



Inspiring Excellence
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International Advertising Association
AUSTRALIA CHAPTER

Announcing the 2010
International Advertising Association

BIG idea

National Marketing Communications
COMPETITION

It just keeps getting bigger!

2010 IAA 'BIG IDEA' MARKETING COMMUNICATIONS COMPETITION

THE COMPETITION

Each year in Australia there are any number of 'award' programs within the Advertising and broader Marketing Communications industry. The IAA 'Big Idea' is different, in two critical ways.

First, it is a student award competition, one designed to foster the talents of the next generation of communication professionals, as a part of the IAA's on-going commitment to professional development.

Second, the client is a charity not a multi-national, a not-for-profit organisation that will truly appreciate the 'pro-bono' work the student teams produce.

Previous IAA 'Big Idea' Not for Profit Clients have acknowledged with gratitude the creativity and high quality of workable ideas they have received from the student teams over the past seven years for The Heart Foundation, Foodbank Australia, United Way Australia, The Royal Flying Doctor Service, Habitat 4 Humanity, Adults Surviving Child Abuse (ASCA), and Assistance Dogs Australia.

Welcome to the eighth annual IAA 'Big Idea' Competition

The IAA Australia 'Big Idea' is a unique Australian national student competition that provides hands-on integrated marketing communications campaign development experience for students at tertiary institutions and universities in Australia who conduct advertising and marketing communication courses. Initiated in 2003, it has attracted entries from right around Australia during the last 7 years.

The IAA 'Big Idea' is designed to challenge students to:

- » Work in agency-style teams
- » Produce marketing communication solutions for a real client, a respected and needy charity organisation
- » Develop integrated concepts across all mediums, from research and strategy development to creative conceptualisation and presentation standard
- » Be professionally evaluated by a judging panel of respected industry professionals and, of course, representatives of the Client themselves.

THE CLIENT

The Client for IAA "Big Idea" 2010 is **Frontier Services** www.frontierservices.org.au - one of Australia's leading providers of services to outback and remote communities with health clinics, family and children's services, respite care, counselling, social welfare programs, migrant support, aged care and an extensive pastoral care network.

For almost 100 years, Frontier Services has helped the people of the Outback to overcome the disadvantages of isolation through practical services and a reliable continuing presence that strengthens and empowers communities. '*Being there*' is the one thing that people value most about Frontier Services – the fact that their staff are committed to sharing in the lives of isolated people as both carers and friends makes a huge difference.

Frontier Services operations cover 7.5 million square kilometres of remote Australia - about 85% of the continent - employing more than 600 people in over 100 services, and needs to raise around \$3 million in donations annually to support these vital services to remote regions.

The Frontier Services vision is that...In the remote areas of Australia, reconciliation will become reality, hope will replace anxiety and despair, justice and equity will build community and everyone will have access to the services they need.

We trust that you agree this is an enormously worthwhile charity for your team to devote its considerable creative talents to support.

A detailed Client briefing document will be forwarded to those faculty advisors who register Expressions of Interest by 22 July 2010 (see Competition Time Line on next page). There will be the opportunity for registered teams to speak with the client by phone to clarify any aspects they require from this brief. Dates, times and protocol details for Client contact to be specified when the Client Brief is issued.

THE REWARD

All team participants, students and faculty advisors receive individual IAA "Big Idea" 2010 certificates acknowledging their participation and efforts in preparing the marketing communications campaign submissions.

The 3 finalist teams, who have scored the highest marks for their submissions, have the opportunity to make a final presentation to the Client, the judging panel from the Industry and the IAA Australia Board of Directors. These presentations will be the final step in the selection process for the winning team which will be announced as "National Champion".

The winning team receives an impressive trophy as the IAA 'Big Idea' National Champion. Each member of the winning team will receive an IAA 'Big Idea' National Champion certificate.

More importantly, the real reward lies in the knowledge that the winning campaign and all the ideas from all the teams will be truly appreciated by the 'charity' client and will be judged for potential market implementation in the years ahead.

Bronwyn Boekenstein, the Managing Director of 'Foodbank' (a previous client) described the output as 'a treasure chest, which I still dip into regularly, several years on'.

2010 IAA 'Big Idea'

RULES OF ENGAGEMENT

WHO CAN ENTER

- » Student teams from IAA accredited institutions in Australia
- » Student teams from Non IAA accredited institutions from Marketing, Communications and Advertising courses in Australian tertiary institutions.
- » Institutions can involve as many teams as they like in this exercise BUT can submit a maximum of 2 entries per stream, for final judging. If more teams participate, it will be the responsibility of the Institution/Faculty Advisor to do an internal round of judging to select the entries which will finally be submitted.

ENTRY FEE

- » IAA accredited institutions – NO fee
- » Non IAA accredited institutions – \$50.00 per team entry

TEAM STRUCTURE

- » Each team may have a maximum of 8 members
- » Each team must have at least one (but no more than two) Faculty Advisors, for advice and direction *only*
- » Teams may not hire, appoint or utilise any person or organisation to create any aspect of the project
- » All work must be performed by the team members.

TIMING

- | | |
|--|--------------------------|
| » Competition Terms Brief by electronic distribution | Friday 16 July 2010 |
| » Expression of interest by email from Faculty Advisors to hleembruggen@ozemail.com.au | Wednesday 22 July 2010 |
| » Client brief by electronic distribution to Faculty Advisors who have registered Expressions of Interest | Monday 26 July 2010 |
| » Notification of teams' participation by email to hleembruggen@ozemail.com.au | Friday 6 August 2010 |
| » Team questions to Client – by scheduled phone call. Contact information will be provided to registered teams | Dates TBA - August 2010 |
| » Deadline for submissions | Friday 17 September 2010 |
| » 3 Team Finalists announced | Monday 18 October 2010 |
| » 3 Team Finalists presentations to Client, Judging Panel and IAA Board | Monday 8 November 2010 |
| » Winner announced | Monday 8 November 2010 |
| » Written feedback to all teams | Monday 15 November 2010 |

UNIVERSITY TEAMS PREPARATION COSTS

- » Any costs incurred during/for the preparation of the submission and the presentation are to be borne by the submitting team or institution
- » The IAA Australia Chapter accepts no responsibilities for compensation of costs associated with the above.



OWNERSHIP OF THE WORK

All work submitted belongs to Frontier Services and may be used by them without further compensation.

- » Use of the Client logo and trademarks will be allowed but only for the purposes of completing the assignment and strictly adhering to any guidelines outlined by the client in the brief.

TERMS OF JUDGING

The judging panel will include members from the Client; Director(s) from the IAA Australia Chapter as well as independent industry/agency representatives.

The judges' decision will be final.

The 3 top scoring teams will be invited to present their submissions to the Client and judging panel of industry representatives and IAA Australia Board members on Monday 8 November 2010. These presentations will be judged as the final criteria for selecting the winning team which will be announced at the conclusion of the presentation.

Each team will receive a written de-brief of their entry.

CRITERIA FOR JUDGING

Submissions will be judged under the following criteria:

- » Strategic Rationale
- » The concept
- » The communication of that concept
- » The mechanics of execution
- » Presentation:
 - Design
 - Content
 - Creativity
 - The strength of the arguments presented
 - Providing new information/insights

CONTENT OF SUBMISSIONS

Submissions will encompass two key elements:

1. Campaign Report Document / Plans Book (80% of overall assessment value)

- » The Report document is limited to 40 pages (including all attachments)
- » It should be A4 in size, either portrait or landscape in format. Both the content and style of the report are important
- » Produced and submitted electronically and in hard copy form.
- » The outside cover must include:
 - Team name
 - Institution name
- » The first inside page must include:
 - Team name
 - Institution name
 - Web address
 - All team member names
 - Faculty Advisor/s name
- » The Report document must include:
 - An Executive Summary
 - Contents page
 - Detailed budget page

- » It is expected that submissions will address:
 - Marketing strategy
 - Target audience profile/s
 - Research
 - Communication strategy
 - Creative brief
 - Creative solutions / executions
 - Media / channel strategies and plan
 - Integrated marketing plan
 - Resources planning considerations
 - Budget information inc. source of funds
 - Evaluation method/s

NOTE: The judging panel will be specifically looking for creativity and **realism** in considering the Client organisation's resource capabilities (both human & financial) to fully and effectively implement the plans & solutions proposed.

2. PowerPoint Presentation (20% of overall assessment value)

- » An electronic presentation should be submitted on a CD in PowerPoint format
- » It should contain no more than 20 slides
- » It should project both the strategic thinking and creative flair of your campaign as well as the practicality of actual implementation and include key elements such as budget and evaluation.

SUBMISSION OF ENTRIES

All hard copy entries must be received by 2.00pm Friday 17 September, 2010.

Specifically:

- » Email final entry to: hleembruggen@ozemail.com.au (all files to be zipped)
- » Hard copy full reports (x 7)
- » CD of the PowerPoint presentation (x 7)

Post to:

Heather Leembruggen
IAA Australia Chapter
Unit 5
93 Ridge Street
NORTH SYDNEY 2060

NOTE: Registered mail is suggested. Please note that the above is a mailing address ONLY; late submissions cannot be delivered in person. Meeting the deadlines & criteria set in this document is considered a critical part of winning the pitch.

On behalf of the IAA Australia Chapter we thank you for accepting this challenge to create a 'Big Idea' for a worthy Australian Charity/NFP.

Good Luck!

IAA CONTACT FOR INFORMATION

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