

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



\$5000 prize for best UTAS Big Ad

The University of Tasmania is calling for people to ‘unlock their inner ad guru’ as they enter a competition to make a 30-second television advertisement to promote UTAS’ August Open Days.

The best entry of the *UTAS Big Ad Break* will win \$5000 and their advertisement will be screened on television and in cinemas.

To be judged by a panel of advertising and marketing experts, the *UTAS Big Ad Break* requires all the usual elements of a TV ad, including music, logos and ensuring it runs to a broadcastable 30 seconds.

Jo Bailey, manager of Marketing and Recruitment at UTAS, sees the competition as an opportunity for budding ad-makers to see if their ideas can make it into the real world.

“With shows like *The Gruen Transfer* and *Mad Men* very popular this year, this is a great chance to see the untapped talent out there in the community,” she said. “Entrants can be of any age and we’re expecting a high standard of submission. The \$5000 prize money should attract a lot of entries.”

Ms Bailey said the *UTAS Big Ad Break* also gives the University a great chance to promote the Open Days.

“This time of year is an important decision-making time for many people as they decide what they want to be doing in 2010,” she said. “We open the doors on our campuses around the state to give them the chance to experience what UTAS can offer.”

The competition launches with posters, postcards and on social networks including Facebook, as well as the UTAS website.

Full competition details can be found at www.utas.edu.au/openday

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