

## MAKE YOUR MARK! 2008-09



CREATE YOUR OWN RADIO OR PRESS AD ABOUT  
THE EFFECTS OF SPEEDING

### CREATIVE BRIEF

For the third consecutive year, *Movies by Burswood*, in partnership with the Office of Road Safety, Nova 93.7 and X-Press Magazine, is organising the 'Make Your Mark' Competition. Young people, aged between 16 and 24 years, have the opportunity to enter this media competition by writing a script for an advertisement about the effects of speeding.

### Rules of the Competition

All people between 16 and 24 years of age are welcome to participate. They can design a newspaper advertisement or present a script for a 30-second radio commercial about the effects of speeding.

A panel of judges will short-list two finalists in each category, who will have the chance to see their own advertisement produced and published or broadcast. All of the finalist commercials will be shown every night during the 2008-09 *Movies by Burswood* season.

The public attending the movie will have the opportunity to vote for the most effective advertisements. The winners will be announced by the end of the season in April 2009. The winning projects will benefit from a great coverage.

### Background

Speeding remains a major contributing factor to about one third of serious and fatal traffic crashes. Young males are over-represented in speed-related fatalities in Western Australia since in 2003, 84% of speed-related fatalities were male, with 47% of them in the 17-24 year old age group.

Thirty five percent of all of these crashes occurred in 60 km/h and 70 km/h speed zones and studies show that crash risk doubles with every 5 km/h over 60 km/h.

However, in an ongoing survey of community road safety attitudes, 74% of young (17-39 years) male drivers admit to deliberately speeding with most of these speeders (67%) exceeding the limit by up to 10km/hr.

Speeding is a concern for all drivers but this particular campaign will target young people, aged between 16 and 24.

### Aim

With *Movies by Burswood* as a partner, the aim is to give the opportunity to young people (16 to 24) to take an active part in the 2008-09 Reducing Travel Speeds Campaign by creating their own advertisement.



## Target Group

The main target groups for this campaign are young drivers and future drivers, from 16 to 24 years of age.

## Format

The participants can choose between two formats for their advertisement (please refer to the guidelines and templates provided):

- a 30-second radio script;**
- a newspaper advertisement.**

## Deadlines

All script ideas must be received by Friday 25 July 2008, 5pm.

### Movies by Burwood Media Competition

PO Box 8440

Perth DC WA 6849

Or by email at [nospeeding@impcom.com.au](mailto:nospeeding@impcom.com.au)

## Timing

### Deadline for entries:

Friday 25 July 2008, 5pm

### Notification to finalists:

Thursday 14 August 2008

### Production of the finalists' advertisements:

1 September - 31 October 2008

### Broadcast of the finalists' advertisements:

During Movies by Burswood 2008-09 season

Notification to winners: April 2009

**TELEVISION AD ENTRIES  
HAVE NOW CLOSED**

## Selection criteria

### Pre-requisites:

- Eligibility: the participant must be between 16 and 24 years old on the day the ad is submitted to the panel.
- Entry must comply with the templates provided.

### Selection criteria:

- Creativity in the approach or in the execution of the concept.
- Effectiveness (headings, graphic design, script, content):
  - in targeting the right public audience (age group 16-24)
  - in giving the key message
  - in increasing the public awareness of the ramifications of speed
- Credibility of the concept and the content of the advertisement.
- Feasibility of the project.
- Copyrights.



## Terms and conditions

1. Participants must be between 16 and 24 years old on the day the ad is submitted to the panel.
2. Participants must have never lost their driver's licence for any reason.
3. Participants must be Western Australian residents.
4. The following persons are not allowed to enter the competition:
  1. Employees\* of the Office of Road Safety;
  2. Employees\* of X-Press;
  3. Employees\* of Nova 93.7;
  4. Members\* of Movies by Burswood staff;
  5. Employees\* of the advertising or media industry.  
\* at the time of entries closing date.
5. One person must be nominated as the "entrant" for each entry submitted for the Competition. The Entrant is responsible for ensuring that these terms and conditions and all other legal requirements in relation to the competition are met.
6. Only one entry in only one category per participant/group can be submitted.
7. Entries must be submitted in the form of the provided templates.
8. Entries can be either sent by Post to **Movies by Burwood Media Competition, PO Box 8440, Perth DC WA 6849, or by email at [nospeeding@impcom.com.au](mailto:nospeeding@impcom.com.au)**
9. Entries to the competition must be received by Friday 25 July 2008, 5pm. No responsibility is accepted by the Office of Road Safety or by Movies by Burswood for late, lost or misdirected entries.
10. Any Entrant wishing to withdraw from the Competition at any time must inform of their intention to do so in writing to the above postal or email addresses no later than 5pm on Wednesday 13 August 2008. After this date, all Synopses become the property of the Office of Road Safety.
11. There is no fee to enter the Competition. Costs incurred in preparation of the entry are however the responsibility of the Entrant.
12. The Competition will be judged in accordance with the selection criteria published at [www.moviesbyburswood.com.au](http://www.moviesbyburswood.com.au).
13. The finalists will have their advertisement produced. No cash will be given in exchange.
14. The finalists and the winners of the competition acknowledge and agree that their name may be publicised (unless otherwise agreed) and that their ad will be broadcast during the Movies by Burswood season.
15. The Office of Road Safety reserves the right to use the produced advertisements for any commercial purposes during the next five years (with acknowledgement of the writers).

# Make your mark!



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THE EFFECTS OF SPEEDING**

## **ENTRY FORM**

Download and send back to Movies by Burswood Media Competition, PO Box 8440, Perth DC, WA 6849 or email to nospeeding@impc.com.au. All entries have to be registered before Friday 25 July 2008 at 5.00pm.

### **Personal Details**

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Street: \_\_\_\_\_

Postcode: \_\_\_\_\_ State: \_\_\_\_\_

Home phone number: \_\_\_\_\_ Mobile phone number: \_\_\_\_\_

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

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

(A copy of a valid ID may be required at next stage.)

### **Brief profile of yourself, your ambitions and why you want to win.**

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If you don't want your name to be publicised, please tick this box.

### **Type of advertisement submitted (please tick the right one):**

Newspaper advertisement

Radio Commercial

### **Name of your advertisement (key message - headings):**

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Please make sure that your advertisement is attached or joined to this form. This entry form must be fully completed and signed for competition eligibility.

I agree with the terms and conditions of the competition.

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

# Make your mark!



## AD GUIDELINES

### ***Designing a newspaper advertisement***

You are designing a full-page colour advertisement: 40cm high by 26.3cm wide.

Keep your message clear and be single-minded about what you want your ad to say. Keep in mind the demographic (16-24 year olds). Hard-hitting, cut through and edgy concepts will work in bringing your message to this market.

You don't have to be a fantastic illustrator as long as the concept is clear. There is no need for finished artwork. Your entry can be sent by email (no bigger than 800k) as a JPG, PDF or a scanned hand-drawn sketch.

### ***Writing a radio script***

A 30-second radio advertisement usually contains around 75 words. The best way to time your ad is to read it aloud at the pace you want it to be read and time it with a stopwatch.

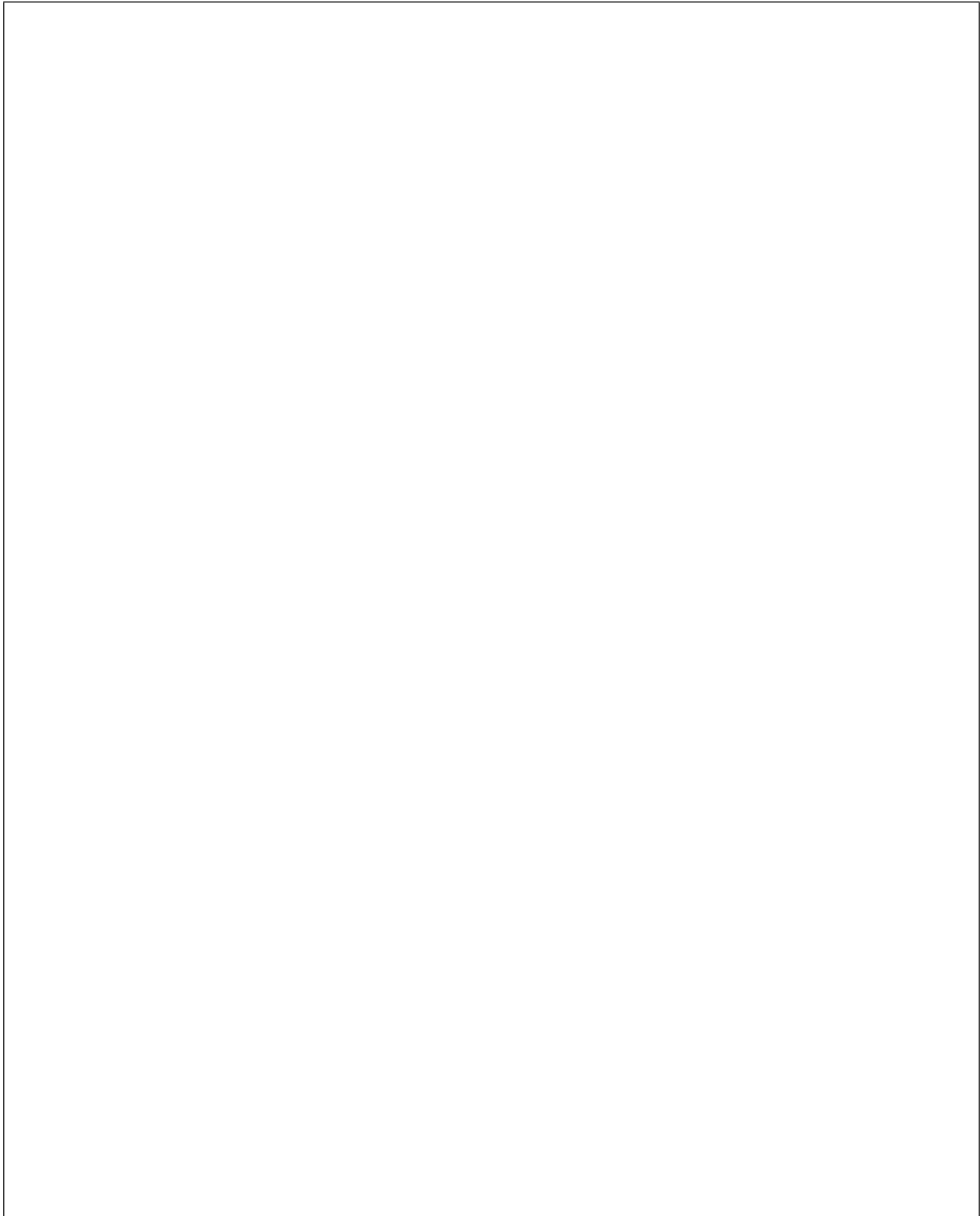
There is no need to use big words. With radio, you're communicating with your consumers individually. Talk to them as you would talk to a friend. Write as you would speak.

You only need to make one point in a radio ad, but it works best if you make that point well. If you make too many points in your ad, people will not walk away with a clear message.



# ***Newspaper Ad Template***

<b>Client:</b>
<b>Campaign:</b>
<b>Size:</b>
<b>Writer:</b>



40cm

26.3cm