

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



Young winners get their Big Ad Break

UTAS today announced the winners of the UTAS Big Ad Break competition.

Winners Mark Kuilenburg, Daniel Cosgrove and Angus Ashton take away the \$5000 in prize money for their entry “Beyond the Door”, which was shown on commercial television for the first time today.

The Big Ad Break competition invited contestants to “unlock their inner ad guru” and make a 30-second commercial to promote the University’s 2009 Open Days. Entrants were required to include all elements of a “real” television ad including music, logos and key messages.

Peter Choraziak, Director of Red Jelly and a member of the expert judging panel, said the standard of the top entries was excellent.

“There was a lot of thought put into the ideas, the relevance to the brief and the execution,” he said.

“The winning entry clearly demonstrated an understanding of the medium and was a very slick team effort-well done to all.”

Jo Bailey, Manager of Marketing and Recruitment at UTAS said the competition was of benefit to entrants and to the University.

“The UTAS Big Ad Break provided the opportunity for budding ad-makers around Tasmania to showcase their talents and is a fantastic vehicle for the University in promoting Open Day,” she said.

“We invite everyone to come along and view the top five entries at Open Days, which will be held throughout August in Hobart, Launceston and Cradle Coast (Burnie).”

Other highlights of the 2009 Open Day program include guest speakers Tanya Ha in Launceston and Scott Pape (The Barefoot Investor) in Hobart, as well as a range of presentations, tours and activities at all campuses.

Information Released by:

Media Office, University of Tasmania

Phone: 6226 2124 Mobile: 0417 517 291

Email: Media.Office@utas.edu.au