

We happen to think the best advertisement for our Creative Advertising program is to show you just some of the ads that our graduates have gone on to make in the real world. So if you want to see what happens when you master creative advertising with us, take a look at the range and scope of the work featured here:

The Most Powerful Arm Ever Invented



<http://theinspirationroom.com/daily/2013/the-most-powerful-arm-ever-invented/>

The most powerful arm ever invented won Australia its first ever *D&AD Black Pencil* for Innovation. It was created to raise the public's awareness of Duchenne Muscular Dystrophy, a debilitating disease in young males. The arm signed signatures onto a petition in the handwriting of Jacob Lancaster, a young DMD sufferer who can no longer write. Via a live stream on Facebook, users saw their name being signed on to the petition. Their signature was then posted onto their Facebook feed, enabling them to share it and triggering others to participate.

Graduates: Nicole Hetherington & Simon Fowler, associate Creative Directors, WITH Collective, Sydney.

McWhopper

mediadesignschool.com



<https://www.youtube.com/watch?v=dms6MLqFkXc>

The McWhopper campaign was ignited by D&AD's inaugural White Pencil brief for Peace One Day. It became the world's most awarded campaign in 2016 and in turn saw Tom Paine become the world's most awarded Creative Director for 2016. At D&AD itself, Y&R New Zealand won D&AD's Most Awarded Agency of the Year and Burger King's D&AD Most Awarded Client of the Year awards.

Graduate: Tom Paine. Creative Director, Y&R Auckland.

Lotto Money Bags - Lotto



mediadesignschool.com

<http://www.adeevee.com/aimages/200706/29/new-zealand-lotteries-national-lottery-lotto-powerball-moneybags-outdoor-112331-adeevee.jpg>

Lotto Money Bags was a disarmingly simple idea that cut through the clutter of other ads by delivering Lotto-branded rubbish bags to householders, with the result that Auckland streets on rubbish day were seemingly full of bags on money because if you won Lotto you'd clearly have *more money than you know what to do with*.

Graduates: Damian Galvin, Havas Sydney and Carlos Savage, Associate Creative Director, Y&R Auckland.

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The Guide Dog interviews – Guide Dogs



mediadesignschool.com

<http://cargocollective.com/noahandgraeme/following/noahandgraeme/The-Guide-Dogs-Interviews-1>

The Guide Dog interviews from The Monkeys in Sydney, a much awarded TVC that raised awareness about (and money for) the important work of Guide Dogs. The idea not only featured the 60 second spot itself, but also a host of interviews which were housed on its own YouTube channel:

<https://www.youtube.com/watch?v=w-bc3VNOXdU>

Graduate: Henry Kember, Associate Creative Director at Crispin Porter + Bogusky LA

Hello - NZTA



<https://www.youtube.com/watch?v=w-bc3VN0XdU>

Avoiding the shock tactics frequently used in **road safety messaging**, *Hello* took a different approach to discouraging drivers from using their phones while driving. This idea, by one of our graduates, uses awkward intimacy as a tactic to get young drivers' eyes off their phones and on the road. It achieved over 1.8m views on NZTA YouTube in one week; along with 9.6m views on The Telegraph (UK) Facebook page. Currently, *Hello* is winning awards nationally and internationally, but more importantly still is its effect on behavior, because as the bestadsonline review pointed out "this dumb simple replicable behaviour will be repeated again and again in real cars, with real friends"

Graduate: Steve Hansen, Senior Creative, Clemenger BBDO.

Stake Out - Fresh Up



<http://www.bestadsonline.com/ad/58091/Fresh-Up-Powerful-Refreshment-Stake-Out>

Fresh Up offers powerful refreshment in every can. So powerful, in fact, that your body responds spontaneously to the overwhelming refreshment the only way it knows how. With an intense rush of satisfaction: AHHHHHHHHHH! With that in mind, there are certain situations where a Fresh Up might not be appropriate - no matter how thirsty you are.

Graduates: Ben Polkinghorne and Graeme Clarke.

Bank Job - Brotherhood in Arms



mediadesignschool.com

<https://www.youtube.com/watch?v=UoM12JjXII>

Charities have to come up with innovative ways to secure corporate funding, so instead of cold calling corporates *Bank Job* cheekily turned digital transfers on bank statements into a new advertising medium for **charity Brotherhood in Arms**.

Graduate: Freddie Coltart, Senior Creative, Colenoso BBDO Auckland

Conscious Crossing – KiwiRail



https://www.youtube.com/watch?v=T_DZPdOhjNM

The highly coveted Grand Axis for 2017 was awarded to Clemenger BBDO/Proximity for their simple-to-use but sophisticated **Conscious Crossing created for KiwiRail** around rail safety. The innovative idea by one of our graduates is to use metal bars to make pedestrians conscious of trains as they cross the railway tracks.

The trophy will sit alongside the Grand Prix awarded in Outdoor and in Design for User Experience and a further seven Gold Axis Awards in Innovation, For Good, Out of Home Special Build, Non-Traditional Outdoor, Promo & Activation, User Experience, Brand Experience/Environmental, Product Design Non-Tech, and User Experience.

Graduate: Steve Hansen, Senior Creative, Clemenger BBDO, Auckland.

V Motion Project – V Energy



<http://www.assemblyltd.com/work/v-motion-project>

V Motion Project is an idea for energy drink V by a couple of our grads – it involved creating a music video from body movements.

It was done by hacking the Kinect motion tracking software and integrating it with audio production software. Like most of the other ideas featured here, it was multi award winning idea that went on to win Gold at the Best Awards, SXSW Interactive awards, Cannes and D&AD.

Graduates: Graeme Clarke and Sam Dickson

Breast Cancer Cream



<http://www.bestadsonTV.com/ad/70771/Breast-Cancer-Awareness-CASE-STUDY-Breast-Cream>

The final icing on the cake of a great product innovation, **Breast Cancer Cream**, was this stunningly simple press ad which ran with the line *Finally, A Cream That Gives You Wrinkles*, which tells its audience in a precise and compelling manner how using breast cream can help you live much longer.

Graduates: Rachael-Macklin & Hannah Habgood

Pedigree



mediadesignschool.com

<https://www.dandad.org/en/d-ad-pedigree-k9fm-case-study-insights/>

Pedigree is all about making the world a better place for dogs, so working with New Zealand agency Colenso BBDO, in partnership with Clemenger BBDO, Australia, this multi award winning idea created K9FM – a pet radio station for dogs.

Graduate: Beth O'Brien, Associate Creative Director, R/GA New York

Trial by Timeline



<http://www.colensobbdo.co.nz/portfolio/trial-by-timeline/>

To raise awareness of their work, Amnesty International wanted ordinary New Zealanders to experience what it might be like to live without basic human rights. **Trial by Timeline** is a Facebook application that scans your timeline and shows what your comments or behaviours might cost you in other countries. This was an idea by a couple of our graduates that won just about every global ad award for creativity that you could win.

Graduates: Ben Polkinghorne, Weiden Kennedy, London & Anna Stickley, Senior Creative DDB, Melbourne.

Mac It Better



<https://vimeo.com/165372916>

Big Mac sales had fallen worldwide and McDonald's agency in Australia had a problem: how do you reignite the love for a former icon?

This idea by a couple of our graduates saw McDonalds take the special sauce out of the Big Mac and sell it on eBay. The resulting sale? \$23,000 dollars. This sum went straight to Ronald McDonald House, whilst the campaign **Mac It Better** led to the highest Big Mac sales in Australian history.

Graduates: Ellie Jones & Avani Maan, M&C Saatchi, Sydney.

Sandpit



<https://www.youtube.com/watch?v=nqRVqXMyzhM>

Consistently voted year after year in poll after poll as one of New Zealand's most favourite ads, Mitre 10's **Sandpit** shows the enduring appeal of a well produced, good idea.

Graduates: Anthony Wilson & Iain Macmillan

Pink Batts



<https://www.youtube.com/watch?v=8llr2YWx1Sg>

A commercial for **Pink Batts** that shows that a good creative can find the emotion even in the most prosaic of products.

Graduate: Christie Cooper, Creative Director, DDB Auckland.

Superette



A creative has to be able to change their tone for each product or service they work on. Here, Christie and partner James Conner make the point that if you're going to be caught dead in something, it's better to be wearing something truly stylish.

Courting controversy is what small, cutting edge brands often do, and this print campaign for edgy fashion outlet **Superette** did exactly that - it went overtime on the internet and showed up on fashion blogs around the globe.

Graduate: Christie Cooper, Creative Director, DDB Auckland.