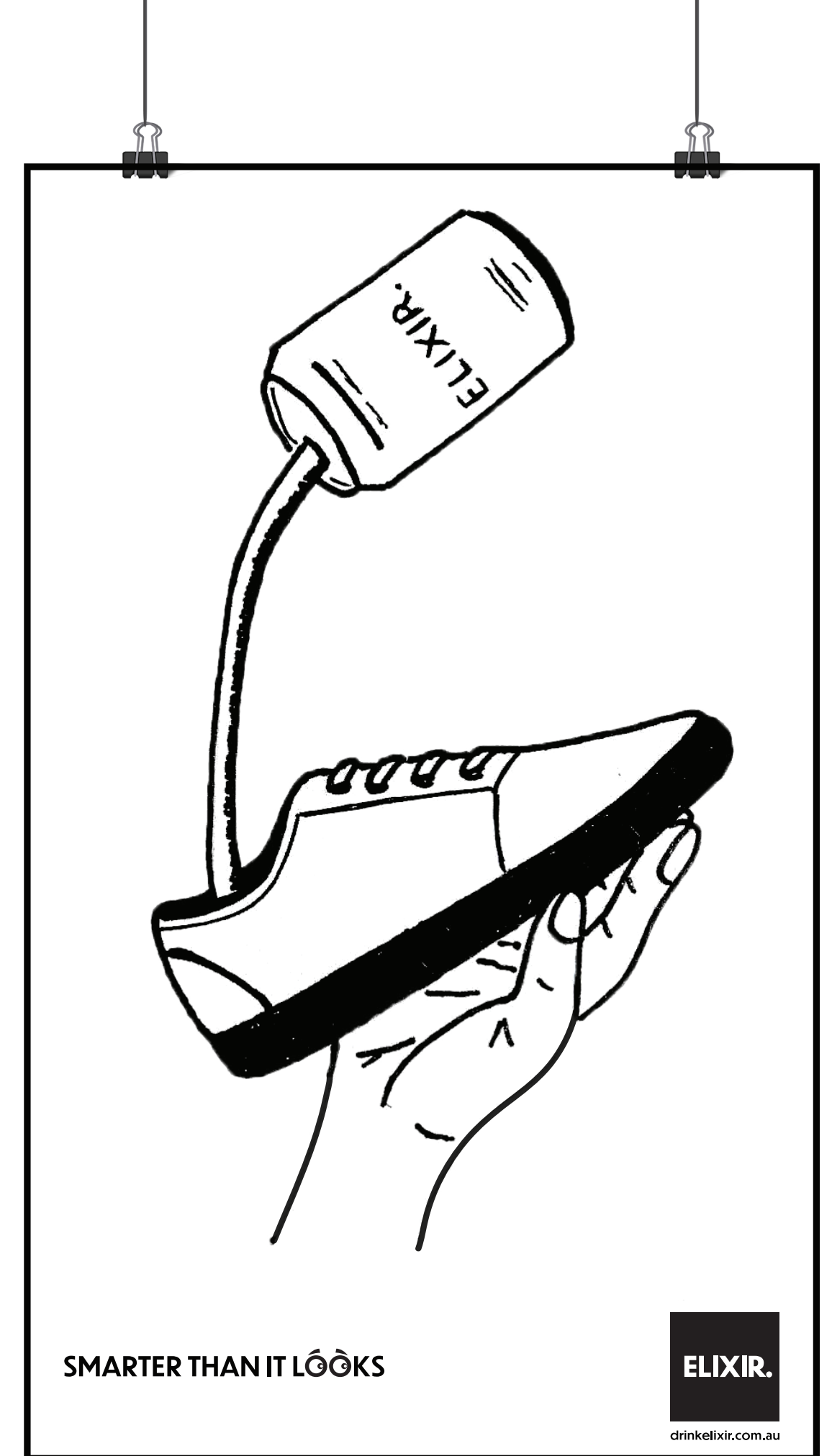
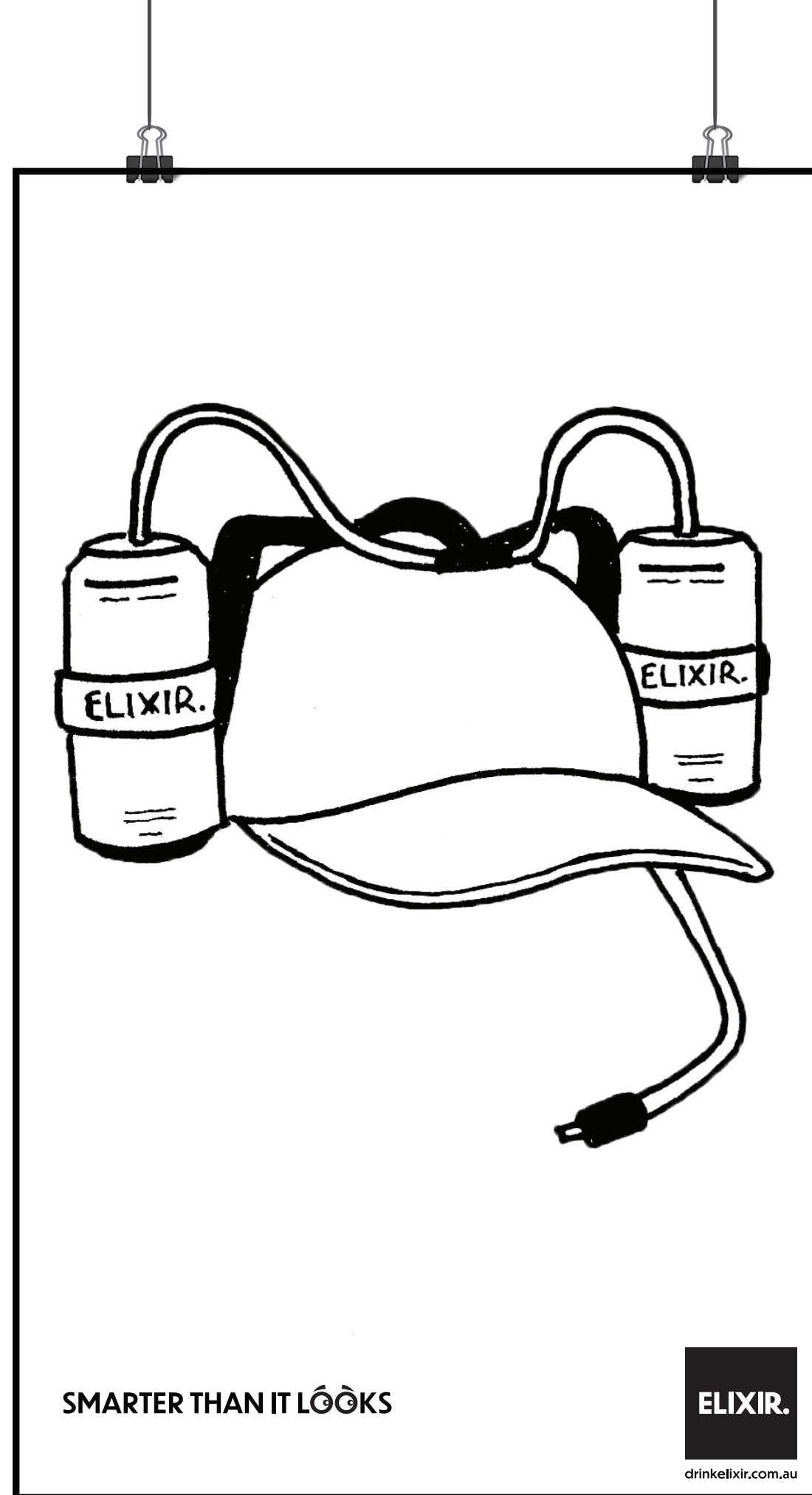
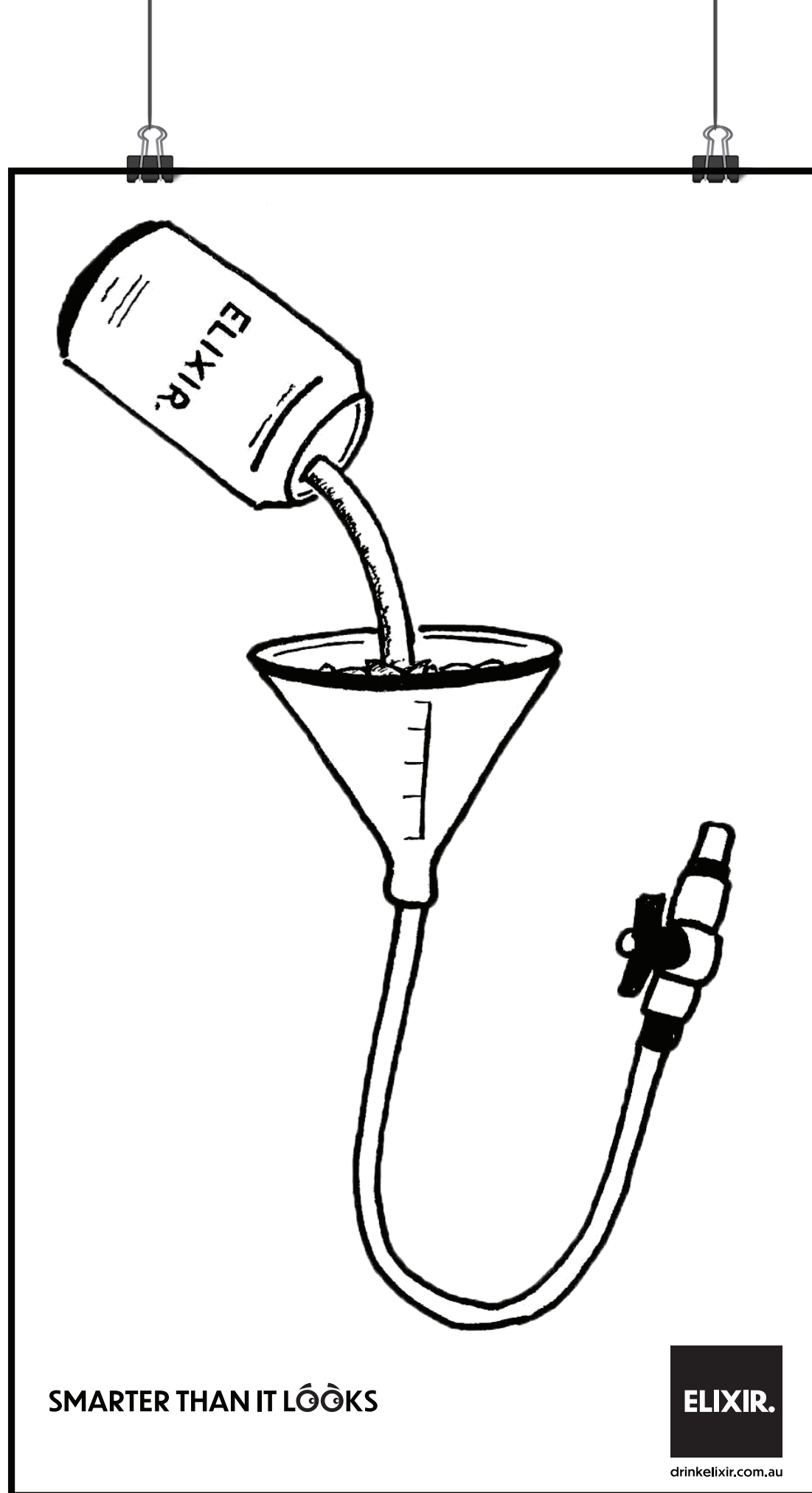
All upside, no downside

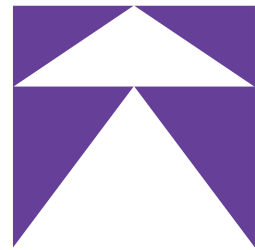
Reasons to Believe

Formulated with natural tropics and adaptogens to elevate mood and energy. Zero alcohol, 9 calories, no sugar, no artificial sweeteners.

Mandatories

Logo and/or clearly branded product image, plus URL





BRIEF THREE

Film / TVC

Deliverable

30-second film ad

Client

Toyota

Product

HiLux

Target Audience

Outdoor enthusiasts, tradespeople,
and people in agriculture or construction

Key Insight

The HiLux has become a cultural symbol
in Australia, representing reliability,
ruggedness and adventure

Proposition

Australia's most trusted ute

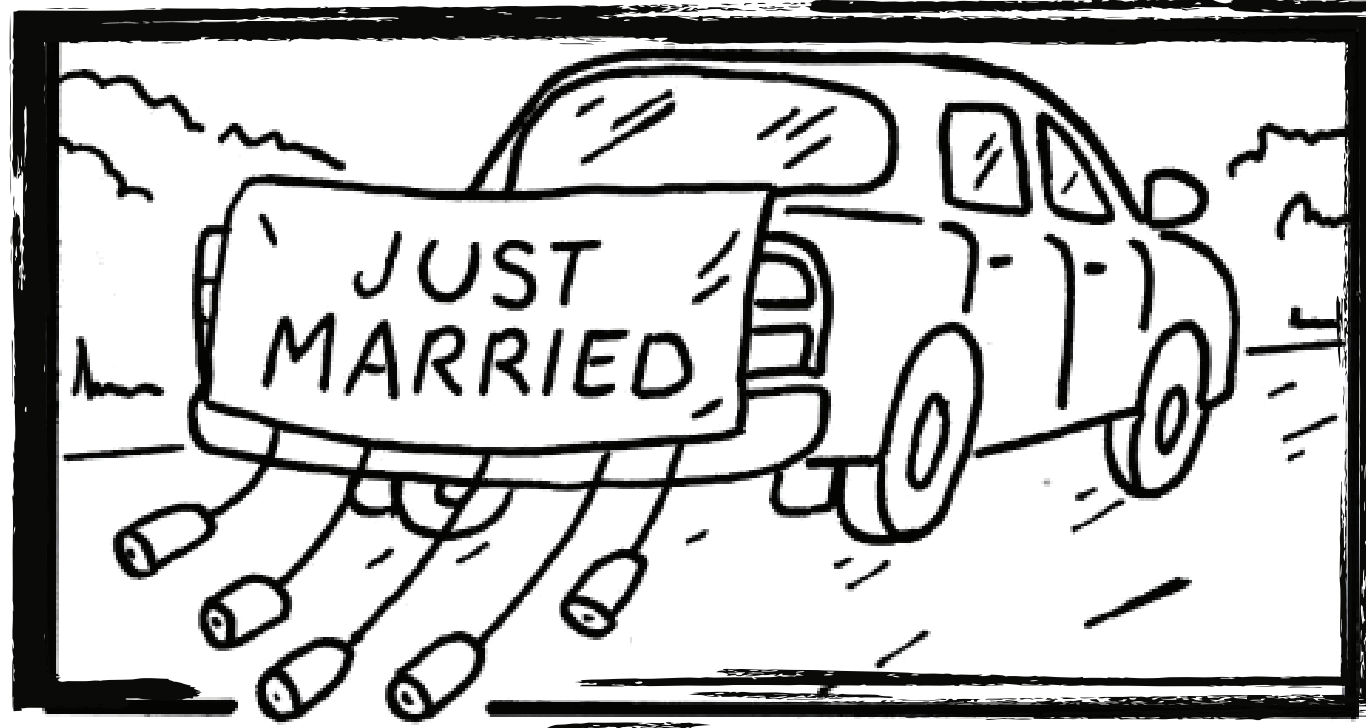
Reasons to Believe

The HiLux is smarter, safer and tougher than ever

Mandatories

Feature a HiLux vehicle and finish with a
Toyota-branded final frame/logo

THE LONG HAUL



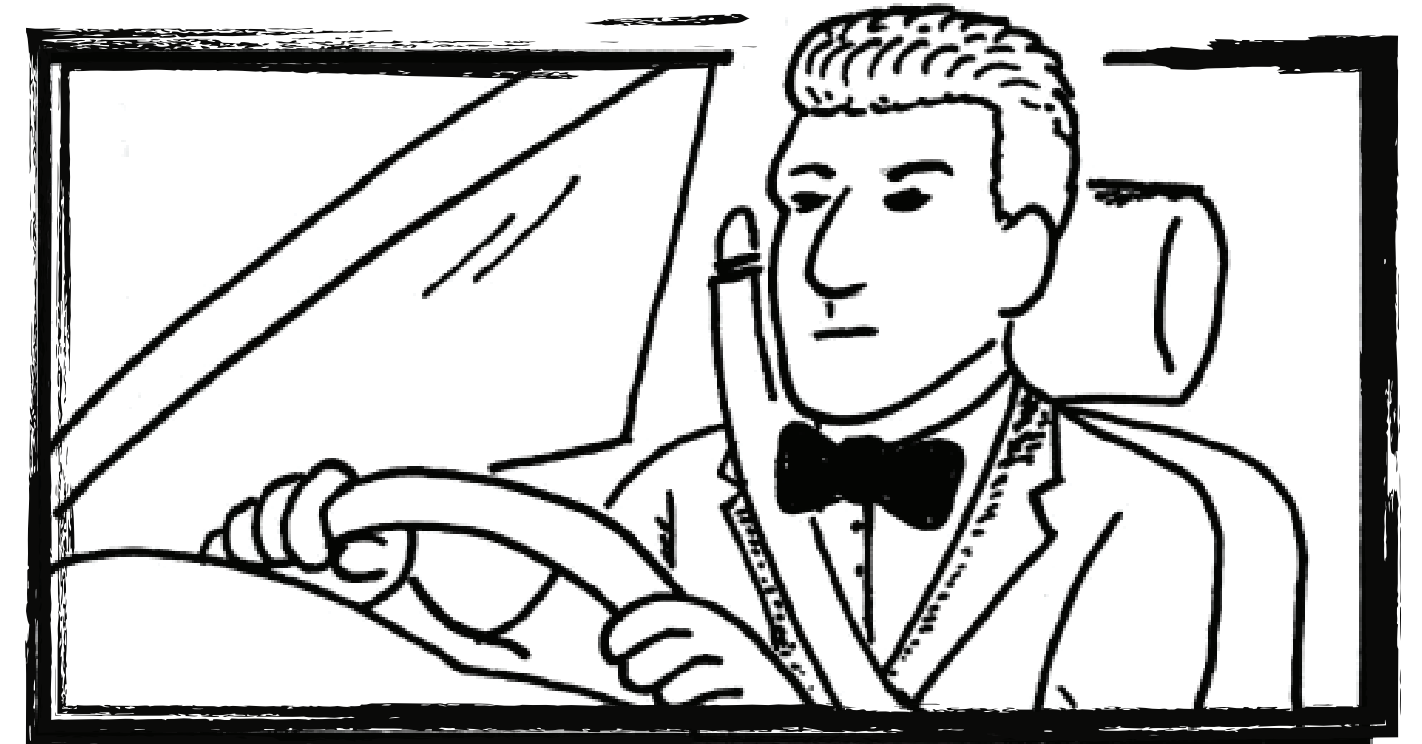
A Hilux cruises down a dusty road

SFX: Wind gusts. Loose cans rattle behind. Engine hums



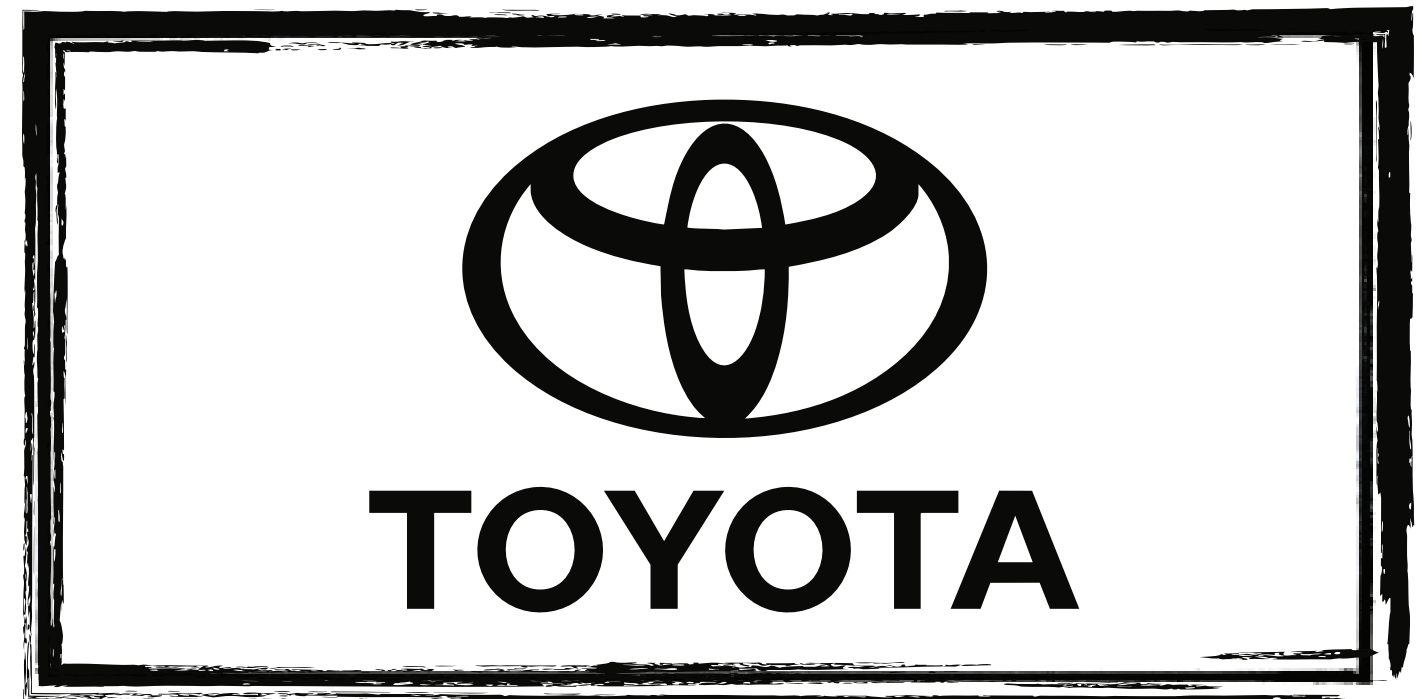
The camera slowly pans to reveal the empty passenger seat.

SFX: Light tap on the dashboard. Ute accelerates smoothly.



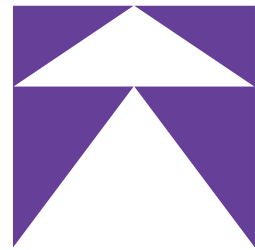
Interior shot of the groom driving in his wedding suit

SFX: Subtle ute noises over gravel.



Final frame: Toyota logo

VO: TOYOTA HILUX. IN IT FOR THE LONG HAUL.



BRIEF FOUR

Audio

Deliverable

30-second radio ad

Client

ALDI

Product

Special Buys

Target Audience

Savvy bargain hunters

Key Insight

ALDI's Special Buys are delightfully random, sparking curiosity and FOMO in Aussie shoppers

Proposition

Things you need, but didn't know you wanted

Reasons to Believe

Wide variety across categories, limited time and limited quantities create urgency

Mandatories

"Aldi Special Buys", "Good different.", and "New drops every Wednesday & Saturday"

Where *needs* find you

SFX: *TROLLEY MOVES THROUGH A SUPERMARKET, CALM AMBIENCE IN BACKGROUND.*

SHOPPER: **(muttering to self, focused):**
Right! Lemons, salt, and a bottle of...

SFX: *TROLLEY SCREECHES TO A HALT. DING DONG STORE CHIME WITH A CRACKLING PA*

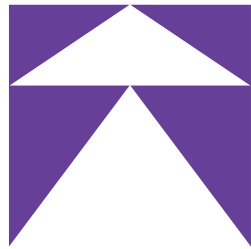
PA ANNOUNCER: *(filtered, distant SFX):*
Attention shoppers! Last remaining zombie shot glasses now in aisle 6. That's middle aisle, people.

SHOPPER: **(suddenly distracted and curious):**
Ooh... cocktail napkins and a fold-out taco holder? Handy!
Zombie shot glasses? Deadset!
Disco lightbulb with laser beams? Lit!
Breathalyser corn keyring? Salud, Señor Responsible!

SFX: *ITEMS DROP INTO TROLLEY, FOLLOWED BY CHECKOUT SCANNER BEEPS.*

SHOPPER: **(realising, slight groan):**
...I forgot the tequila, didn't I?

VO: Aldi Special Buys. Where needs find you.
New drops every Wednesday and Saturday. Good. Different.



BRIEF FIVE

Social Media

Deliverable

A social media idea for Instagram or Facebook

Client

Mood Tea

Product

Mood Tea (introducing Coffee)

Target Audience

Tea and coffee drinkers aged 16–50

Key Insight

People often see themselves as either tea drinkers or coffee drinkers but many actually enjoy both

Proposition

You don't have to pick sides

Reasons to Believe

Mood Tea is challenging beverage norms by offering both tea and coffee, with all profits helping to save young lives

Mandatories

MOOD Tea branding (Sip Selflessly), note that all profits go to saving young lives, and include URL

MOOD^{tea}

PEACE TALKS

INSIGHT

Aussie rivalry means picking a side and staying loyal
Even when it comes to tea or coffee.

IDEA

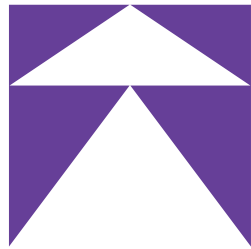
Mood Tea celebrates the enjoyment of both.
But the real question is... can we agree?

EXECUTION

Take two NRL legends from NSW and QLD, the fiercest rivalry on home soil and put them head-to-head on IG LIVE, with Mood as the referee. But instead of bringing back the biff, they sip selflessly toward a truce. One with a tea. One with a coffee.

In the final moment, they swap jerseys showing that no matter your side, you can choose both.
All profits from Mood's new coffee range help save young lives, on and off the field.





BRIEF SIX

PR

Deliverable

A PR idea that inspires people to take action

Client

Lucent Globe

Product

Eco Laundry Sheets

Target Audience

Environmentally conscious homeowners
and occupiers

Key Insight

People often assume chemicals clean better
than natural products

Proposition

Powerful cleaning because it's natural

Reasons to Believe

Formulated with protease enzymes derived from
plants, fungi and coconut to effectively tackle tough
stains (think wine, sauce, grass, etc.)

Mandatories

Communicate the brand, find a cultural hook,
and provoke action

CLEAN SHOT

INSIGHT

We trust real reviews especially the ones that cast doubt on natural products being tough enough to clean serious stains. Lucent Globe wants redemption, to prove that a natural, plant-based cleaner can still deliver powerful results.

IDEA

Lucent Globe's co-founders want to win back their harshest critics by letting them create the mess and trusting their product to clean it.

EXECUTION

Wearing crisp white jumpsuits, the co-founders step into an outdoor paintball arena. But instead of paint, they're pelted with custom capsules filled with tough stains like red wine, beetroot, and coffee, the usual culprits where natural products fall short.

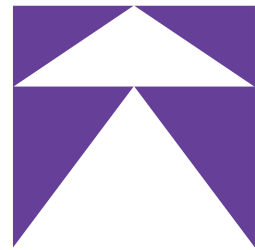
Their harshest critics (real 1-star reviewers) are the ones firing the shots. Once splattered, the co-founders jump into ice-cold tubs filled with water and laundry sheets, scrubbing their suits by hand. It's cold and uncomfortable, meaning they want the stains out fast, relying solely on the product's natural power.

When the stains come out? The review gets removed.

If not? They face another round of mystery stain capsules, fired via a cannon.

It taps into a culture of public accountability, where brands are expected to respond to real criticism, not just with words, but action. The stunt is streamed across Lucent Globe's socials and built to go viral. A messy, ridiculous, public redemption campaign designed to prove Lucent Globe's natural cleaning power can be trusted.





BRIEF SEVEN

Digital

Deliverable

A digital idea that communicates the benefits of Canon's videography technology

Client

Canon

Product

Canon EOS R5

Target Audience

Creators and digital natives aged 18–40

Key Insight

Canon's videography technology enables users to capture more emotion in their stories

Proposition

Create truly moving images

Reasons to Believe

8K video resolution, advanced subject tracking, Log Gamma Curves for colour grading flexibility, and image stabilisation systems for sharper results in low light

Mandatories

Demonstrate the benefits of the Canon EOS R5 and connect with digital-first creators

The Moving Postcard

Canon
EOS R5

See the world
Star in your story

INSIGHT

We film the world but rarely appear in the footage ourselves.
Canon changes that.

IDEA

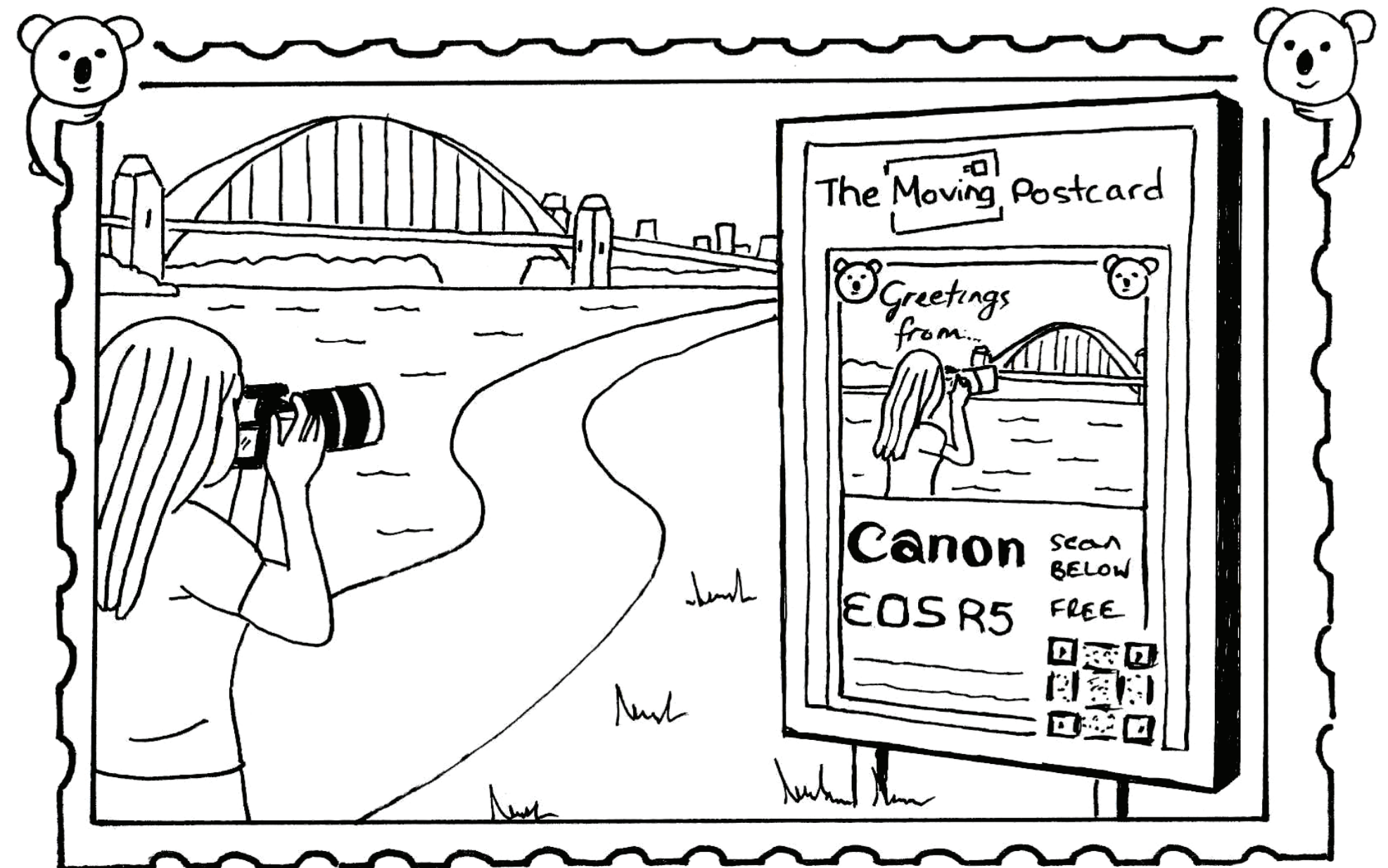
Canon captures you capturing the world.
Turning the moment into a cinematic moving postcard.

EXECUTION

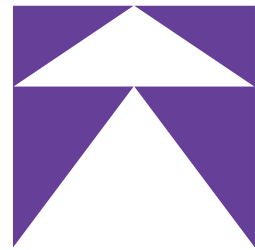
Canon installs discreet video rigs at iconic global hotspots. These rigs capture visitors in the moment as they shoot. A live feed plays clips on a nearby digital OOH billboard, with everyone appearing in the footage.

Each visitor receives a short, location-branded video, framed with a playful postcard-style border downloadable via QR code, email or the Canon app.

Scan the code and take your moving postcard with you to the next adventure.



**Filmed in real-time using Canon's EOS R5 cinematic video*



BRIEF EIGHT

Direct

Deliverable

An idea that debunks concerns of Australians living with a disability who want to participate in sports and recreation

Client

Disability Sports Australia (DSA)

Product

Abilities Unleashed

Target Audience

Adults and children living with a disability, and their carers

Key Insight

4.3 million Australians live with a disability, and 75% want to take part in more sports or active recreation

Proposition

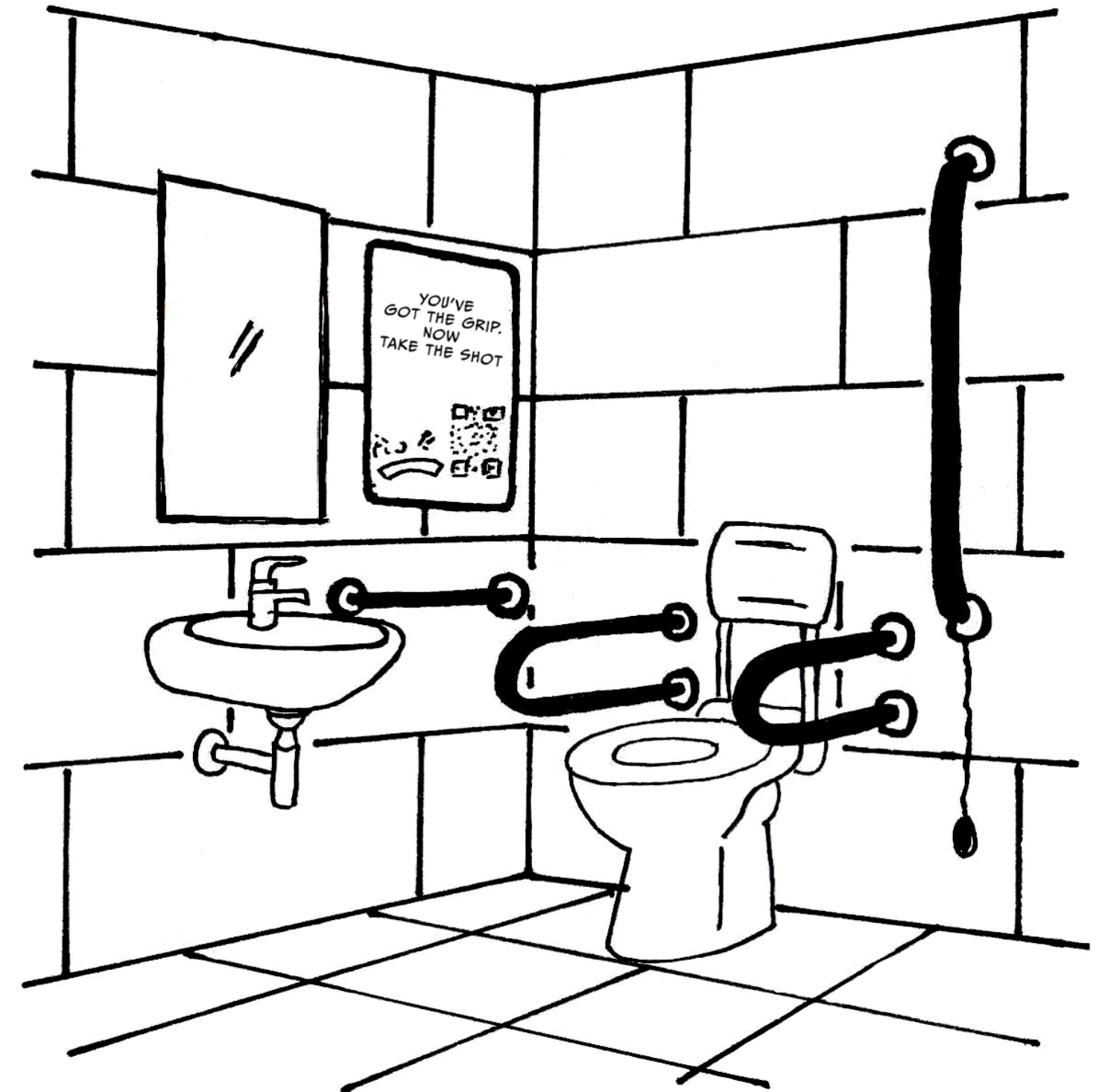
Every body can participate in sport and recreation

Reasons to Believe

Abilities Unleashed 'Come-and-Try' sports days empower people living with disabilities to explore local opportunities, delivering health benefits, social wellbeing, improved coordination, teamwork and self-esteem

Mandatories

Direct call-to-action: Sign up for an event near you plus Disability Sports Australia logo



INSIGHT

Spaces designed for Aussies with disability are quiet reminders of limits, not starting points. But maybe they could be places built for ambition, not just function.

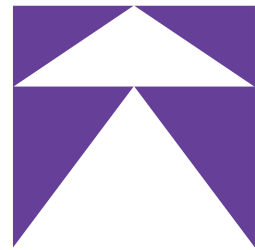
IDEA

Reframe everyday mobility as motivational sport parallels through the Abilities Unleashed program.

EXECUTION

A series of direct, in-situ activations in everyday access spaces near grip bars, ramps, lifts, doors that are featuring copy-led signs, wraps, decals, or stickers that draw motivational sporting parallels.

Each includes a QR code directing people to sign up for an Abilities Unleashed event near them. This is one of a series. The same signage logic would extend across all touchpoints.



BRIEF NINE

Integrated Advertising

Deliverable

A big idea executed across three different mediums

Client

Afterpay

Product

Pay in 4 or monthly

Target Audience

Business owners with Gen Z and Millennial customers

Key Insight

Giving customers more ways to pay can grow your revenue

Proposition

Empower your customers and they'll spend with you

Reasons to Believe

Gen Z's financial savviness creates opportunities for brands to empower them with flexibility, control and transparency in their shopping journey.

Splitting purchases into smaller, manageable payments makes it easier for customers to commit.

Mandatories

Afterpay logo and URL

FROM UNDEAD TO UNSTOPPABLE

bring your business back from the dead

INSIGHT

A business can look alive on the outside but be struggling on the inside.

IDEA

Dramatise small businesses as part of the undead economy limping along lifelessly until they enable Afterpay and come back to life.

EXECUTION 1: Print (Poster)

This ad uses a single symbolic image. A hand rising from the grave captures the moment a business returns to life. One click and they're back from the grave, reminding customers they can shop again, empowered by Afterpay and its flexible extended Pay in 4 or monthly options.



EXECUTION 2: Radio

This ad dramatises the problem through a crackly two-way radio broadcast. A business owner trapped in their dying store calls for help. One small action flips the mood. Customers return. The place comes back to life. It quietly shows how business owners can empower their customers to find them and spark a feeding frenzy.

SFX: ZOMBIE FEET SHUFFLE ON PAVEMENT, LOUD GROANS, DISTANT THUMPING, AND STATIC RADIO.

OWNER (whispering, urgent):
Is anyone out there, over! ... I'm trapped.
It's a feeding frenzy out there but in here? My business is starving... just like me.

SFX: CRACKLE ON TWO-WAY RADIO. NEW VOICE RESPONDS.

SURVIVOR (optimistic, helpful):
Have you tried turning on Afterpay?
Lets 'em pay in 4... or monthly. Keeps 'em coming back.

SFX: PHONE UNLOCKS. SCROLLING.

OWNER (muttering to self):
Alright... let's bring the customers back.

SFX: TAP.

OWNER (relieved):
That's it... I hear them, they're at the door.
I'd better let them in.

SURVIVOR (cutting in, panicked):
Wait! Don't forget the zombie...

SFX: DOOR S OPEN. A HORDE RUSHES IN. THE MOOD SHIFTS TO LAUGHTER, CHATTER, AND JOY.

VO Bring your business back from the dead. Enable Afterpay.

EXECUTION 3: TVC

This ad dramatises the full transformation of a lifeless business. Cinematic world-building sets the tone with an owner moaning through their day. One click. The mood shifts and customers return. The place comes back to life. It's a visual metaphor for what happens when business owners empower their customers to spend.



A lifeless bookstore with cobwebs and dust settled everywhere.

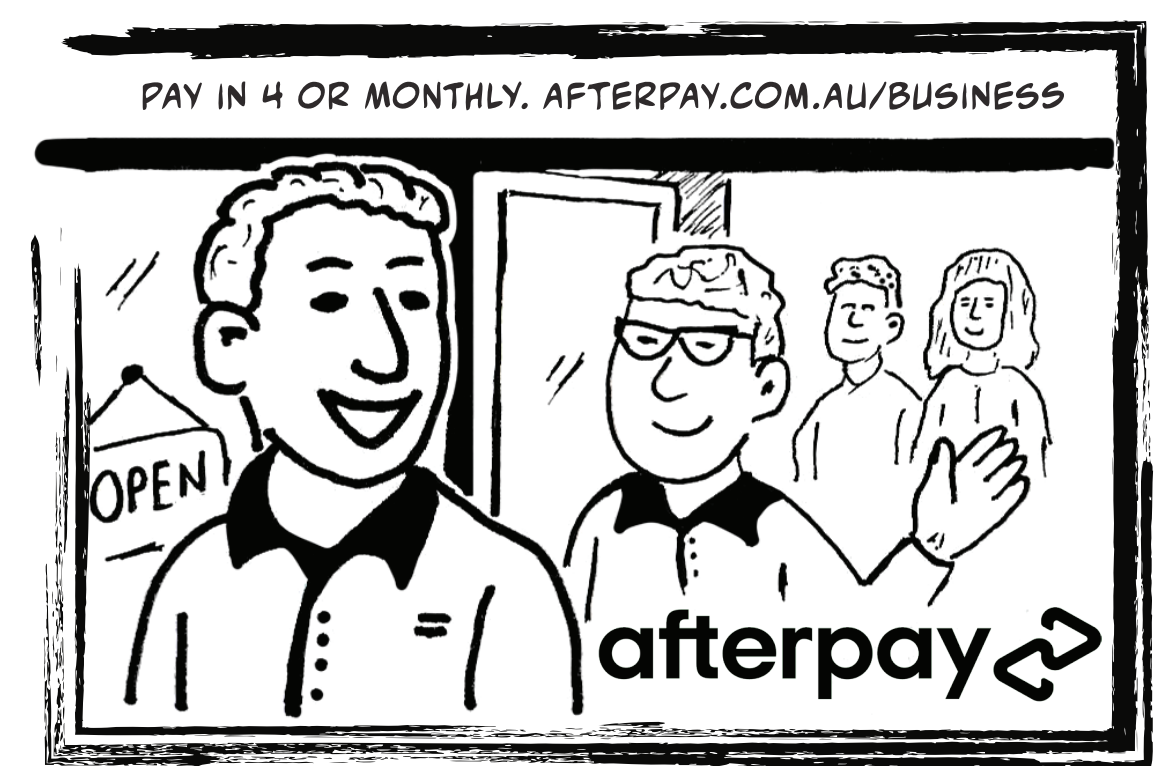
SFX: Groaning. Creaking shelves. Rustling paper.

VO (owner, zombie tone): *We used to be alive... kinda.*



Close-up of the owner clicking Enable Afterpay on their work screen.

SFX: Click. A faint electric buzz builds.

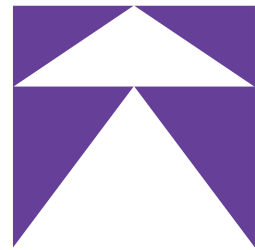


Customers flood in. The owner couldn't be happier.

SFX: Footsteps. Excited chatter. Register beeps

VO (owner, happy): *I clicked one button, now look at us.*

VO: BRING YOUR BUSINESS BACK FROM THE DEAD.
ENABLE AFTERPAY



BRIEF TEN

Commercial Creativity

Deliverable

A product, business or entrepreneurial idea

Client

Parcel Watch (self-initiated idea)

Product

A subscription-based delivery security service

Target Audience

Australians concerned about lost or stolen parcels, particularly online shoppers

Key Insight

One in five Australians has had a parcel lost or stolen in the past year

Proposition

Protect your deliveries with affordable, accessible parcel security

Reasons to Believe

Combines SMS notifications, secure delivery boxes, and community-based monitoring to safeguard parcels, offers peace of mind in an era of growing online shopping

Mandatories

Clearly show how the idea links to Springboard:

Parcel theft and loss in Australia

One in five Australians has had a parcel lost or stolen in the past 12 months.

Parcel Watch



SPRINGBOARD

1 in 5 Aussies had a parcel lost or stolen in the past 12 months.

PROBLEM

Traditional delivery systems fail to guarantee safety and are inconvenient, especially for people working 9 to 5 since post offices usually close before they're free.

INSIGHT

We trust our neighbours more than couriers, so why not let them protect our parcels?

IDEA

A national side-hustle platform that turns neighbours into certified parcel guardians.

PITCH

Parcel Watch is a trusted local network of neighbours who safely hold your parcels when you're out. It's Neighbourhood Watch for deliveries, powered by locals earning from a simple side hustle.

HOW IT WORKS

At checkout, customers select a local verified Watcher to receive their delivery for a small fee. Watchers display a Parcel Watch sticker. Handover is tracked by GPS, QR code, and live alerts.

EXECUTION

A mobile app connects with major couriers, letting verified Watchers (stay-at-home parents, retirees, remote workers, job seekers) securely receive parcels and earn per delivery. It's safe, trackable, and reduces missed deliveries and theft - *Problem solved!*

