

# Campaign Brief



**THE BEST JOB IN THE WORLD.**

**Island Caretaker:**  
Islands of the Great Barrier Reef, Australia.

Full-time, seasonal position with flexible hours. ACCOMMODATION for a six-month contract. Accommodation provided - before leaving on Hamilton Island overlooking Australia's Amazing Great Barrier Reef.

**Responsibilities:** • Ensure the island and support team • Clean the pool • Feed the fish • Collect the mail • Assist in tourist orientation

**Anyone can apply!**

**Tourism Queensland**

**Functions Attendant**

Full-time, seasonal position with flexible hours. ACCOMMODATION for a six-month contract. Accommodation provided - before leaving on Hamilton Island overlooking Australia's Amazing Great Barrier Reef.

**Responsibilities:** • Ensure the island and support team • Clean the pool • Feed the fish • Collect the mail • Assist in tourist orientation

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**Tourism Queensland**

# CAXTON AWARDS 2009

Print Post PP 637378/00005

Call 0800 852 305 for an interview in NZ

Excuse me for being more than a little annoyed at you monkeys over at adstream for selling me quickcut. Look at me. I'm twenty-six years old damn it!

You see, quickcut fully automates and streamlines the print pre-flight and delivery process, which saved me so much time that I began to live what my doctor diagnosed as an "unhealthy lifestyle". Apparently, staying out until three thirty every morning speeds up the ageing process. Yeah, ya think?

Now I look like Santa Claus with a drinking problem. Yes, my nose is pantone 023c.

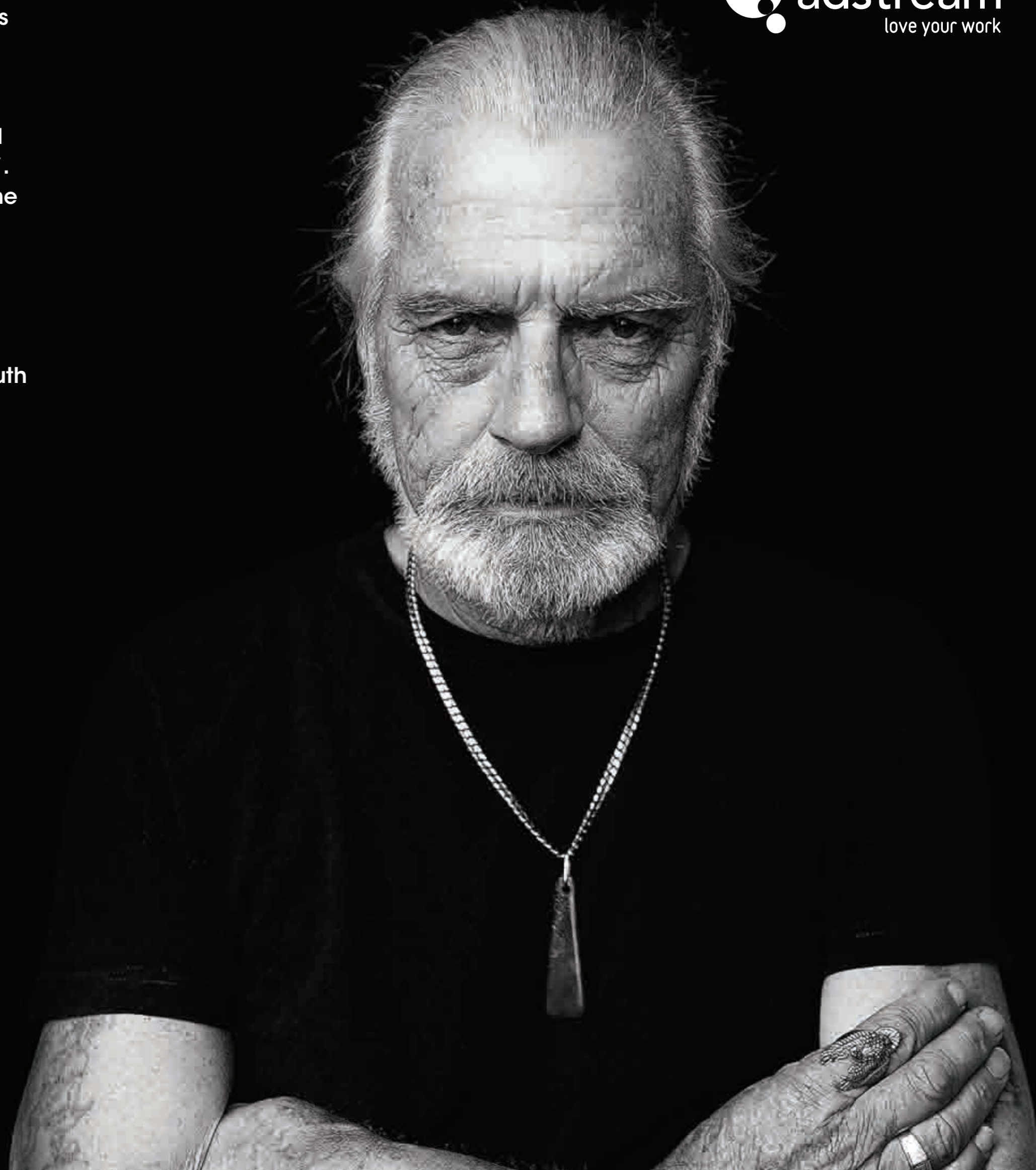
Getting pensioner discounts is cool, but what I really want is my youth back.

Nice work adstream!

**BRUCE H.**

**ADSTREAM  
STOLE MY  
YOUTH.  
NOW I  
WANT IT  
BACK.**

[www.adstream.com.au](http://www.adstream.com.au)





“ Every time you judge an award show you hope the year will be an improvement on previous years.

With the newspapers reminding us almost daily that the GFC has given many industries, particularly marketing and advertising, a rather nasty kick in the guts, our expectations of a bumper year for outstanding newspaper ads was somewhat downgraded.

Incredibly though when it came to the judging there was no need to get our collective knickers in a twist as nearly every category was harbouring some great ideas. The notion that hard times can encourage creativity was never more evident. In fact I remember one creative involved in a rather well recognised campaign telling me recently in Cannes that they really didn't have a budget so they had to come up with a great idea. Our currency is ideas and in my experience nothing makes creative muscle go flabby quicker than a big budget. Mind you, I love a big fat budget too but my point is as a creative you should never be scared of a lean one.

Everyone in the industry knows how important it is for newspapers to reinvent themselves and to be editorially more flexible to remain attractive to advertisers and agencies. So it was heartening to see the ideas that were brave enough to take a non traditional approach stand out and give a clear pointer as to the future of the medium.

Hard to say if it was a vintage year but there is work in the show that I certainly won't forget in a hurry and most importantly reminded me that the age of great newspaper advertising is alive and well.

Congratulations to the winners, you made us jurors jealous. ”

WARREN BROWN - CHAIRMAN OF JUDGES

# CAXTON AWARDS

HYATT REGENCY, COOLUM - OCTOBER 23-25, 2009

DDB New Zealand headed an exclusive clutch of just seven agencies to score gongs at the 35th Annual Caxton Awards and Seminar, held late October at the Hyatt Regency, Coolum.

DDB New Zealand won four Caxtons, all for the Sky Television 'Alien vs Predator' campaign.

Marketforce, Perth won three Caxtons, two for Office of Road Safety 'Tear', the other for the Association for the Blind 'Guide dogs can take you anywhere'.

303 Perth Sydney also won three Caxtons, all for Ikea 'Sliding doors'.

SapientNitro, Brisbane's Tourism Queensland 'Best job in the world' ad won two Caxtons - and also took out the QuinlivanBlack Chairman's Award, selected by this year's jury chairman, Warren Brown, creative partner at BMF Sydney.

Euro RSCG, Sydney won two Caxtons, both for the topical Veet 'Bush' ad.

Two other shops took home one Caxton each: Grey, Melbourne for TAC 'Mother's Day' and Saatchi & Saatchi, Sydney for Lexus Australia 'Canyon'.

While only 16 Caxtons were awarded this year (arguably there should have been 18: Marketforce, Perth was unlucky to not get

Agency	CAX	FIN.
DDB New Zealand	4	10
Marketforce, Perth	3	9
303, Perth	3	4
SapientNitro, Brisbane*	2	3
Euro RSCG, Sydney	2	2
Grey, Melbourne	1	3
Saatchi & Saatchi, Sydney	1	2
Glemenger Tasmania	-	1
BWM Sydney	-	1
DDB Sydney	-	1
GP&R, Melbourne	-	1
Human, Sydney	-	1
Leo Burnett, Sydney	-	1
M&G Saatchi, Sydney	-	1
Meerkats, Perth	-	1
Publicis Mojo, Sydney	-	1
Saatchi & Saatchi, Wellington	-	1

\*Plus the QuinlivanBlack Chairman's Award. Agencies credited for all craft awards

Caxtons for Office of Road Safety 'X-Ray' and Ikea 'Crossword' - both world-class, it's equal to last year and four more than the year before's all-time low, which is a welcome sign that in the digital age, the art of creating great newspaper advertising is not yet dead.

We know how hard it is to have a great idea. Which is why we're proud to support The Caxton Awards, The PADC West Fellowship and Creative Champion Awards, and The Campaign Brief Award for Best Print Campaign.







CAXTON AWARD  
CAMPAIGN

CAXTON AWARD  
MEDIA & ENTERTAINMENT

CAXTON AWARD  
ART DIRECTION

CAXTON AWARD  
PHOTOGRAPHY

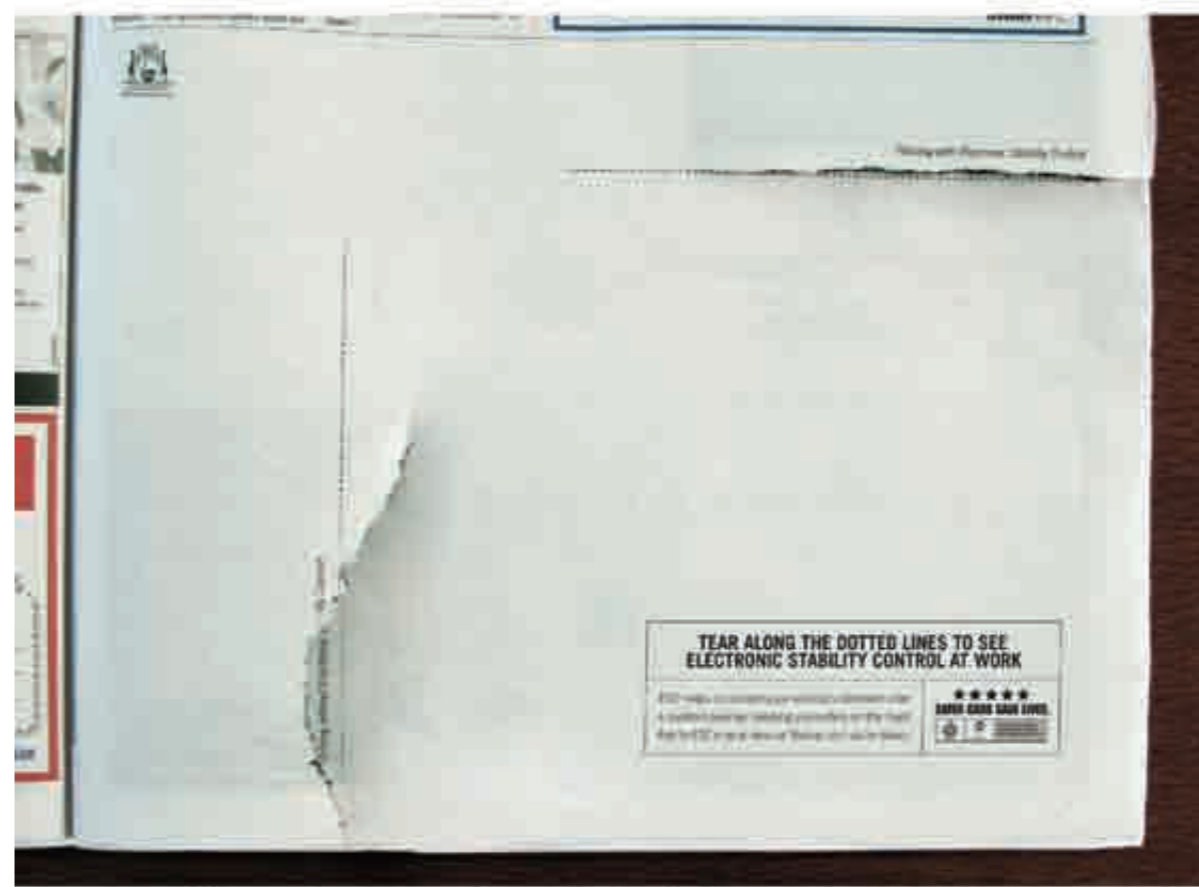
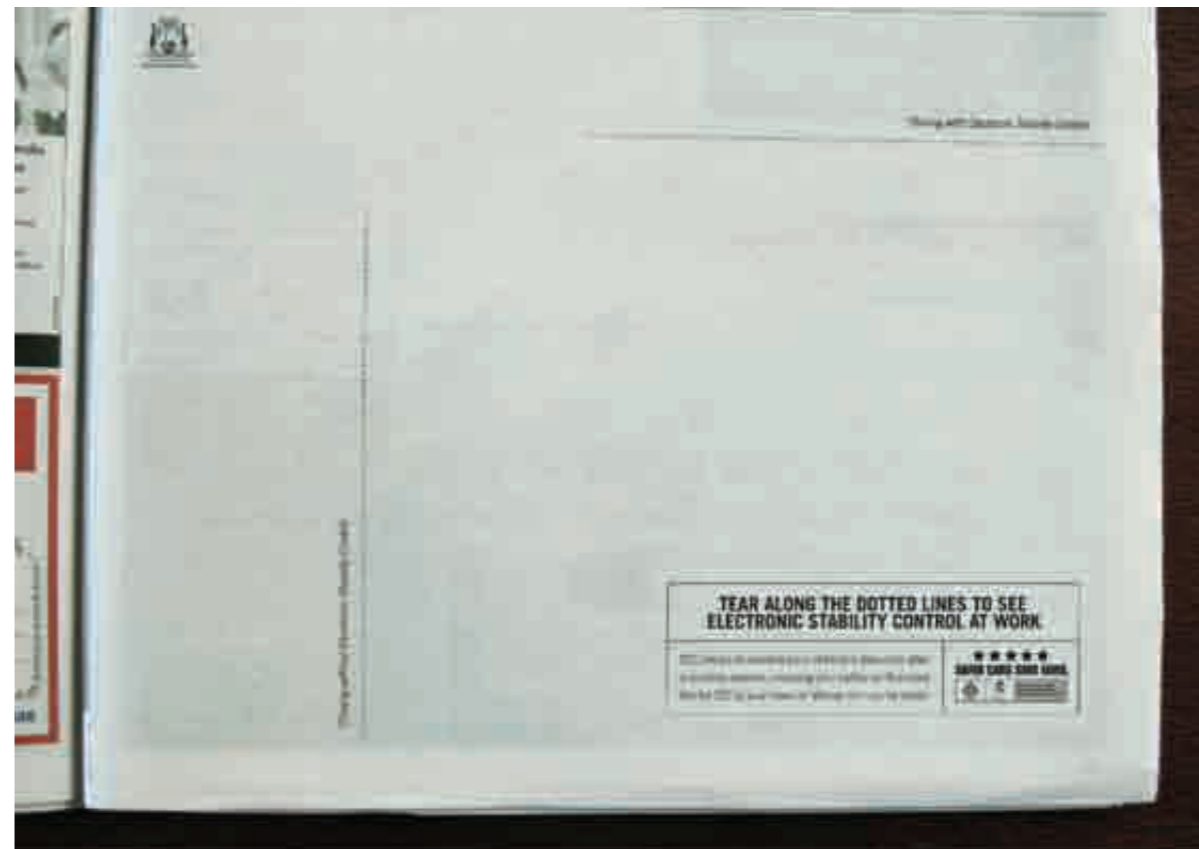
*Executive Creative Director:* Toby Talbot  
*Art Director:* Gavin Siakimotu  
*Copywriter:* Paul Hankinson  
*Designer:* Cliff Li  
*Retoucher:* Gordon Moir  
*3D Artists:* David Partridge,  
Andrew McGrail and Ben Parry  
*Head of Art:* Mike Davison  
*Agency:* DDB New Zealand  
*Client:* SKY Television

ALIENS VS PREDATOR FEBRUARY SKY



**CAXTON AWARD  
AUTOMOTIVE**

*Creative Director:* Steve Back  
*Art Director:* Eron Broughton  
*Copywriter:* Steve May  
*Photographer:* Alan McFetridge  
*Retoucher:* Mark Stern  
*Agency:* Saatchi & Saatchi  
*Client:* Lexus Australia



Tearing along the grain of the paper produces a straight line, which is reproducible in action when driving against it - the perfect demonstration of Electronic Stability Control.

CAXTON AWARD  
CORPORATE, GOVERNMENT, PUBLIC SERVICE

CAXTON AWARD  
BEST USE OF THE NEWSPAPER MEDIUM

Creative Director: Andrew Tinning  
Art Director: Andrew Chu  
Copywriter: Ryan Albuino  
Agency: Marketforce, Perth  
Client: Office of Road Safety

CAXTON AWARD  
CHARITY AND COMMUNITY SERVICE

Creative Director: Andrew Tinning  
Art Director: Andrew Tinning  
Copywriter: Andrew Tinning  
Photographer: Madeleine de Pierres  
Agency: Marketforce, Perth  
Client: Association for the Blind

Over 42 guide dogs were featured throughout the paper's leading newspaper on mass international Guide Dog Day. After readers saw dozens of randomly placed photos, an ad appeared in the middle section of the paper revealing that registered guide dogs are allowed unrestricted access to most locations. The rest of the experience of this year's international Guide Dog Day: The team of guide dogs infiltrated key editorial and feature sections of the newspaper that had been tactically directed as being off-limits. They are approved within some of the major "brands" advertisements

# History in the making

# Actions speak

### Aussies on the spot



**DAVID BUTLER, 24**  
Financial consultant  
Brisbane  
We spent \$10,000 especially to watch the inauguration.  
I wanted to be there at this massive moment in history. I'm so excited.  
I'm getting up at 5am because I've got standing front seats at the mall so I'm waking early to get through the security.  
It will be cold but I've got my thermal, and everything ready to go.  
My Mum was saying I wish I had thought about coming with you and my Dad's like I can't believe you have spent all that money on it.  
Some friends think I'm a bit mad, others think it's a great thing and will be an awesome experience.



**ROBERT HARRINGTON, 28**  
Engineering student from Brisbane  
is sleeping on a friend's couch in Washington  
I'm buying an electric blanket as much as possible as I can because it's cheap and it's hot and it's so lucky - it's weird.  
He's a fantastic couch, probably intelligent.  
He's a statesman and he brings some grace and class to the office.

**CHRIS SAMPSON**  
IT executive from Tasmania on a two-week business trip to America  
It's clearly a happy occasion and opportunity to change the US psyche.  
There's massive support for the values Barack Obama espouses.  
The train from New York was packed and everyone was really positive.  
I got the feeling the train was full of people who normally wouldn't travel. They feel it's a historic moment.

**JIM McDONALD**  
Chris Sampson's business partner  
It's probably the biggest event that I've known about or witnessed.  
There is no other event in the world's bigger.  
It's got such gravity.



Spreading the word: President Obama has captivated voters with his masterful oratory style. Picture AP



**CLIVE James** knows about George W. Bush and Paul Keating wrote the book on Barack Obama.  
James said a few years ago that when Bush searched for a word he felt that and his face glowed it. When he found one he felt triumph and his face showed that too.  
Almost always, the word he finds is the wrong one but his look of relief arouses sympathy in the audience as when a child will fetch a spoon from the kitchen drawer, come back with a fish.  
Words huffed skulls. They jumped out and ambushed him.  
When he said more and more of our imports were coming from overseas, he knew what he meant just as Lord Byron knew what he meant when he told the Light Brigade to advance on the guns, not why didn't those horses on the horses realise that he meant the guns on the hills, not those in the valleys?  
Sally seemed forever puzzled that people could be so proud about something as trifling as language.  
He had no rhythm. His delivery reminded you of the kid forced to read his essay to the class, no pauses or sibilance, lots of concentration but no joy.  
Folklore came naturally to Abraham Lincoln and Ronald Reagan. When Bush used it, he seemed away. Malicious came naturally to Churchill. When Bush tried it, he sounded like an actor in a Chuck Nobby film.  
Words held no magic. They were just things to be got rid of quickly.  
The Bush era has been damned by its mistakes in war and commerce and its contempt for legal matters that have been the touchstone of American democracy.  
Bush never seemed to understand what he had inherited. His base camp was one of those flimsy foreign ventures, possibly owned by a Greek or a Jew. It didn't seem to occur to Bush that by tossing out the Geneva Conventions he was opening the way for a future surge in mistreated American prisoners of war.  
But their history didn't interest him much either. When it came to working out a response to Islamic terrorism he couldn't seem to line up the new threat against old ones, such as Hitler's Germany or the risk of a nuclear holocaust during the Cold War.  
He couldn't strike a balance because he didn't have points of reference.  
For him it was all happening for the first



This year, Mum's giving me flowers.

I don't deserve them.  
I deserve a good swift kick up the bum.  
But Mums aren't like that. No matter how badly you screw up they always say "Never mind love, we all still love you." Doesn't your Mum do that?  
Unconditional. That's the word.  
All that stuff about your life flashing before your eyes is absolutely true.  
And I couldn't believe it Mum, you were in practically every scene.  
And all those crappy movie scenes about never telling people how much you love them till it's too late? Well they're true too.  
Mum, you gave me the gift of life, and what did I do with it?  
Played with it for a bit, then threw it away.  
And now, after all those Mother's Days I forgot because I was too busy with mates or chasing after girls, what does she do? She brings me flowers.  
I never gave my Mum a thought as I was flying down the road that night.  
But I bet a little bit of her was thinking about me as she watched TV in the hours before that knock on the door.  
My advice?  
Treat this Mother's Day like it's your last.  
Then spend a year making sure it isn't.

Speed kills. TAC

# Goodbye Bush



www.veet.com.au

CAXTON AWARD  
FAST MOVING CONSUMER GOODS

CAXTON AWARD  
BEST TOPICAL AD

Creative Director: Rowan Dean  
Art Director: Patrycja Lukjanow  
Copywriter: John Gault  
Agency: Euro RSCG, Sydney  
Client: Reckitt Benckiser

CAXTON AWARD  
BEST COPYWRITING

Copywriter: Nigel Dawson  
Executive Creative Director: Ant Shannon  
Creative Director: Nigel Dawson  
Art Director: Peter Becker  
Agency: Grey, Melbourne  
Client: Transport Accident Commission

Mark, what's behind your best ads?



THE BEST ON

