

## AWARD School Application Brief 2018

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### Question 1

Why are you applying for this course?

(If your answer is in writing, please keep it to less than 50 words. And try to avoid using the words 'passion' or 'dream').

### Question 2

Find a bad print ad. An ad so bad that you know you could've done it better.

Now, using pen and paper only – no computer layouts – create a better ad for the same product. Include both the original ad and your improved version.

(Importantly, the ad you create must communicate the same proposition as the original.

For example, if the proposition of the original ad is 'Brand X cars are fuel efficient', this must also be the proposition of your new ad.)

### Question 3

Using black pen and paper only – no computer layouts – create a print ad for the following brief:

Product: Aeroguard Tropical Strength

Goal: Make Aeroguard the go to repellent for Aussies who love the outdoors.

Proposition: Longest lasting protection from Mozzies

### Question 4

Using black pen and paper only – no computer layouts – create a print ad for the following brief:

Brand: [travelinsurancedirect.com.au](http://travelinsurancedirect.com.au)

Goal: Remind Australians of the importance of taking out travel insurance with [travelinsurancedirect.com.au](http://travelinsurancedirect.com.au) when they head overseas.

Proposition: Worry free travel

Refer to the Application Instructions for the next steps, [www.awardonline.com/education/award-school](http://www.awardonline.com/education/award-school)