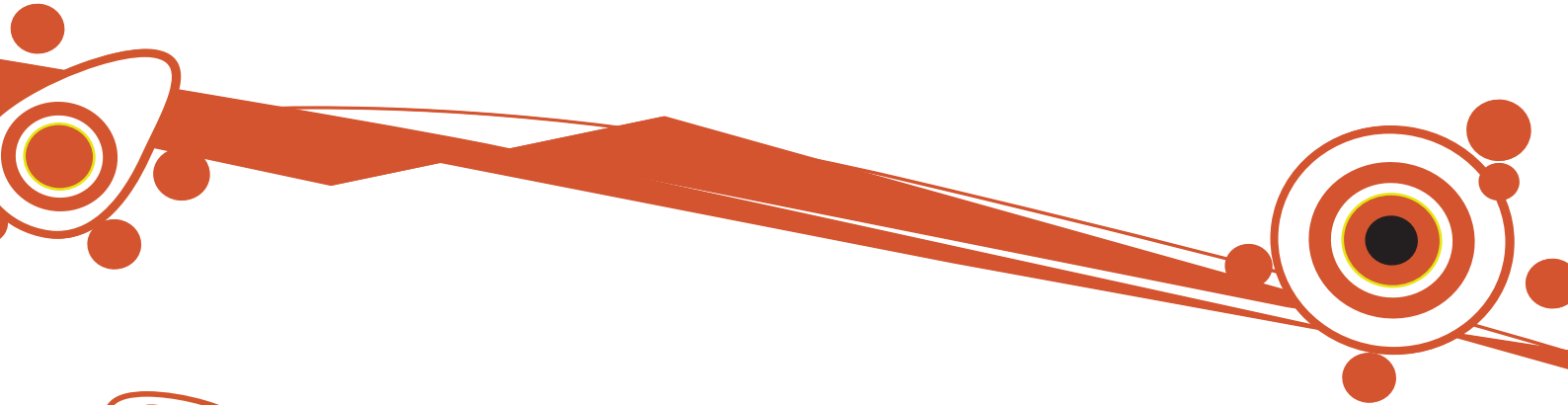


PLANS BOOK

BOOMERANG@ECU
EDITH COWAN UNIVERSITY

UNITED NATIONS MILLENNIUM CAMPAIGN



TEAM NAME

BOOMERANG@ECU



SCHOOL NAME

**EDITH COWAN UNIVERSITY,
PERTH WESTERN AUSTRALIA**



SCHOOL WEBSITE

www.ecu.edu.au



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Keep the promise
Millennium Development Goals





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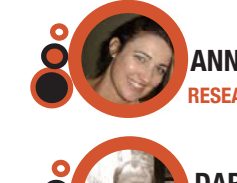
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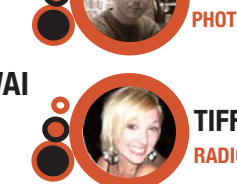
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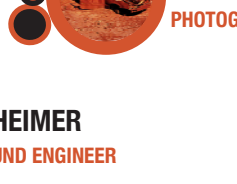
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EXECUTIVE SUMMARY

2015, a year agreed upon by world leaders to complete a promise to the global fight against poverty, disease and social rights. This date set the vision for the framework of 8 Millennium Development Goals (MDGs) each with its own aims and targets and when combined, allow and contribute to each other's progress and success.

The Millennium Development Goals are within our reach and the task is achievable, but the deadline is fast approaching. The Goals are not complete, nor are we on task for the time bound targets and we, as the first generation that actually has the ability to repair the environment, provide universal education, eradicate poverty, hunger, disease, child and maternal mortality must keep our promise to current and future generations.

Research shows that Australia is contributing to global efforts but falls short of its true potential. In accordance with the United Nations' Millennium Development Goals, Boomerang Marketing has developed a campaign to raise awareness of the MDGs in Australia that will result in local support and action. The objective is to put this issue at the top of the Australian agenda with a massive opportunity to fuel this issue into the public sphere that initiates change on a national level. Just like the media/public fuelled issue of global warming has ignited and united the business and political world, so too can the Millennium Campaign become a national agenda for the government, for organisations but more importantly, the general Australian public.

The Make Poverty History campaign provided some of the groundwork to create awareness of the MDGs in Australia. But the biggest weakness we identified with this campaign was the lack of true engagement that it had with the general Australian public.

Research in Australian behaviour and values show that a campaign that is personally relevant to Australians results in higher rates of awareness, support and action not only domestically but internationally as well. Thus, a short-term focus on Australia will flow on to awareness and involvement with the UN MDGs on a global scale.

The greatest challenge to Australia's sense of decency and fairness is to give a "fair go" to addressing the issues highlighted by the Millennium Goals. Many Australians continue to needlessly suffer and die early, especially in our Indigenous communities. This is not from a lack of financial solutions or aid but from a lack of will and action.

The goal to create a brighter and better world in the future is a puzzle. The Goals must be pieced together to allow for their ultimate success and the world must unite as one global community if we ever hope to reach our vision. The symbol of the puzzle piece metaphorically creates relevance, motivating involvement with our target audience, while remaining extremely relevant to the task of uniting the Goals and most importantly, the world.

Our comprehensive campaign plan includes a diverse range of media to reach people with power and influence in Australian society. These are the people who can make a difference and set change in motion.

With our Campaign recommendations we know we will be able to reach the hearts and minds of Australians, giving them a push in the right direction towards a fantastic world vision. A truly worthwhile cause – not only for the here and now – but for the generations to come. This is our integrated plan to help Australia help the world...





SWOT

STRENGTHS

- Australian values of “mateship”, helping the “underdog”/”battler”, strong sense of national pride and altruism.
- Numerous strong statistics of the issues within the community based upon lack of professionals in certain much needed fields
- Australia’s position as a strong international icon
- Public awareness of international crises such as global warming that have started to persuade Australians to think less selfishly, and more about the well-being of others, their country and the ‘bigger picture’.
- Growing shortage of teachers, nurses, police and social workers, it is a current issue highlighted in the media; target audience will already have some awareness.
- Reasonably high youth numbers pursuing further education after high school, as opposed to other countries.

WEAKNESSES

- Lack of effective resources in certain fields within the community,
- Continued problems recruiting Australian’s to much needed professions.
- Existing negative image and perception of working in certain fields (perceived boredom of teaching, and “thankless” work of social workers)
- The number of resources and funding already given to try and recruit individuals into certain fields
- Lack of Participation by the Prime Minister and the government to award extra medical and nurse training positions, and instead restricting them.
- Perceived lack of international aid by Australia
- Perceived lack of assistance to the United Nations goals by Australia
- Campaign could be perceived as a “pity campaign”
- The campaign won’t appeal to people’s selfish nature and they feel it does not directly affect them.

OPPORTUNITIES

- To build on lack of awareness
- Australian public/corporate bodies and government to gain a better understanding of the issues
- Teach Australians about the problems in their “own backyard”.
- The promise of a better situation and lifestyle for all.
- Exposing issues to Australians and as it affects them directly in their own country, they will be shamed and obligated to help the cause
- Exposure of the need and importance of supporting and following the United Nations Eight Millennium Goals
- Establish systems in place to attack issues within poverty stricken communities, which can then be used as an international example
- Reduce negative perception and image of these careers
- Allow for a higher level of students and professionals within industries lacking in employees (medicine, education, etc)
- Bring Australia together as a nation and unite as a team.
- Create global partnership and a feeling of uniting as one world rather than separate countries.

THREATS

- Public feels forced into supporting the issue: the concept backfires
- Campaign turns into an unsuccessful pity campaign
- Government backlash “we already attempt to recruit professionals”, “this is a brainwashing campaign” etc, and rejection of idea.
- The United Nations will see the campaign and topic as selfish
- The campaign will not be seen as directly relating to the United Nations 8 Millennium Goals
- Public resistance to the topic, the United Nations and supporting/recruiting for these industries as a whole
- General public may ignore the campaign, as they believe that because they don’t personally want to change careers to become a teacher, healthcare worker etc. that they cannot help.
- People may feel overwhelmed by the issue and believe that they cannot make a difference.




SITUATION ANALYSIS

The UN's 8 Millennium Development Goals have provided a fantastic framework on which to base our progress towards a better world and a brighter future for generations to come. It is our opportunity as a global community to work together towards a better world that in the past we didn't think possible. A campaign promoting the MDGs is vital to their success. The world needs to know that this is not an impossible task; if every one does their bit we can succeed. One only needs to visit the UN MDG websites to understand that the world is getting involved. There is international participation in a great cause, and Australia is lagging in its overall efforts.

Recent research on the progress of the Millennium Development Goals shows clear progress worldwide. However, there is still much work to be done. Each country has issues that can be addressed with policies and aid that can be improved upon. Boomerang@ECU decided to target our home country, Australia as a worldwide awareness campaign has little chance of being relevant to the local population. By showing Australians that there is a world consensus taking action, and that we need to catch up. We believe we can motivate Australia's patriotic pride to action, thus creating the impact the MDG's deserve.

Surprisingly, as a developed nation, Australia is also home to conditions of poverty, child mortality, disease, gender inequality and maternal mortality. Particularly in areas inhabited by indigenous Australian's, there are those who live in unacceptable conditions.



Australians are generally aware that this situation exists, but there is a level of general ignorance and apathy towards to the scope of it. Boomerang@ECU's research team discovered staggering statistics regarding the state of Australia in accordance with every one of the 8 MDGs that would surely surprise the vast majority of Australian people.

For example, 12% of women under the age of 15 have been sexually abused, annually 6 million tonnes of timber is harvested and sold, 43% of nation wide primary schools reported problems finding teachers over the last year and there are only 2.47 physicians for every 1000 people. Few Australians know that not only are there global measures in place to help rectify these problems, but that they can personally contribute towards greatly improving them as well. This makes the issue specifically and truly relevant to real Australians.

Our campaign will be an important measure to implement change by creating awareness, gaining interest, creating desire for the completion of the MDGs and lastly to get people to act on this desire for a better world. Therefore we must change attitudes and then inspire the general Australian public to act.

It is our conclusion that Australia needs to help itself first in order to create the necessary motivation to genuinely help the world. We believe the budget available allows us the opportunity to target a diverse but succinct range of people who really can make a difference.

THESE GOALS ARE WHAT WE WANT OUR TARGET MARKET TO BE AWARE OF AND BY DOING SO **AIM** FOR ACHIEVEMENT BY **2015.**

PRIORITIES

The overall objective of this initial campaign is to create public awareness of the MDGs and engage a high level of interest in the issue that ignites political and social change.

Therefore, our priorities for this campaign are narrowed down to:

- Creating interest
- Positioning the goals as relevant to our target market
- Effective synergistic use of marketing communications tools
- Reaching and engaging our target markets with an effective message
- Motivating Action

THE MDGs

- Eradicate extreme poverty and hunger
- Achieve universal primary education
- Promote gender equality and empower women
- Reduce child mortality
- Improve maternal health
- Combat HIV/AIDS, malaria and other diseases
- Ensure environmental sustainability
- Develop a global partnership for development



GOALS

OBJECTIVES

FROM OUR PRIORITIES THE FOLLOWING OBJECTIVES HAVE BEEN CREATED:

- Make Australian's aware of UN Millennium Development Goals, Aid projects and services overseas, and problems here at "home". in our own backyard
- Motivate general public engagement and involvement (via website)
- Encourage corporations, government bodies etc to take action
- Suggest education is the key encourage interest in social service professions (police, teachers, nurses, social workers etc)
- Stress the fact that "a better Australia is the first step towards our contribution to a better world"
- Encourage Government to alter the Australian Development Policy framework to incorporate the promise to the UN and the MDGs
- Encourage national pride and effort (Coming together - Australia as a team & a member of a bigger team)
- To generate and engage interest of all Australians in the MDGs motivate Australians into real action
- Capture the audience through use of a teaser campaign over the months of July and August. Generate word-of-mouth.
- Reach the target markets at times where they can absorb the message of the campaign.
- Motivate response from our target markets by:
 - Wanting to become teachers, social workers, nurses, police etc
 - Achieve personal donations and/or corporate sponsorship
- Publicity – budget friendly public relations
- Long Term Awareness of Millennium Campaign & UN Development Goals and how they affect Australia.
- Public interest in campaign and UN
- Encourage Government to alter the Australian Development Policy framework to incorporate the promise to the UN and the MDG's
- Allow synergistic interaction with other marketing communications tools – especially advertising



STRATEGIC OUTLINE: SYNERGISTIC USE OF INTEGRATED MARKETING COMMUNICATIONS

TARGET MARKET

Our target market is made up of two main groups that occupy positions capable of implementing change:

1. Those in positions of power
 - o Federal Government
 - o Corporations

These two general targets are derived from their ability to implement change through their wield of power. The Federal Government can implement change through policy decisions and corporations can supply funding and vast resources to help contribute to the MDGs.

2. Those in positions of influence
 - o Australian media
 - o Australian general public

In order to make those in positions of power use it towards accomplishing the MDGs, those in positions of influence will be targeted to pressure these bodies into action. The mass media and the general Australian public can effectively influence change if they themselves are united on the issue.

SEGMENTING THE TARGET MARKET

Due to our initial target market being quite general, we have devised a plan to break up 'the General Australian' into two groups. These include our primary target market of 14 to 24 year olds who are the next generation of teachers, social workers, nurses and police and whom we can easily mould into these career paths. They are current students with a genuine interest in Australia and changing the world.

The next best group to target into helping us reach the MDG goals are the socio-economic corporate leaders. This group is aged 40+ and are targeted in order to receive donations and insight on social plans to get Australia on track to completing the MDG goals. We intend to expose to this group how relevant this issue is to Australia. This will then entice them to have a call to action that states how they can help with the UN Millennium goals, especially the environmental issues.

STRATEGIC OUTLINE: SYNERGISTIC USE OF INTEGRATED MARKETING COMMUNICATIONS (CONTINUED)

PRIMARY TARGET

Age: 14-24

Sex: Male 40%, Female 60%

Income: \$0 - \$30 000

Social Class:

All - from Working Class - Sophisticated High Socio-Economic groups

Geographic:

1. Capital Cities: Perth, Adelaide, Darwin, Brisbane, Melbourne, Canberra, Sydney, Hobart

2. Regional Australia

Psychographic:

Cares about education, wants to make a difference in society. Wants to make friends/relationships, knowledgeable, innovative. Politically aware. Works mundane job. Proud of being an Australian.

Behaviours:

Doesn't mind spending money to fulfill needs and wants, Great leadership qualities, joins groups/associations.

SECONDARY TARGET

Age: 35-55

Sex: 70% Male, 30% Female

Income: \$40 000+

Social Class:

Corporate - Sophisticated High Socio-Economic

Geographic:

1. Capital Cities: Perth, Adelaide, Darwin, Brisbane, Melbourne, Canberra, Sydney, Hobart

2. Regional Australia

Psychographic:

Patriotic, Wants to see Australia develop, cares about others, knowledgeable, Innovative

Behaviours:

Family orientated, politically and socially aware, active citizen.

THE CREATIVE IDEA

LOGO

The campaign logo is a puzzle piece and is used metaphorically allowing the target market to easily understand our message by relating this new concept to existing knowledge.

The puzzle metaphor is especially significant to the United Nation's overall vision. It relates strongly to the fact that each of the MDGs, along with every country in the world, need to progress and piece together in unison to bring the final vision to reality. The hands symbolically represent the uniting of Australia, current generations with future generations and cooperation on a global scale.

THE MISSING PUZZLE PIECE

The concept of the missing puzzle piece speaks directly to the target market asking them consider the concept further, long after the initial presentation of the visual. The concept invites the viewer to question themselves and their possible contribution. It allows our message of unity to appeal to the viewer at a basic level of understanding while connecting with both the rational and emotional aspect of human mental processes. A threat we found is that the ultimate future vision may be perceived as overwhelming and unattainable. However, the power of the core idea puts the goals into perspective inspiring belief that the vision CAN become a reality and each and every person is vital to it's success.

POWERFUL IMAGERY

Boomerang@ECU's creativeteam chose dramatic real-life photography to centre the campaign. These powerful images scream a thousand words that could never be explained with text or speech. They will leave the target market in no doubt that yes this is really happening right on your door step, in your country, we need to do something about this, What are YOU going to do about it?



APPEALING TO THE MASSES

The basic strategy integrates our marketing solutions around a single ‘puzzle piece’ theme. This strategy works in synergy to first create public interest through curiosity. Having ignited the public’s curiosity in wanting to know ‘what’s going on’ the advertising starts the momentum flooding and builds popularity with the issue whilst public opinion grows stronger. From here the publicity is then to be sustained by making the issue relevant politically – so that the issue has recurring place in news and media. Advertising keeps the messages fresh in people’s minds. Events continue to create avenues of involvement and celebrity support adds extra fuel to the publicity fire.

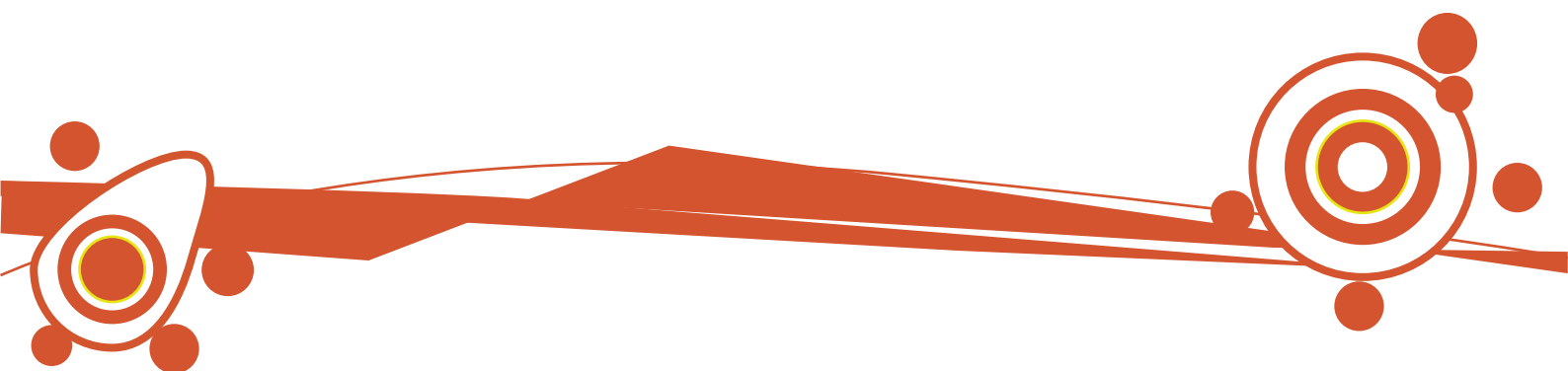
The advertisements put Australia into perspective and demonstrate what needs to be done in order for Australia to help the world. However, instead of turning this issue into a grand problem our advertisements make the public feel like the solution lies with them and that our generation can see the MDGs completed by 2015. With this in mind our creative work has a constant tone that is inspiring, motivating and evokes patriotism in viewers.



WORKING IN SYNERGY: LEVERAGING OUR PROMOTIONAL MIX

The Australian media environment is relatively complex, but is small enough to be able to reach the consumer within the entire market. The Australian market is divided into 5 Major Metropolitan regions: Sydney, Melbourne, Perth, Brisbane and Adelaide, with over half of the population living in these areas. We also must focus on the regional areas as these are often the places that are affected the most by the MDG issues and can inspire people who understand the issues first hand. Through the development of a media plan that aims at these media centers, we are able to institute a major change in the attitudes and values of our target markets.

Through the combined use of traditional and non-traditional media, we intend to change the perception of ordinary Australians. Our main focus is to use our marketing communication tools in an effective combination so that they create a synergistic communication outcome.



CREATIVE TACTICAL EXECUTION: THE IMPLEMENTATION OF IMC

OUR CAMPAIGN SUCCESS IS DEPENDENT ON A COMBINED IMC EXECUTION, RATHER THAN JUST ADVERTISING WITH SIGNIFICANT IMPORTANCE PLACED ON BOTH PUBLIC RELATIONS AND MEDIA SYNERGY.

ADVERTISING

Our execution format is the problem-solution method. We are laying out the 'hard-core' facts of Australia's problems through the use of staggering research statistics and powerful real life imagery. It is evident that the majority of the Australian public are unaware of the scope of our problems. With our thorough understanding of Australian values and beliefs it is obvious that Australians will be shocked and horrified when presented with the truth about their beloved "lucky country". This will encourage people to take a more active part in improving not only Australia but the rest of the world as well. The solution lies in increasing public and government support whilst filling core professions in the social services that will help eradicate society's problems. The more support and core social resources Australia has, the more we will be able to offer as foreign aid in both human and financial contributions to the world effort.

COMMUNICATION SAMPLES: PRINT ADS



Could you live on less than \$1 a day?

THE REAL DOWN UNDER?

You've probably never thought about it because we're in the lucky country, right? Well take a closer look around in your own backyard and see what's missing. It could be you!

Don't be the missing piece of the puzzle that cracks poverty in Australia. Find out more at www.helptheworld.com.au

Be a real Australian.
Help the United Nations help the world and us.



We don't go to school. But that's not our choice.

THE REAL DOWN UNDER?

By the year 2010 Australia will be short of 40,000 teachers. Couldn't happen in the lucky country, right? Well it will if you don't take a look around in your own backyard and see what's missing. It could be you!

Don't be the missing piece of the puzzle in Australian education. Find out more at www.helptheworld.com.au

Be a real Australian.
Help the United Nations help the world and us.



Australia's first female prime minister?

THE REAL DOWN UNDER?

Why not! Shayne might be only 14 but give her real equality and she's on her way to the top. Take a look around in your own backyard and see what's missing. It could be you!

Don't be the piece of the puzzle that's missing in delivering equality and empowering Australian women. Find out more at www.helptheworld.com.au

Be a real Australian.
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Australian kids don't die right?

THE REAL DOWN UNDER?

We're in the lucky country, right? Well be horrified because child mortality is our problem too. Take a look around in your own backyard and see what's missing. It could be you!

Don't be the missing piece of the puzzle that helps reduce Australian child mortality. Find out more at www.helptheworld.com.au

Be a real Australian.
Help the United Nations help the world and us.



COMMUNICATION SAMPLES: PRINT ADS



Who cares about Australia's mothers?

THE REAL DOWN UNDER?

Someone else does, right? We're in the lucky country so our new mother's don't need help, right? Well take a look around in your own backyard and see what's missing. It could be you.

Don't be the missing piece of the puzzle that helps improve Australian maternal health. Find out more at www.helptheworld.com.au

Be a real Australian.
Help the United Nations help the world and us.



Junior. Heroin addict. Hep C Positive.

THE REAL DOWN UNDER?

Know someone who shares needles? Probably not because you're in the lucky country, right? AIDS is someone else's problem, right? Well take a look around in your own backyard and see what's missing. It could be you!

Don't be the missing piece of the puzzle that helps fight disease in

Be a real Australian.
Help the United Nations help the world and us.



Wrecked in Kalgoorlie

THE REAL DOWN UNDER?

Dead cars in the bush, who cares? Well you should. You might be in the lucky country but every dumped wreck is contaminating your world environment. Take a look around in your own backyard and see what's missing. It could be you!

Don't be the missing piece of the puzzle with a solution for Australia's damaged land. Find out more at www.helptheworld.com.au

Be a real Australian.
Help the United Nations help the world and us.



Someone else's problem?

THE REAL DOWN UNDER?

Think this is someone else's problem? It isn't. It's yours! Be a real Australian and play your part along with the United Nations in helping the world to be better place. Just take a look around and see what's missing. It could be you.

Don't be the missing piece of the puzzle that will help the world achieve its Millennium Development Goals. Find out more at www.helptheworld.com.au

Be a real Australian.
Help the United Nations help the world and us.



COMMUNICATION SAMPLES: ADVERTISING EXECUTIONS- POSTERS/TRANSIT AD



THE REAL DOWN UNDER?

Think this is someone else's problem? It isn't. It's yours! Be a real Australian and play your part along with the United Nations in helping the world to be better place. Just take a look around and see what's missing. It could be you.

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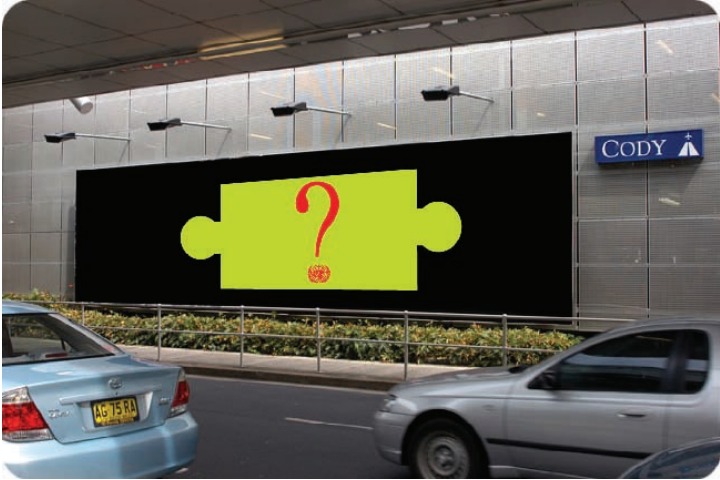
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Be a real Australian.
Help the United Nations help the world and us.



COMMUNICATION SAMPLES: BILLBOARD & MOBILE EXECUTIONS

Mobile Execution



Week 1: ?



Week 2: Are we keeping the promise?



Week 3: The real down under ad campaign.



COMMUNICATION SAMPLES: TRANSIT ADVERTISING



COMMUNICATION SAMPLES: RADIO COMMERCIAL** & ONLINE AD

*THE ACTUAL ONLINE ADVERTISEMENT IS ATTACHED IN THE APPENDIX AS .MOV FORMAT.

**THE ACTUAL RADIO COMMERCIAL IS ATTACHED IN THE APPENDIX AS .AIFF FORMAT.

PUBLIC RELATIONS

OBJECTIVES:

- Publicity – Budget friendly Public Relations
- Long Term Awareness of Millennium Campaign & UN Development Goals and how they affect Australia.
- Public interest in campaign and UN
- Encourage Government to alter the Australian Development Policy framework to incorporate the promise to the UN and the MDGs
- Allow synergistic interaction with other marketing communications tools – especially advertising

The public relations component of this integrated campaign is designed to retain the effectiveness of the message for the duration of the one-year campaign.

Buzz and word of mouth marketing will begin the campaign so as to generate initial public interest. This involves the question mark puzzle piece advertising as well as promotional products such as promotional merchandise and apparel. The issue is then fueled further with calls into radio stations regarding the question mark puzzle.

The final stage of the initial buzz campaign is to place large “puzzle pieces” outside parliament buildings across Australia. The question mark on the billboard advertising will change to “Are we keeping the promise?” Now, at the height of public interest and curiosity is when the mainstream campaign will be revealed creating further interest through anticipation of enlightenment – i.e. “What is the question mark puzzle?”, “Have you seen what the puzzle turned out to be?”

OUTLINE FOR THE PR TACTICS:

Start campaign with PR

- Creating Buzz, Word Of Mouth,
- Distributing Clothing & Apparel
- Making it fashionable to care (puzzle logo)

1. *T-shirts*
2. *White wrist bands*
3. *Stubbie Holders*
4. *Beach Towels and Clothing*
5. *Bottle Openers*

- Guerilla Marketing

Giant white puzzle pieces with Black Question Mark put outside the various Parliament Houses.

- Billboards

White Puzzle Piece and Question mark only.

- Build up interest

Build up interest “Are we keeping the promise?” – start advertising: Question Mark is revealed.

- Mass Publicity

1. *Press Coverage*
2. *TV, Print & Radio. + Internet (aggressive publicity: calling talkback, writing letters to the editor, news releases, Wikipedia, Myspace account.*

3. *Celebrity Support (Richard Gere, Shakira, already involved)*

4. *Corporate Partnerships/Sponsorships*

- Events

1. *National Millennium Development Summit/Seminar*
2. *Corporates, Government, Celebrities, Media*
3. *Entice guests to pledge to ‘friends of campaign’*
4. *UN National Day To Score 8 Goals: (Encouraging Active Involvement – Sponsorship McDonalds, Subway, etc.) – playing on Australia’s sporting pride and diversity of “goals” (footy, soccer, rugby, etc.)*

**COMMUNICATION SAMPLES:
CAMPAIGN T-SHIRT**



INTERNET/ INTERACTIVE RECOMMENDATIONS

OBJECTIVES:

- To provide the public with further information on how to choose a pro-active career.
- To make a career in teaching, medicine and policing look fun, interesting and rewarding
- To provide incentives to choose a career path.
- Encourage involvement in donating or pledging
- Linking to the UN MDGs website, revealing how people can help other parts of the world as well

The use of the internet will be our main focus and is how we inform potential teachers, social workers, nurses and police of the steps they must take to become one of these highly valued members of society. There are two main steps to our Internet marketing plan. These include our MDG careers and sponsors website known as www.helptheworld.com.au and our online PR Campaign. This includes creating a MySpace account, grabbing members from our primary target market in their most popular form of communication. The other parts of our online PR campaign include a Wikipedia page.

All advertisements and campaign materials refer people to this website for more information. It will also be responsible for providing our secondary target market of corporate sponsors with relevant information that can get them involved in the campaign.

The website will include six main pages:

1. Teachers
2. Social Workers
3. Nurses
4. Police
5. Volunteers
6. Corporate Partners

The website is not only a stepping stone for future teachers and social service workers but will also have various forms for people to pledge to including the “friends of the campaign” and sign ups for newsletters and communication on MDG issues and progress.

The current trend (which is likely to continue for the foreseeable future) is to inform via the internet. Therefore, our IMC tools make the target market aware of the issue with the internet providing detailed information and pathways that can be followed to help the cause.

COMMUNICATION SAMPLES: INTERNET WEBSITE & ONLINE AD

HELP AUSTRALIA HELP THE WORLD

BE A REAL AUSTRALIAN

About UN Goals UN Website **Get Involved** About BOMMERANG @ ECU

which piece of puzzle could you be?

Nursing	Health Care
Police	Social Worker
Farming	Environment
Teaching	Food Production
Volunteer	Children's Services



THE REAL DOWN UNDER?

Are you in the lucky country, right? Well be horrified because child mortality is our problem too. Take a look around in your own backyard and see what's missing. It could be you!

Don't be the missing piece of the puzzle that helps reduce Australian child mortality. Find out more at www.helptheworld.com.au

Be a real Australian. Help the United Nations help the world and us.












MILLENNIUM CAMPAIGN


WORLD'S AGENDA FOR PROGRESS

18 MILLION TEACHERS ARE MISSING FROM THE WORLD

AUSTRALIA WILL BE SHORT OF 40,000 TEACHERS

IS THIS THE REAL DOWN UNDER?

TO FIND OUT MORE ON [CLICK HERE](#)
HOW YOU CAN BECOME A TEACHER

Supported by:  

An initiative of:  

EVENT MARKETING RECOMMENDATIONS

OBJECTIVES:

- To inspire donations from the wealthy and corporate sponsors
- To pressure governments into a more aggressive stance against completing the MDG goals.

The wealthy and corporate minded generally revolve their business around the public perception. Meaning that if we are to inspire donations from the highest social class we need a prestige event that corporations want to sponsor and the wealthy want to be seen at as this is high on their agenda in gaining public approval.

We aim to hold a National Millennium Development Summit to gain an immense amount of publicity and corporate exposure. For the event to be a complete success both financially and campaign wise we require an elite list of attendee's including corporate high-rollers, high-level government officials, celebrities and most importantly the media. We require a large media turn out to not only generate a lot of publicity for the campaign but to entice the elite to attend and pledge significant donations. The event will have elite social status and intends to:

- Have the attendee's pledge to the 'friends of the campaign' via pledge forms gained from volunteers wearing puzzle piece shirts
- Encourage large donations

Media presence will encourage donations as it has the power to promote each donator's personal campaign (whether it be political, business or entertainment-wise)

UNITED NATIONS NATIONAL DAY TO SCORE 8 GOALS:

Our efforts to create relevance and awareness to the Australian people include an event that focuses on Australia's sporting passion.

The Score 8 Goals Day encompasses our love of sport to create an event that inspires active participation, and being the most effective way to learn, reinforces our message.

We will involve any sporting code with a goal scoring aspect. Encouraging physical activity and fun, generating positive public and media opinion e.g.:

- Australian Rules Football
- Soccer
- Rugby League
- Rugby Union
- Basketball
- Netball
- Water polo

We will unite local sporting clubs with schools promoting the issue of completing the MDGs by 2015. This focuses and educates our primary target market on global issues whilst making them seem achievable and fun.

Our primary publicity focus is to attract media attention through, community newspapers, mainstream newspapers as well as end of bulletin television and radio news (the good news story). Integrating local sporting teams and heroes generates substantial media interest. The main incentive for teams to get involved is the corporate social-responsibility angle that promotes a positive public image.

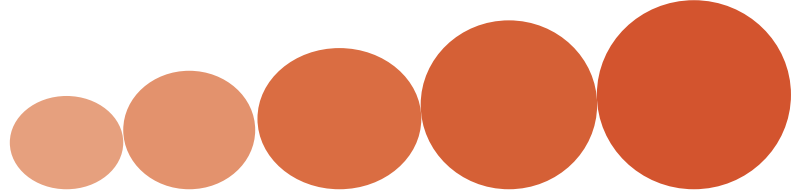
SCHOOL CAREER GUEST SPEAKERS RECOMMENDATIONS

OBJECTIVES:

- To promote the opportunities and rewarding lifestyle of choosing a career that is primary in achieving MDGs.
- To act as ambassadors on behalf of the UN to educate students about our world.

To actively ensure our message is getting through to high school students we intend to have a team of guest speakers who visit schools, educating students on the possibilities and social rewards of teaching, social work, nursing or policing. This role will support the work of our advertising campaign whilst educating Australia's future adults on the importance of the MDGs, helping Australia help the world.

SYNERGISING THE MEDIA: TACTICAL EXECUTION



MEDIA MIX RECOMMENDATIONS AND RATIONALE

MAGAZINES

The media plan has been developed to initiate a strong response from our target markets whilst reducing media waste. The target markets are not your average run of the mill audience, and can be classed as media savvy. They must be targeted in areas where they are not bombarded with conventional media, and have the time to take in the message. The media plan will focus on times when the advertising is not forced to compete for the consumers' attention; School Holidays, Business Trips, and Commuting.

Print advertisements are highly effective in reaching our target markets. Magazines provide us with an opportunity to connect with the target audience whilst they are engrossed in their hobbies and interests. Magazine advertising is going to be highly influential in our campaign due to their high-segmented market, high amount of content, longevity and impact on the reader. By focusing on the two main magazines for our target audience 14-24, (Cosmopolitan & Cleo) and the corporate AB's (Qantas & Virgin Blue), we are able to reach the target audiences when they are most receptive to the message.

According to Roy Morgan Research (Sep 06), 73.5% or 2.297 million people aged 14-24 are considered medium/heavy magazine users. This means in the previous month they have read 2 or more magazines. Almost 50% of these are frequent readers of Cosmopolitan and/or Cleo magazines. Through focusing on the school holidays through magazines, we are able to target the 14-24 audience when they have the time to read magazines.

Roughly 1.4million (RMR Sep 06) people in the Corporate AB quintile have travelled by plane in the last 3 months. By focusing on the in-flight media available to these professionals we are able to directly target them when there is little form of other media interference from TV or radio. It is also known that many business professionals and managers walk straight from the plane and into a business meeting. By being the last advertisement viewed before this crucial time, we have a greater recall response.

RADIO

Developing a radio campaign is relatively inexpensive in terms of production and media spend. By focusing on a radio campaign that reaches the target audiences when they are commuting between home and either the school or office, the media plan will create a significant amount of reach and frequency for only a small spend.

According to Roy Morgan Research (Sep 06) 72.1% of our target audience 14-24 listen to radio everyday. The main listening ranges are Breakfast (5:30am – 9am) with 43.6%, Drive-Time (4pm – 7pm) with 35%, and Evening (7pm – 12am) with 22.5%. Across these three main time ranges the most listened to radio stations are the DMG Nova Group. These averaged 358,000 listeners in the given ranges. It was also determined that radio listening increased during school terms, for both target audiences.

OUTDOOR

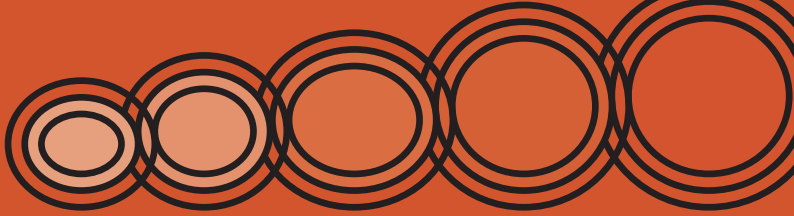
Outdoor is one of the hardest individual media to properly measure, but what is not in doubt is the activeness of the 14-24 age group. With over 1.8million of people aged 14-24 in the medium and heavy out & about categories, this goes to prove they are taking notice of the outdoor media. Public transport plays a large part in the daily lives of this target market, especially during the school holidays. By targeting them during this period we are able to create strong awareness to accompany the TV and radio campaigns.

Business First Package:

Consists:

Sydney	4units	1.72m travellers per week
Melbourne	2 units	1.6m travellers per week
Brisbane	1 unit	1.47m travellers per week
Perth	1 unit	500,000 travellers per week
Canberra	1 unit	750,000 traveller per week

All of these units are located at the entrance and exits of the Qantas Club lounges. 55% of all travellers through the Qantas Club lounge have an income over 70k, with 89% working as either managers or professionals (AC Nielsen Apr 06). Used in sync with the in-flight magazines we are able to blanket the target market, and create a strong ad recall response.



ONLINE

Online is a crucial part of our media campaign, with a total of 94% of our target audiences having used the internet at least once in the previous week. This does not mean that using this medium is any more effective than the traditional forms, but it does provide an opportunity to reach those missed by the other media. The online media must be eye catching in order to attract the attention of the media plans target audiences.

In conjunction with the online campaign, we will set up a MySpace page to entice consumer feed back about the problem. This can set up relatively cheaply as hosting a MySpace is free-of-charge. This page will also provide links to other important websites including that of the UN Millennium Goals.

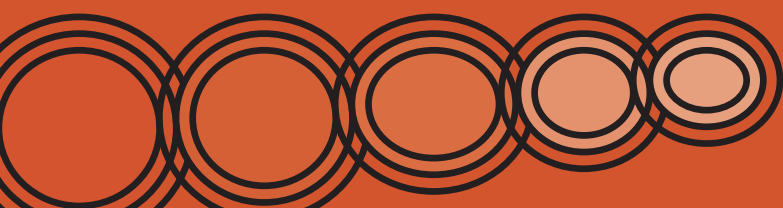
NEWSPAPERS

Newspapers are one form of traditional media that is targeted specifically towards our Corporate AB target audience. By placing advertisements within the most read sections of the papers (eg business), the media plan will reach a greater audience at a reasonable time.

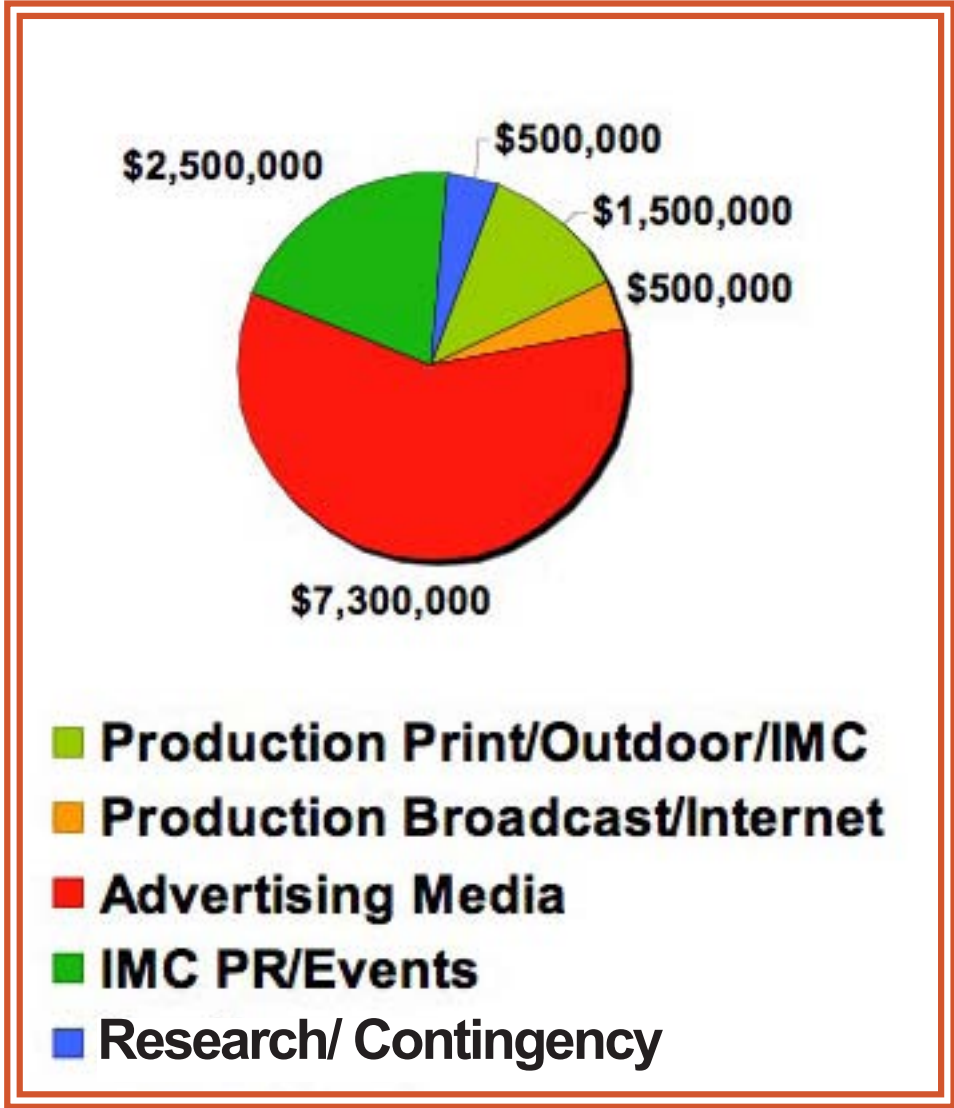
The Australian Financial Review is the most read national newspaper by senior business executives with 48% (AUS BRS 07). The placement of the advertisements is also crucial with the front page and business shares being the most viewed section by the top executives and business managers (AFR Media Centre, Mar 07). The Sydney Morning Herald and Herald-Sun are the largest daily newspapers within the Australian market, with a total of 690,000 AB readers on average per day (RMR Sep 06). Once again the business section has been targeted to generate the best recall and recognition.

NEWSPAPER INSERTS

Targeting the AB quintile when they have some time to relax on the weekend will increase recall, before getting back to the office. With over 1million (RMR Sep 06) readers in the Corporate AB target audience per weekend, this is a very effective medium. This medium also has the potential of generating word-of-mouth advertising, through highly developed creative.



THE BUDGET



UN MDG Budget: US\$10million = A\$12.3million

Production: Print/Outdoor/IMC A\$1,500,000

Production: Broadcast/Internet A\$500,000

Advertising: Media A\$7,300,000

IMC: PR/Events A\$2,500,000

Campaign: Research/Contingency A\$500,000

GAUGING SUCCESS

It is important to gauge our marketing success through metrics and active measurement ensuring we can respond appropriately to fluctuations of public interest in the issue within a communications environment. To do this effectively we must partake in both quantitative and qualitative research.

Quantitative research will allow us to collect statistical research regarding reach and frequency. The measures used will include:

1. Website hits
2. Event Attendances
3. Pledge Signings
4. Donation frequency (Who is donating and who has stopped)
5. Rates of enrolment into social services courses
6. An increase of social services workers
7. General research into the improvement of each of the 8 MDGs as they stand within Australian society

Qualitative research will allow us to analyse and refine our campaign based on its effectiveness and impact. The measures used will include:

1. Surveys
2. Media Collection
3. Donation Frequency (are we still getting through to them?)
4. Event atmosphere studies
5. Interviews (e.g with high school students, researching the effectiveness of guest speakers)

GOING FORWARD

LONG-TERM RECOMMENDATIONS

The campaign that we plan to implement will make the issue relevant to Australians, engaging their interest and gaining their support. From this stage, we aim to focus directly on their active involvement in accomplishing the MDGs once the issue has accrued significance in the public arena.

This requires ongoing marketing efforts aimed not only at maintaining interest in the issue, but pushing for more action to be taken by those in positions of power.

The intention is to get the ball rolling in the right direction with significant momentum thus engaging the interest and action the Millennium Campaign deserves.

This engagement provides the opportunity of expanding the campaign to a global perspective. The puzzle piece logo and metaphor would be in continuous use keeping the positive associations it has acquired and providing continuity and relevance with the Australian people.

Long term IMC recommendations can be developed and refined dependent on research outcomes of the launch campaign effectiveness.

We at Boomerang@ECU believe that through effective communication we CAN bring positive change for the betterment of the world. Through continued campaigns we strive to inspire this same passion in the Australian people, to make them believe that they too can make a difference and be a part of completing the global puzzle.