

2020 CAMPAIGN BRIEF & SEVEN WEST MEDIA WA 'BEST IN THE WEST' CREATIVE NEWSPAPER ADVERTISING COMPETITION

The Objectives

- To showcase how good creative press advertising can be.
- To come up with a great ad that (hopefully) wins awards for you and your agency, and works for your client.

The Brief

Simple. Come up with an award-winning, full-page ad (380mm x 270mm) for any of your clients. The ad must be new work and not an extension of an existing campaign.

All entries must be for a legitimate client of your agency. No scam ads for little 'corner store' or speculative clients (these will be discarded prior to judging).

The client must approve and sign-off on each entry to the effect that it is approved for appearance in Seven West newspapers - metro, Community and Regional - if it wins.

We're looking for big ideas to showcase your clients across the state. You can enter single ads or campaigns (if your campaign happens to win, the best ad from the campaign will be chosen to run).

Make sure you get any tricky concepts cleared by Seven West Media before you submit them. There's absolutely no point entering ideas that they can't or wont produce.

Contact Douglas Logan-Nelson on 9482 3737 or douglas.logannelson@wanews.com.au to check.

The Prize

The winning ad will receive a press schedule across The West Australian, The Sunday Times, Community Newspapers and West Regionals valued at \$65,000.

That's a massive opportunity to help boost your client's business at a time when it's most needed.

The winning creative team will also receive a special trophy from SWM.

Entry Requirements

Entries can be rough layouts or finished ads. Submit them as a PDF along with a Word doc or PDF detailing the creative credits for each ad.

The Deadline

The deadline for entries is 4.00pm Friday, July 24, 2020. Please send them via email to martin@campaignbrief.com.