



International Advertising Association
AUSTRALIA CHAPTER

PRESS RELEASE

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IAA 'BIG IDEA' CHALLENGE WINNER ANNOUNCED

The International Advertising Association (IAA) has announced the Kajulu Blue team from Charles Sturt University as National Champions of the 2015 IAA 'Big Idea' Challenge.

Four teams emerged from a field of more than hundred university students around Australia as finalists in the competition, including Boomerang@ECU from ECU, Kajulu Blue from CSU, Kajulu Red from CSU and KGM2 from Swinburne.

Kajulu Blue team won IAA 'Big Idea' 2015 with its innovative marketing communications campaign for the not-for-profit charity organisation, Save the Children Australia. It featured 'Memory Lane' as the concept in a large-scale call-to-action to capture the hearts and minds of Australian mothers.

The team was presented with its trophy at a special event this week at ZenithOptimedia in Sydney, attended by 30 IAA 'Big Idea' finalists, who came to Sydney from Perth, Melbourne and Bathurst, plus the judging panel and IAA directors.

IAA 'Big Idea' 2015 is Australia's only national marketing communications challenge specially created for student teams from Australian universities and tertiary institutions with courses in advertising, marketing, media and communications to foster the professional development of the upcoming generation of communications practitioners, which is central to the IAA's ongoing mission and commitment to education in the industry.

IAA 'Big Idea' gives students the opportunity to hone their communication skills and talents in a real world, career-ready experience that is critical training in the preparation of graduates for the transition from university into professional practice.

Save the Children is the leading aid and development agency for children to protect and support children in need, saving lives in emergencies and standing up for children's rights. Save the children works in 125 countries, as well as in Australia, to save the lives of millions of children each year and to give a better start in life to millions more.

Save the Children Partnerships Manager Julia Curtin said: "Save the Children was thrilled to take part in this year's IAA 'Big Idea' competition, and we are particularly excited to be the beneficiaries of the impressive work of the students. The standard of the submissions was outstanding, with some really well thought out campaigns. The future of our sector is in good hands."

Big Idea judging panel Chair and ZenithOptimedia CEO ANZ, Ian Perrin, said: "The judges were blown away by the standard of work this year, and all entrants should be highly commended. We were particularly impressed with the rigour of the insights work, the innovation displayed in the thinking and the impeccable detail delivered in every execution. Based on what we have seen through this process the future of our industry is in very good hands indeed."

The judging panel for this year's competition included Perrin, Save the Children Australia Manager Corporate Partnerships Julia Curtin; RB Head of Media ANZ Rowena Newman, Naked Communications Executive Creative Director Jon Burden; Fairfax Media National Agency Sales Director Chris Freel and Creighton Ward Principal Lucia Elliott.

This year, RB* is support partner in this national competition.

RB Head of Media ANZ Rowena Newman said: "We know that the next big idea can come as easily from a new graduate as from anywhere and so we are delighted to be the sponsor of the IAA 'Big Idea' competition in 2015. I have worked in brand marketing across some incredible brands at Unilever, GSK, Boots Healthcare and now with RB in Australia, UK and America. I have briefed hundreds of campaigns and I have seen hundreds of responses from agencies and I can honestly say that the campaigns we have seen in IAA 'Big Idea' 2015 are world class."

Commenting on the Big Idea competition, IAA President and Chair Heather Leembruggen said: "In the 13th year of the IAA 'Big Idea' challenge it has once again proved to be highly valued by over 100 university students about to embark on a career in marketing communications by equipping them with a hands-on, career-ready, real-life learning experience that will stand them in good stead in the communications industry. My congratulations to all those who participated in the IAA 'Big Idea' 2015 challenge - you all won a fantastic experience."

The winning IAA 'Big Idea', as well as all the ideas submitted by the students, are made available to be implemented by Save the Children Australia.

*(*RB is the trading name of Reckitt Benckiser group of companies)*

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For further information contact:

Heather Leembruggen
IAA Australia Chapter President and Chair
T: 02 99 22 2515
M: hleembruggen@ozemail.com.au

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org