

The West Australian

westkids.com.au

ED!

AUGUST 28, 2018

Design an AD!

CHECK OUT THE
CREATIVE WINNERS
MAKING AN IMPACT



WHAT'S YOUR
PERFECT DAY?

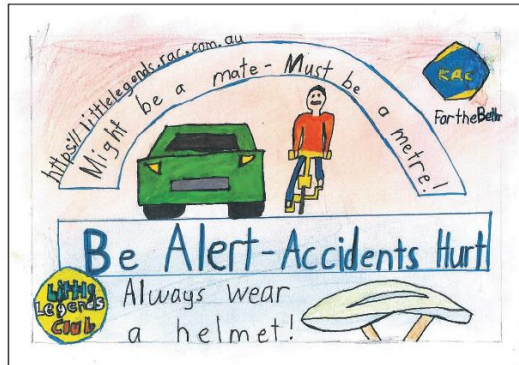
P2

THE SUSTAINABILITY
SQUAD

P2

BE OUR JUNIOR
JOURNO

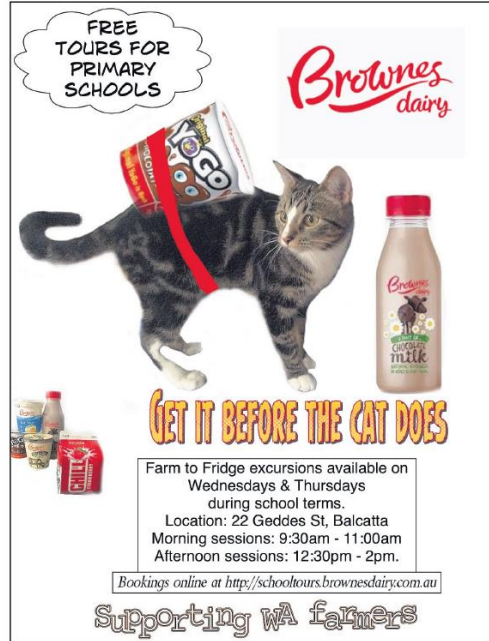
P3



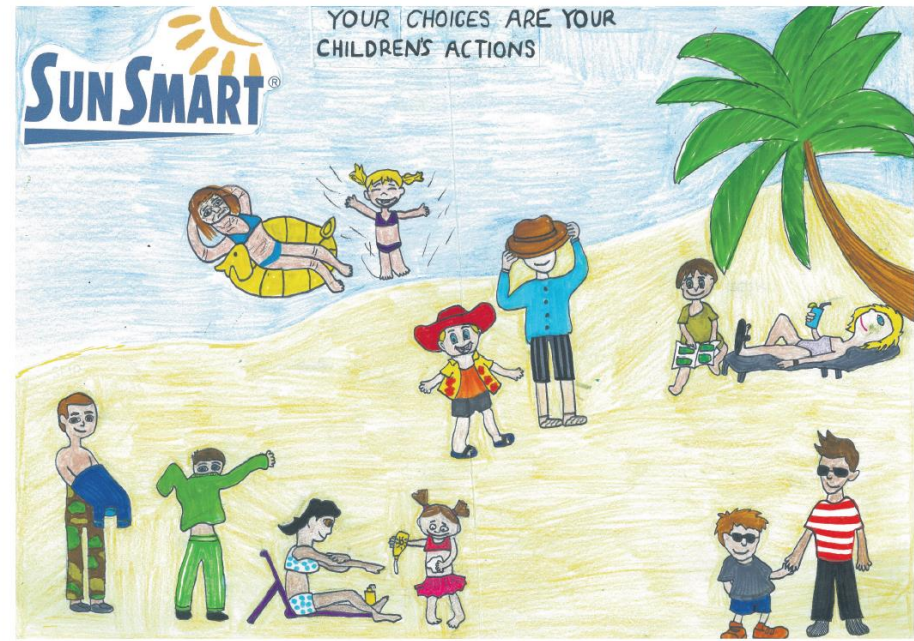
Lucas Quarrell, Year 6, Peter Moyes Anglican Community School.



Caroline Hua, Year 10, Morley Senior High School.



Isabelle Lyra, Year 6, St Peters School.



Danielle Booker, Year 10, Frederick Irwin Anglican School.

Practically every facet of our lives is open to advertising and the art of persuasion.



Alyssa Yates, Year 9, Ashdale Secondary College.

ART OF PERSUASION

They are colourful, clever and catchy and designed to make us spend up big or heed an important message.

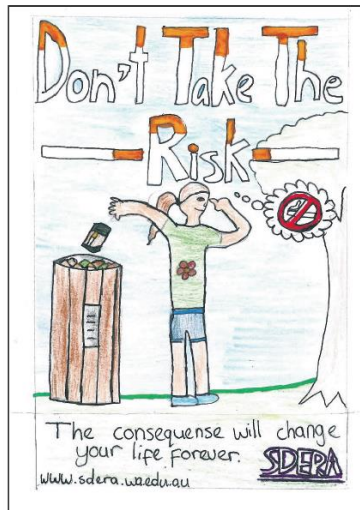
Everywhere we look and everywhere we go, we are inundated with advertisements — pictures and slogans advising us what to wear, drink and eat, or where to go or how to live. Practically every facet of our lives is open to advertising and the art of persuasion. The good news is we're the ones with the power to choose.

To get WA students thinking about how advertising influences our choices, ED! and Media Education invited primary and secondary school students to enter our 2018 Design an Ad competition

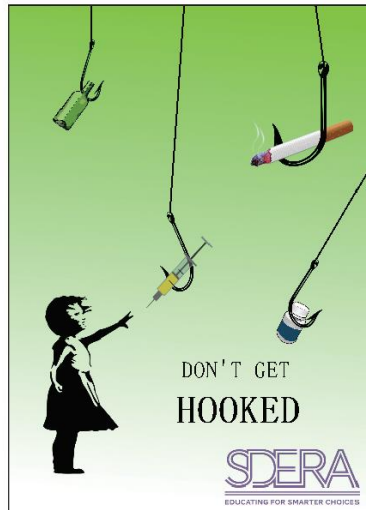
and promote seven companies, organisations or programs — Crunch&Sip, SunSmart, RAC, Brownes Dairy, Foodbank, SDERA and the AWESOME Children's Festival.

The winners, chosen by representatives from each organisation, were awarded \$100 each for their winning ad's visual appeal, originality, creative concepts and for meeting the design brief. The judges agreed the winning advertisements for SDERA (the School of Drug Education and Road Safety) were particularly powerful. Today we publish the winning ads chosen from 1200 entries.

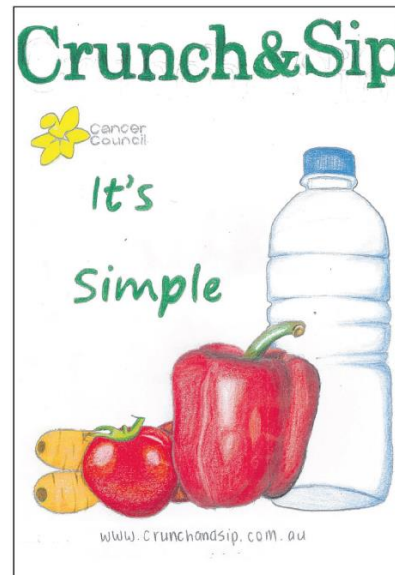
Congratulations to all the budding advertising execs



Hayley Mann, Year 6, Peter Moyes Anglican Community School.

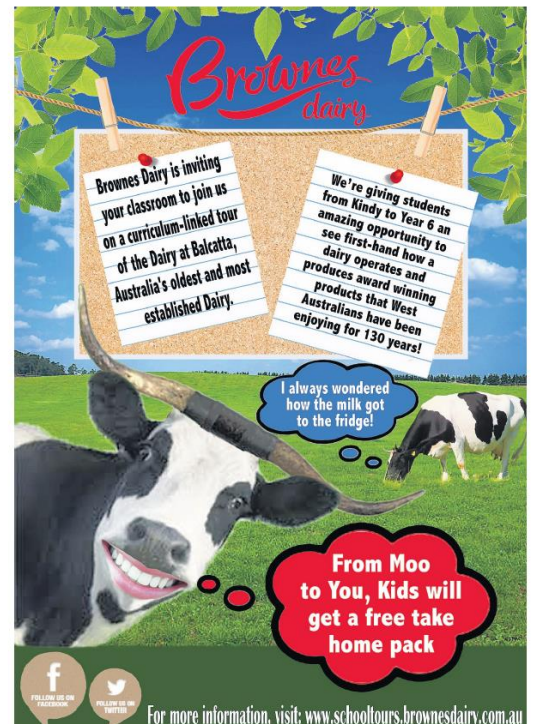


Mitchell Hosken, Year 6, Vasse Primary School.



Nikita Davies, Year 9, Morley Senior High School.

who entered and a special mention for Peter Moyes Anglican Community College in Mindarie which won five of the prizes.



David Tempest, Year 10, Joseph Banks Secondary College.

COMPLETE LIST OF WINNERS

AWESOME
Luke Antenucci, St Peters School; Chenoa Olsen, Greenmount Primary School; Alyssa Yates, Ashdale Secondary College; Fatima Sultani, Ballajura Community College.

Brownes
Luc Simpson, Wembley Downs Primary School; Isabelle Lyra, St Peters School; Angela Pangilinan, Mt Lawley Senior High School; David Tempest, Joseph Banks Secondary College.

Crunch&Sip
Jasleen Kaur, Greenmount Primary School; Olivia Willis, Mt Barker Community College; Will Moldrich, Mt Lawley Senior High School; Nikita Davies, Morley Senior High School.

Foodbank
Jodie Smith, Peter Moyes Anglican Community School; Rosie Kelly, Wattle Grove Primary School; Brian Yeong, Thornlie Christian College; Caroline Hua, Morley Senior High School.

RAC
Lucas Quarrell, Peter Moyes Anglican Community School; Mikayla Axford, Karrinyup Primary School; Katrina Edillor, Morley Senior High School; Bailey Pascoe, Homeschool.

SDERA
Hayley Mann, Peter Moyes Anglican Community School; Mitchell Hosken, Vasse Primary School; Lauren Adam, Peter Moyes Anglican Community School; Lauren Brooks, Frederick Irwin Anglican School.

SunSmart
Aleisha Smith, Pingrup Primary School; Chanel Vujicic, Peter Moyes Anglican Community School; Dave Serino, Newton Moore Senior High School; Danielle Booker, Frederick Irwin Anglican School.

ED! • 6 Design an Ad contest

The West Australian
Tuesday, August 28, 2018

Below: Bailey Pascoe, Year 10, Homeschool.

Buying a Car?
Have you considered these Three Key Points?



Safety Impact Costs

Older cars generally have fewer safety features than newer cars. This is particularly dangerous because young drivers are less experienced and therefore more likely to be involved in a vehicle crash.

Older cars generally have less efficient engines, resulting in increased levels of environmental damage compared to newer cars.

While older cars generally have a lower purchase price, they can cost more to run in the longer term.



Right: Olivia Willis, Year 6, Mr Barker Community College.

Crunch & Sip

2 and 5 Fruit Veg
Eat Healthy Veg.
EAT MORE VEG
DRINK MORE WATER
HYDRATE
HYDRATE
MAKE VEGs FUN
Water and veg make you healthy and strong
THE MORE COLOUR THE BETTER



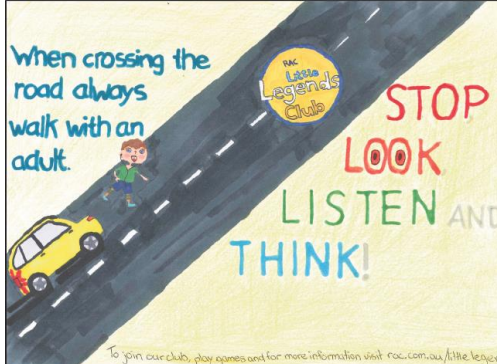
WWW.CRUNCHANDSIP.COM.AU

The West Australian
Tuesday, August 28, 2018

When crossing the road always walk with an adult.

STOP LOOK LISTEN AND THINK!

RAC Legends Club

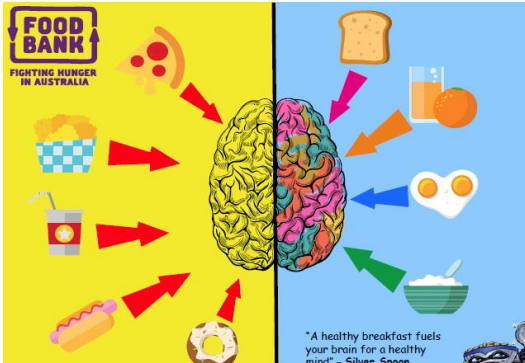


To join our club, play games and for more information visit rac.com.au/the-legends

Mikayla Axford, Year 6, Karrinyup Primary School.

Design an Ad contest ED! • 7

FOOD BANK
FIGHTING HUNGER IN AUSTRALIA



"A healthy breakfast fuels your brain for a healthy mind" - Silver Spoon

For more info visit www.superheroesofhunger.org.au

Brian Yeong, Year 10, Thornlie Christian College.

Winning style

The **AWESOME** Festival



The Earth without ART is just EH

#2018AWESOMEFestival

WWW.AWESOMEARTS.COM

Art: Perth Cultural Center
WHEN: 29th September to 8th October



Chenoa Olsen, Year 6, Greenmount Primary School.

put it in your diary to visit our dairy

Brownes dairy

take your business on an interactive tour
to see firsthand how a dairy operates and produces award winning products

FREE School Tours

If interested visit: www.schooltours.brownesdairy.com.au/



Angela Pangilinan, Year 8, Mt Lawley Senior High School.

AWESOME

The AWESOME International Arts Festival for Bright Young Things


Children 0-12 years old & their families

The Festival dates: 29 Sep to 8 Oct 2018

Location: Perth Cultural Centre

#2018AWESOMEFestival

For more info visit: www.awesomearts.com



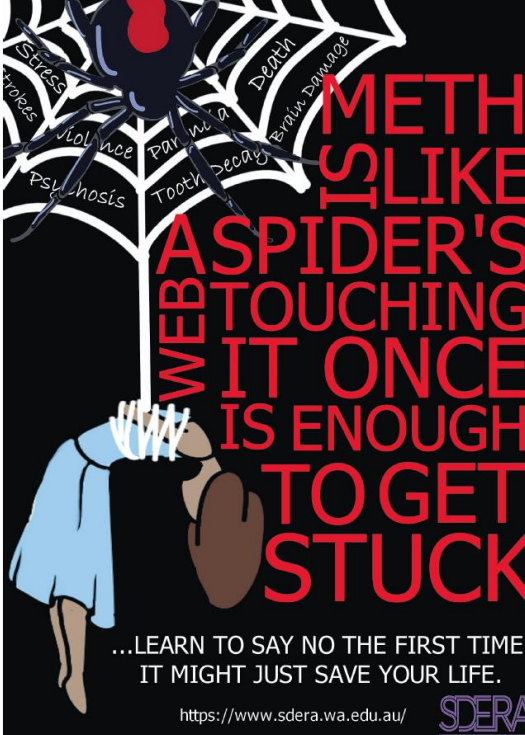
Fatima Sultan, Year 10, Ballajura Community College.

METH IS LIKE A SPIDER'S WEB TOUCHING IT ONCE IS ENOUGH TO GET STUCK

Stress, Anxiety, Depression, Brain Damage, Paranoia, Substance Abuse, Psychosis, Tooth Decay

...LEARN TO SAY NO THE FIRST TIME. IT MIGHT JUST SAVE YOUR LIFE.

<https://www.sdera.wa.edu.au/>



Lauren Brooks, Year 10, Frederick Irwin Primary School.

EATING A HEALTHY BREAKFAST!

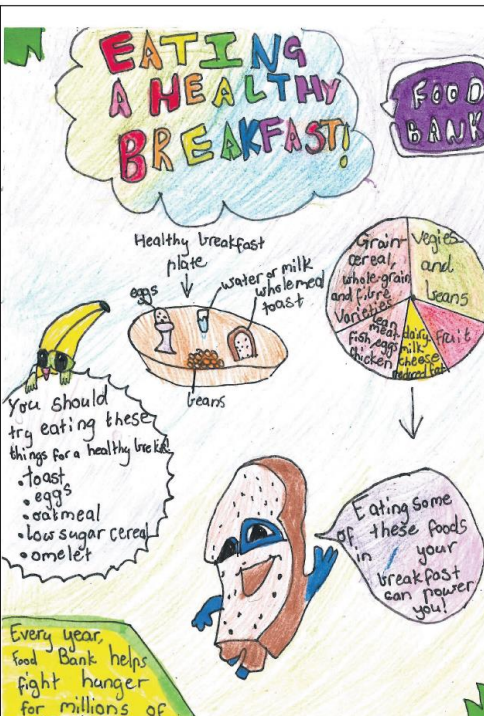
FOOD BANK

Healthy breakfast plate: eggs, water or milk, wholemeal toast, beans, cereal, veges and fruit

You should try eating these things for a healthy breakfast: toast, eggs, oatmeal, low sugar cereal, omelet

Eating some of these foods in your breakfast can power you!

Every year, food bank helps fight hunger for millions of people.



Rosie Kelly, Year 6, Wattle Grove Primary School.

STOP THE SUN, NOT THE FUN

SKIN CANCER IS THE MOST COMMON CANCER IN AUSTRALIA BUT IT CAN EASILY BE PREVENTED BY DOING THE FOLLOWING:

1. SLIP ON SUN PROTECTIVE CLOTHING
2. SLAP ON SPF 30 OR HIGHER SUNSCREEN.
3. SLAP ON A HAT (NOT A GAP).
4. SEEK SHADE
5. SLIDE ON SOME SUNGLASSES.

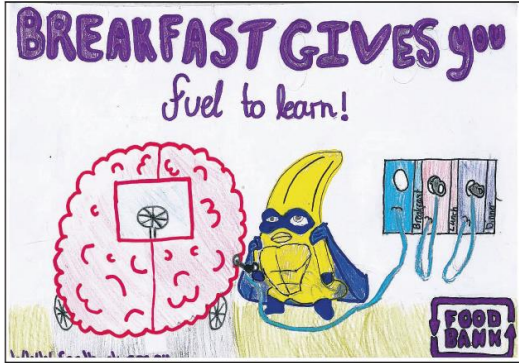
SUN SMART



Dave Serino, Year 9, Newton Moore Senior High School.

ED! • 8 Design an Ad contest

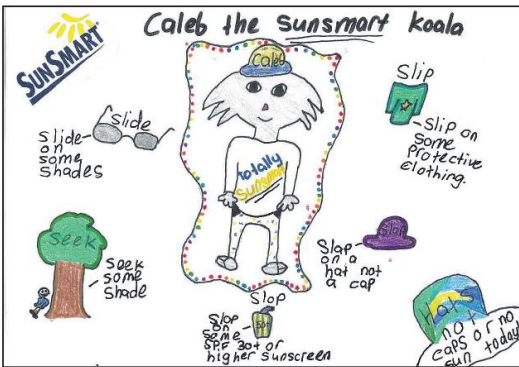
Right: Jodie Smith, Year 6, Peter Moyes Anglican Community School.



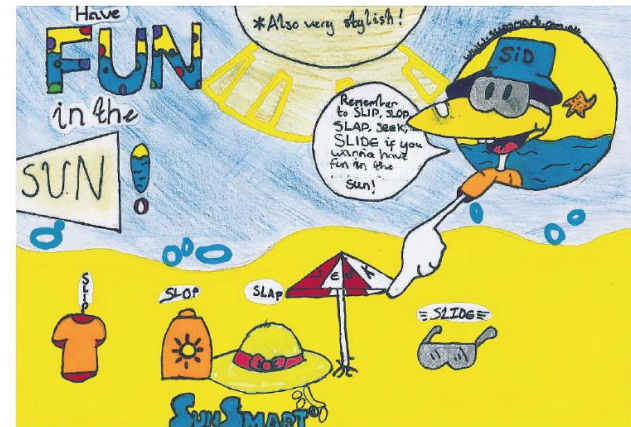
Luke Antenucci, Year 4, St Peters School.



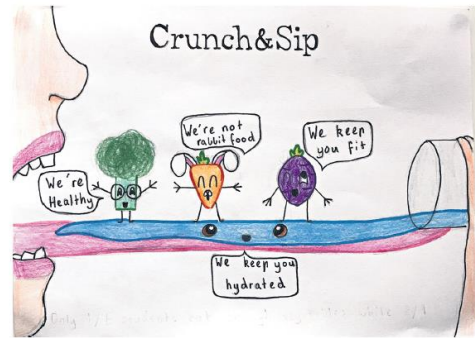
Above: Lauren Adam, Year 7, Peter Moyes Anglican Community School.



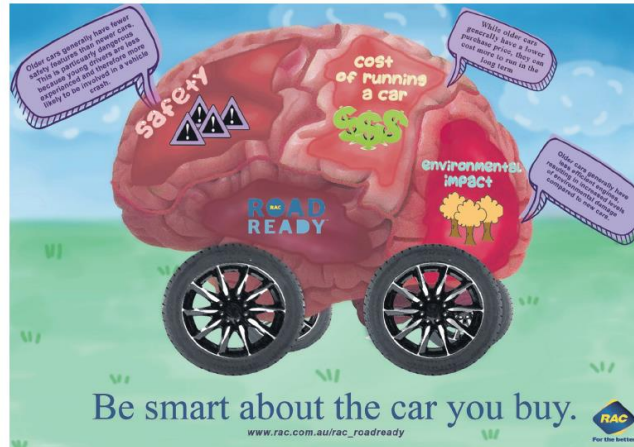
Aleisha Smith, Year 5, Pingrup Primary School.



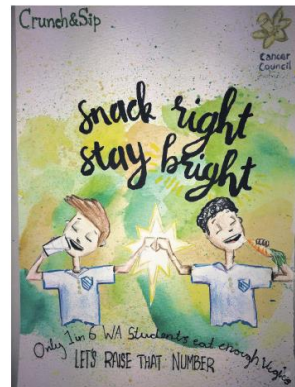
Chanel Vujicic, Year 6, Peter Moyes Anglican Community School.



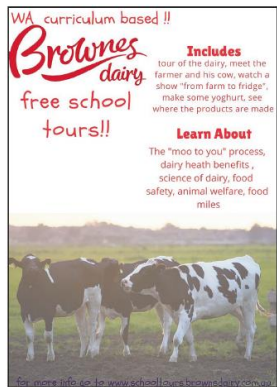
Jasleen Kaur, Year 6, Greenmount Primary School.



Katrina Edillor, Year 9, Morley Senior High School.



Will Moldrich, Year 8, Mt Lawley Senior High School.



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