



BADC STUDENT BRIEF 2018

CLIENT: The Australian Farming Industry

TARGET MARKET: 18-25 year olds. Media-savvy. Highly cynical.

CHALLENGE: Create a fundraising theme (name/promotion mechanic) that encourages young people to donate money towards helping farmers affected by drought.

MEDIA CHANNELS: An idea with social/digital at its core. Something shareable, with loads of talkability. Demonstrate the idea across 3 media channels (e.g Instagram, spotify, display banners, catch-up TV, ambient).

SINGLE-MINDED PROPOSITION: Australian famers don't want your sympathy. They need your money.

THOUGHT-STARTERS: There have been some good fundraising ideas created for this already. Fiver for a Farmer, Parma for a Farmer. What's a more youthful idea that makes donating online easy?

HOW TO PRESENT YOUR IDEAS:

Totally up to you. Hand-drawn scamps are fine, or if you want to mac up your idea that's also accepted. Judging will be based on the quality of the idea and the executions that bring it to life.

CRITERIA FOR ENTRY

The entry must respond to the Student Brief available on the badc website - badc.com.au. Students do not need to be a member to enter and students are eligible for trophies if the entry is deemed successful.

Student entry is eligible for any students currently enrolled/were enrolled in full-time study related at a recognised University or Training facility in the past year. You may submit one entry per student.