

QUESTION TWO CHEAT SHEET

AWARD School is looking for creative problem solvers, storytellers, and big thinkers.
No qualifications or experience are needed, just raw ideas and determination.

A great way to prepare for your AWARD School application is to start now.

You can start today, because each year the first and second section of the AWARD School application form are the same.

Question two asks you to find a bad ad, poster or billboard - something you can provide a picture of - an ad so bad that you know you could've done it better.

Then create a better ad for the same product, using pen and paper only – no computer layouts.

Include both the original ad and your improved version as part of your response.

Importantly, the ad you create must communicate the same message as the original. For example, if the message of the original ad is 'Brand X cars are fuel efficient', this must also be the message of your new ad.

Please save two separate JPGs for this question: Bad Ad and Good Ad

Remember:

- Keep the original message behind the bad ad in your good ad
- Use black pen and plain paper only to create your good ad
- Hand draw or trace only - no computer layouts
- Ensure to use the brand logo within your good ad

On the next pages are some examples of what past students have produced.

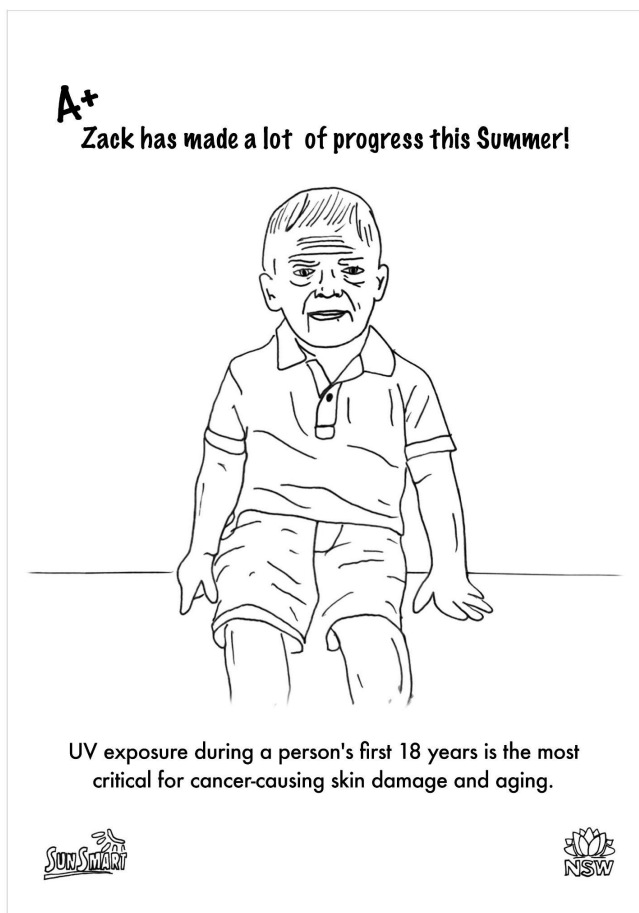
CLIENT: Cancer Institute NSW

ORIGINAL MESSAGE: Enhance best sun protection practices in primary schools and early childhood education.

BAD AD:



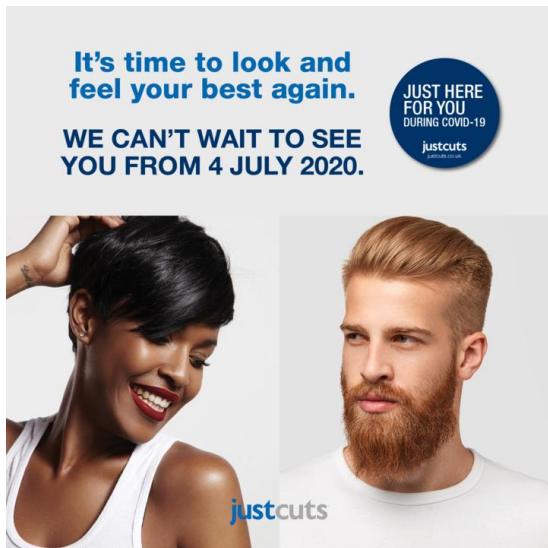
GOOD AD:



CLIENT: Just Cuts

ORIGINAL MESSAGE: Welcome customers back for a haircut since the pandemic.

BAD AD:



GOOD AD:

