

# *use your head to lend a hand.*

## **AADC MENTOR PROGRAM - DEADLINE 23 APRIL 2010**

The mentor program pairs young, up and coming students with advertising professionals, giving students the unique opportunity to start making contacts within the Industry before finishing their course.

The program is available for students studying in a wide range of fields and is a great opportunity for young aspiring account managers, art directors, copywriters, graphic designers, sound engineers and editors. It's a chance to get some practical advice and guidance from a professional in the Field as well as a better understanding of the opportunities available.

To apply for the program, answer the creative brief in a way that complements your background and have a crack at doing an ad campaign for a real client - The Big Issue Classroom.

Better still, if your campaign is the best of the bunch, The Big Issue Classroom may actually use it.



**tafeSA**



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AADC Education thanks Lane Print & Post for their expertise and help in producing material for AADC Mentor Program.



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# the brief

## THE CLIENT - THE BIG ISSUE

The Big Issue is a not-for-profit organisation & social enterprise that provides opportunities for homeless and marginalised people to make positive change in their lives. The Big Issue spends a lot of time educating Australians about homelessness. One of their educational initiatives is: The Big Issue Classroom. The Big Issue Classroom is a tailored program available to all secondary schools across Australia. It provides an opportunity to deliver a difficult yet important subject matter - homelessness.

The Big Issue Classroom helps break down stereotypes and encourages tolerance and empathy towards all people.

The guest-speakers humanise the subject. This has proven to have a direct impact on a personal level for students. Students also gain an understanding of all types of discrimination and develop social awareness.

## ABOUT THE PROGRAM

Students attend a one-hour group session that includes group discussions, games and fun activities to explore homelessness, discrimination and what it is like to be marginalised. Sessions are facilitated by a specialist presenter and a guest-speaker; this is always somebody who has experienced homelessness first-hand. Teachers also receive a Resource Kit which includes lesson plans and info sheets. Students also receive info packs.

## WHAT WE NEED TO DO:

The Big Issue Classroom is based in Melbourne however it is available nationwide.

We therefore need to raise awareness of this program so more teachers know that this program exists on a national level and understand that it is an opportunity for their students to go beyond normal curriculum - it could change the way their students think!

## THE TONE OF COMMUNICATIONS

The tone of the communication should capture the heart of *The Big Issue Classroom* - caring, inspiring and educational. This is a lesson which could change a student's life forever. We want to appeal to teachers who will view this topic as a unique and an important message for their classrooms.

## THE SIMPLE MESSAGE TO CONVEY:

The Big Issue Classroom goes beyond the facts and figures

## MORE INFORMATION

For a copy of the Teachers Kit or further information please contact Yvonne Karabatsos or Holly Horne on 8301 2444.

**Please do not contact the client directly.**  
www.bigissue.org.au

## MANDATORIES:

- TBI classroom logo
- Website
- Must use case capitals for The Big Issue (and must have "The" in front of Big Issue)
- Requires the call to action to contact the Community Relations Coordinator (ph no's to be provided) or visit the website
- Needs to appeal to a national audience (not Melbourne-centric)

## DEPENDING ON YOUR SKILL SET, CHOOSE ONE OF THE FOLLOWING METHODS OF RESPONDING TO THE BRIEF:

*(1) Students interested in creative fields (i.e. Graphic Design, Copywriting, TV Production & Sound Design, Digital Media etc).*

### Your Task:

You are required to develop creative concepts to raise awareness for The Big Issue Classroom amongst teachers in schools.

### Media:

Choose two different media you consider the most effective to deliver your creative concept (out of home, press, TV, radio, mobile phone content, email, event, ambient, online, microsite and/or direct marketing).

### Presentation format:

Present all your work mounted on 1 x A2 card with your application form attached securely to the back. Note: Your work will be judged by the quality of the idea in your work, not the final execution.

*(2) Students interested in strategic communication fields (i.e. Marketing etc).*

### Your Task:

Write a strategic marketing and communications plan that will best deliver this message to the target (dollar values not required but be aware that not-for-profits do not have a lot of money). Keep your target in mind - teachers. Where do they spend their day? What media do they interact with? 400 words max.

### Presentation format:

Single-sided A4, stapled on the back of your application. No plastic sleeves.

Name: \_\_\_\_\_ Course: \_\_\_\_\_

Institution: \_\_\_\_\_ Year Level: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## I am interested in working in:

- Art direction
- Copywriting
- Account management
- Production management
- Graphic design
- Web/Multimedia design
- Other, please advise: \_\_\_\_\_

Submit to: Holly Horne, Clemenger BBDO. Level 1, 8 Leigh Street Adelaide.  
Closing date strictly April 23 at 5pm. For any queries, please call Holly (08) 8301 2416

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*In submitting your application, you agree to assign all intellectual property generated to the AADC and The Big Issue Classroom.*

*This AADC programme is proudly sponsored by:*

