

THE REAL DOWN UNDER?

BE A REAL AUSTRALIAN

# Help Australia Help The World Campaign

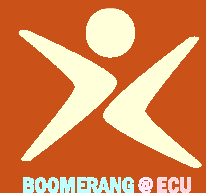


You can't hear us speak, just the same as many people are deaf to the voices of those in need. We at Boomerang@ECU truly believe in the boomerang concept. If you give, you are sure to receive. With this as our core philosophy we believe that we can truly Help Australia Help the World.

The success of the 8 Millennium Development Goals relies on everybody doing their bit to help. So with just 18 more slides to go, let us show you how we can do our part and how we can make the 2015 vision a reality.

Our plans book will provide you with an in-depth explanation and analysis of the campaign, but for now enjoy, understand and be convinced.

**Boomerang@ECU**



BOOMERANG @ ECU

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# The Boomerang@ECU Team

## Faculty Advisor

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## Account Director

Samantha Hassall

## IMC Director

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## PR Director

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Anne Hallam

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## Photography

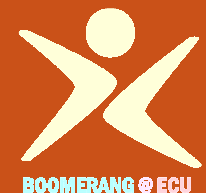
Darren Clark

Norman Leslie

## Broadcast

Tiffany Wertheimer

Boomerang@ECU



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# Keeping The Promise...

In the year 2000, the heads of state and government from every country in the world gathered in New York declaring to unite as one to fight for the betterment of our world by the year 2015. Eight Millennium Development Goals (MDGs) took form providing a framework from which each country could dedicate their policies and development.

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

Current research shows that while the world is seeing definite progress, Australia as a nation lags behind in her contribution. Boomerang@ECU have devised a campaign specifically to capture **attention**, build **interest**, motivate **desire** to get involved and to inspire **action** in Australia.



# Situation Analysis

Our Situation Analysis shows that while Australians generally share a true sense of altruism, the vast majority of the population are unaware of the UN MDGs. We have found the major reason for this is due to a lack of relevance and engagement in past campaigns. There is a massive opportunity to build support for the campaign by way of creating a strong connection on a personal level with Australians - particularly with those who have power and influence in society.

Australians have an exceptional sense of national pride and would be somewhat ashamed to learn that we as a nation are lagging behind in our efforts. We believe that Australian values such as national pride, altruism, helping the underdog/little battler and mateship will be our key insight into injecting this campaign right into the heart of the average Australian.

Our research provided us with a surprising insight into the state of the nation in relation to the 8 MDGs. The vast majority of Australians would be shocked to learn that disgraceful conditions of poverty, child mortality, disease, low levels of education, gender inequality and maternal mortality are happening right here in the 'lucky country', yes in our very own backyard.

Boomerang@ECU's research and perceived strengths, weaknesses, opportunities and threats have lead us to create a campaign that will truly embody what it means to be Australian thus creating undoubtable relevance and engagement with our target market. Not only will it create success in the short term Australia wide, it will also promote the long term success of the UN MDGs on a global scale.

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# SWOT

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## Strengths

1. Australian values of “mateship”, helping the “underdog”/”battler”, strong sense of national pride and altruism.
2. Numerous strong statistics of the issues within the community based upon lack of professionals in certain much needed fields.
3. Australia’s position as a strong international icon.
4. 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’.
5. Growing awareness of shortage of teachers, nurses, police and social workers, it is a current issue highlighted in the media; target market will already have some awareness.
6. Reasonably high youth numbers pursuing further education after high school.

## Weaknesses

1. Lack of effective resources in certain fields within the community.
2. Continued problems recruiting Australians to much needed professions.
3. Existing negative image and perception of working in certain fields (perceived boredom of teaching, and “thankless” work of social workers).
4. The number of resources and funding already given to try and recruit individuals into certain fields.
5. Lack of participation by government in awarding extra medical and nurse training positions, and instead restricting them.
6. Perceived lack of international aid by Australia.
7. Perceived lack of assistance to the UN MDGs by Australia.
8. Campaign could be perceived as a “pity campaign”.
9. The campaign won’t appeal to people’s selfish nature and they feel it does not directly affect them.

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# SWOT

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## Opportunities

1. To build on lack of awareness.
2. Australian public/corporate bodies and government to gain a better understanding of the issues.
3. Show Australians the problems in their "own backyard".
4. The promise of a better situation and lifestyle for all.
5. Exposing issues to Australians and as it affects them directly in their own country, shaming and obligating them to help.
6. Exposure of the need and importance of supporting and following the United Nations 8 MDGs.
7. Establish systems in place to attack issues within poverty stricken communities, which can then be used as an international example.
8. Reduce negative perception and image of these careers.
9. Allow for a higher level of students and professionals within industries lacking in employees (social work, education etc).
10. Bring Australia together as a nation and unite as a team.
11. Create global partnership and a feeling of uniting as one world rather than separate countries.

## Threats

1. Public feels forced into supporting the issue: the concept backfires.
2. Campaign turns into an unsuccessful pity campaign.
3. Government backlash "we already attempt to recruit professionals", "this is a brainwashing campaign" etc, and rejection of idea.
4. The United Nations will see the campaign and topic as selfish.
5. The campaign will not be seen as directly relating to the United Nations 8 MDGs.
6. Public resistance to the topic, the United Nations and supporting/recruiting for these industries as a whole.
7. General public may ignore the campaign, because they don't want to change careers to become a teacher, healthcare worker etc. therefore they can't help.
8. People may feel overwhelmed by the issue - believing they cannot make a difference.



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# Communication Objectives

*To initiate and build public awareness of the MDGs creating a high level of interest, support and engagement with the issue to ignite and motivate political and social change.*

## Specific Objectives

1. Make Australians aware of UN Millennium Development Goals and problems here at “home”, in our backyard
2. Motivate and engage interest and involvement amongst Australians (via website)
3. Encourage corporations, government bodies etc to take action
4. Promote education as the key, encouraging an increase in social service workers (police, teachers, nurses, social workers, volunteers etc)
5. Stress that “a better Australia is the first step towards our contribution to a better world”
6. Encourage government to alter the Australian Development Policy framework to incorporate and act on her promise to the UN and the MDGs
7. Encourage national pride and effort (Coming together - Australia is a team & a member of a bigger global team)

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# Target Market

Our Target Markets are vital for the campaign not only to create awareness and interest but to also ignite and engage real support in the way of actual change.

We must connect the MDGs to people who hold power and influence in Australian society as they are the ones who will truly make a difference by setting change in motion.

The people and groups specifically identified include the media, corporations, government and the general public. The media are a vital tool for us to capitalise on our campaign reach.

Once the issue ignites (as it will due to our initial buzz marketing) the media will carry much of the momentum of the campaign in creating attention, engaging interest, and desire to get involved. From here the collective public interest in the issue is sure to pressure the government and major organisations to support and align themselves with the cause.

## Primary Target

This group is the next generation of teachers, social workers, nurses and police who we can easily guide into these career paths. They are current students with a genuine interest in Australia and changing the world. They will be the primary group to fuel the fires of public pressure

## Secondary Target

This group is aged 40+ and are targeted as financial donors who have insight on social planning. This group is vital to achieving the MDGs. We intend to expose to this group to the relevance of the MDGs to Australia, enticing a call to action that pledges help particularly on environmental issues.



# Advertising

Advertising is the most controlled tool of integrated marketing communications. We use it in combination with other media establishing a strong connection with the target market to convey our message.

Our diverse range of advertising executions coupled with key insights into Australian values, beliefs and behaviours, allow us to reach our target market effectively and to make a true and lasting impact on not only their minds but their hearts as well.

- **IMC & Media Synergy**  
*A vital part of our campaign, is using our resources to create a highly effective communicated message. Just like our powerful creative idea, the marketing communications must be integrated in such a way that they produce a synergistic outcome, maximising engagement with the target market.*
- **Making the most of mainstream media**  
*Free publicity fuelled by issue creation*
- **Targeting a large market that is media savvy and sceptical of TV advertising.**



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# The Missing Puzzle Piece

The ultimate success of the future is dependent on the co-alignment of not only the MDGs but of every country and every person in the world. If we all unite and do our bit the pieces of our global puzzle will come together as one spectacular living image.

Using a metaphor allows people to understand a new concept by relating it to existing knowledge. The missing puzzle piece is relevant as its presence generates questions, long after the initial viewing, in the mind of the target market.

*Am I doing my bit?*

*Is there something that I could be doing to help?*

*Am I the missing piece of the puzzle?*

It is vital that our target market comprehend and engage with the campaign message and used symbolically. The Puzzle Piece allows for a simple, direct and powerful message that will be remembered.

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# Print Ads

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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](http://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](http://www.helptheworld.com.au)

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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](http://www.helptheworld.com.au)

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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](http://www.helptheworld.com.au)

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THE REAL DOWN UNDER?

# Print Ads

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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

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Help the United Nations help the world and us.



## THE REAL DOWN UNDER?

Someone else does, right? We're in the lucky country so our 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](http://www.helptheworld.com.au)

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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](http://www.helptheworld.com.au)

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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](http://www.helptheworld.com.au)

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# Posters & Transit Ads



Someone else's problem?

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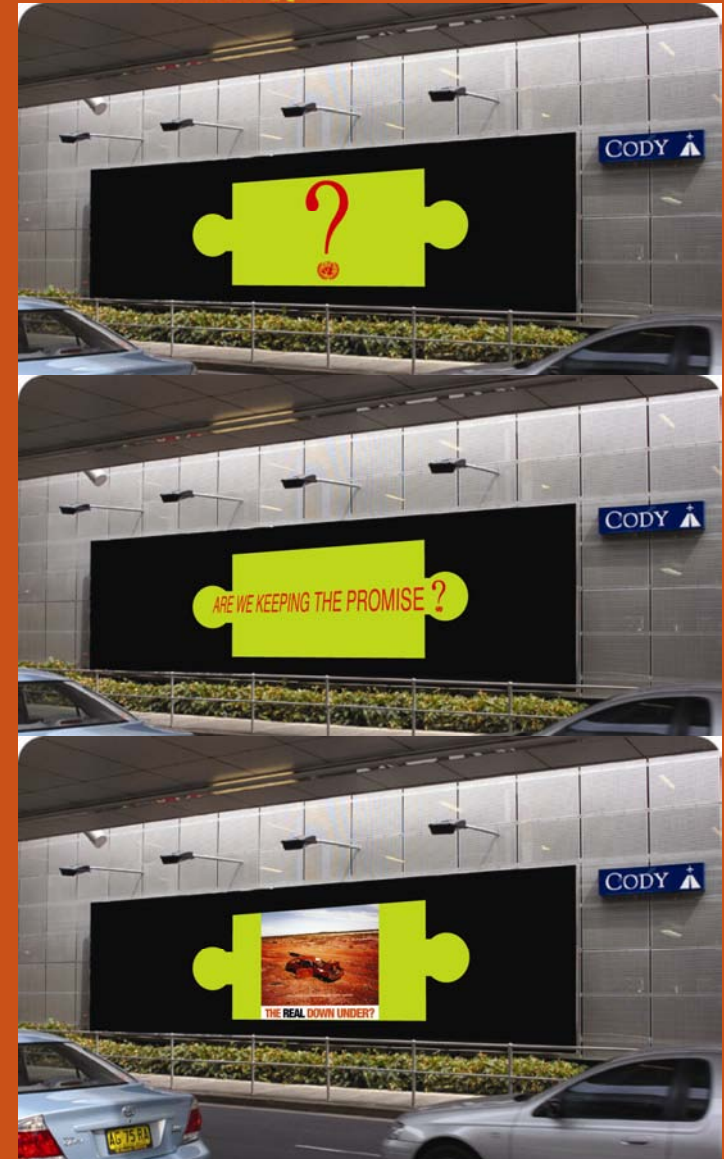
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# Billboard & Mobile Executions



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# Campaign Website

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HELP AUSTRALIA  
HELP THE WORLD

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



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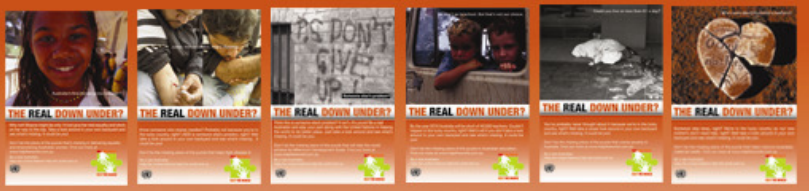
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MILLENNIUM CAMPAIGN  
WITCHES AGAINST POVERTY





# PR Buzz

## Dissemination of Information

- Propelling the message into the public sphere through peripheral communication - confirming advertising communications and creating synergy to the delivery of the message.

## Publicity

- Engaging the masses through trusted press media
  - Using TV through news media PR
  - Gaining public interest through sporting events

## IMC Strategy

- Millennium Development Goals Summit
- Internet - Primary information centre/source
- School Career Program
- UN National Day to Score 8 Goals

Boomerang@ECU's initial Buzz campaign is designed to create initial interest in the campaign. By creating a communications atmosphere of initial confusion towards the campaign - we aim to draw significant public attention to the buzz as well as engaging interest.

With promotional merchandise centred around the question mark we aim to make the general public curious as to what actually is behind it all again, engaging interest.

This initial media driven (free) publicity is the key to our campaign having initial relevance with our main target market, the general Australian public.



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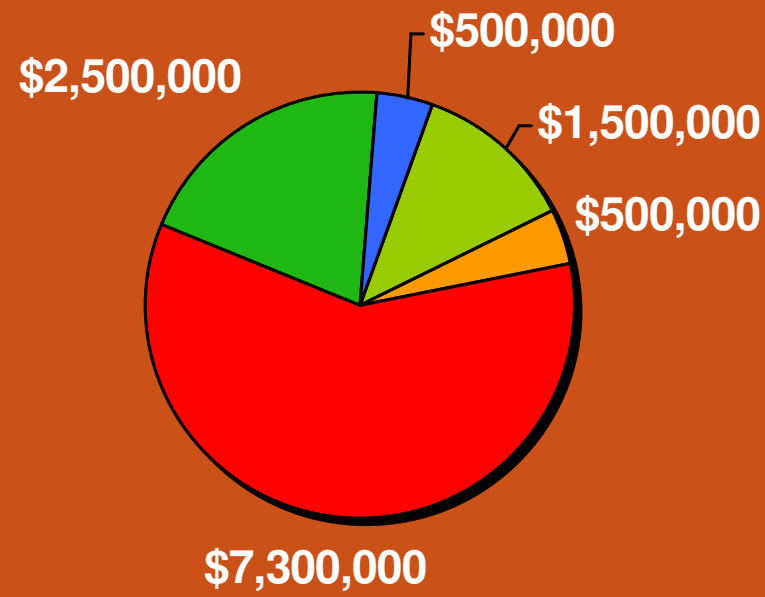
# Media Strategy

- Capture the audience through use of a teaser campaign through July & August.
- Generate word-of-mouth.
- Reach the target markets at times where they can absorb the message of the campaign.
- Reach the Australian population in major metropolitan areas; Sydney, Melbourne, Perth, Brisbane, Adelaide and Significant Rural Regions.

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# The Budget

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- Production Print/Outdoor/IMC
- Production Broadcast/Internet
- Advertising Media
- IMC PR/Events
- Research/Contingency

## 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

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# Measurement & Metrics

It is vital that we gauge our marketing success through metrics and active measurement to make effective use of our budget.

We can effectively analyse our target market response through continuous qualitative and quantitative research.

## Quantitative

Determining the Reach of Campaign

- *Surveys*
- *Website hits*
- *Events attendances*

## Qualitative

Determining the effectiveness of message

- *Focus Groups*
- *Environmental Scanning*
- *Media Analysis*



# Long Term Recommendations

This campaign will ultimately enhance Australia's commitment to fulfilling the global aspirations for the UN MDGs. With continuous reminder advertising and further relevant material we will be able to ensure the continued support of the Australian public and therefore keep the public pressure on the government and corporations. This initial interest in the Australian campaign will undoubtedly lead to a build up of support for the MDGs on a global scale.

Our long term recommendations will be to progress from the campaign directed at improving Australia to a communication strategy that generates commitment to helping other parts of the world still in need.

The puzzle piece metaphor is a vital element that must be continued throughout the new campaign as this will bring relevance and allow for the positive associations that have been imbedded in the brand.

Boomerang@ECU are honoured to have the opportunity to help make a difference at a time where we have unlimited potential in what the world can collectively achieve. We believe that through our effective and comprehensive integrated campaign we can motivate and inspire this passion in others.

We believe that our campaign will inspire Australia as a nation to keep their promise to help the world and thus move ever closer to the completion of the global puzzle.