

NGEN AWARD



WINNER

ENTRANT: KARLEE FANCOURT

AGENCY: OMD

CAMPAIGN: 'DOORS FOR A CAUSE'

CLIENT: YOUNGCARE



FINALISTS

ENTRANT: REBECCA HO

AGENCY: IKON COMMUNICATIONS

CAMPAIGN: 'YOUREALM'

ENTRANT: JEZ CLARK & SALLY HICKSON

AGENCY: OMD FUSE

CAMPAIGN: 'THE BE YOUNG AND CARE RACE!'

ENTRANT: MARK TZINTZIS & CAMILLA WALLACE

AGENCY: OMD MELBOURNE

CAMPAIGN: 'BRING A DOSE OF REALITY TO TELEVISION'

ENTRANT: ROBERT BELLAMY

AGENCY: UM

CAMPAIGN: '30 HOUR FRIEND FAMINE'

ENTRANT: PAUL DEN & KRISTINE BALLENSKY

AGENCY: UM

CAMPAIGN: 'FRIENDLESS SUMMER'

OBJECTIVES

Youngcare was established in 2005 in order to help the more than 7,500 young Australians with full-time care needs who currently live in aged care facilities due to a lack of other alternatives. The key problem for Youngcare is awareness, as most people don't know much about the issue the organisation represents. In order to assist the launch of Youngcare in Sydney and Melbourne, the campaign needed to drive awareness of both the organisation and the issue itself. It also needed to inspire the target audience of people aged 18 to 44 to get involved.

CAMPAIGN

The campaign sought to use the door as a symbol of freedom by turning every door in the city into a creative piece. Youngcare would launch a call-to-action inspiring young Sydneysiders and Melburnians to decorate their doors. This would be the hook for people to find out more about Youngcare and the issue it represents. Social media platforms would play an integral role in the execution of the campaign. Integration with the Nine Network would see teams made up of the station's most popular celebrities completing tasks and posting video and images for the cause. Corporate sponsors and partners with consumer outlets, such as Suncorp bank branches, would be recruited along with major retailers who would decorate their doors with the call to action. Key publishers would target Sydney and Melbourne readers through eDMS and added-value editorial. Celebrity ambassadors would also be used to decorate their doors and post images to social media.



A TOTALLY INNOVATIVE IDEA THAT HAD A GOOD HOOK. IT IS EASY TO IMPLEMENT AND ENABLED STAKEHOLDERS TO BE INVOLVED FROM DIFFERENT TOUCHPOINTS.



JUDGES' COMMENTS

IN SUPPORT OF



HALL OF FAME

JOHN SINTRAS

John Sintras' impressive advertising career began as a trainee with Leo Burnett Sydney in 1982. He progressed in seniority at the agency until being appointed media director and then general manager. In mid-1999, Sintras made a big splash when he returned to the media business to launch the Starcom brand in Australia, and in January 2001 he became chief operating officer of the 'new' Starcom. He was appointed to his current role of Australian chief executive in June 2007, after an immense 25 years with the group.

In his current role, Sintras oversees an organisation of more than 190 communications specialists across offices in Sydney, Melbourne, Adelaide, Brisbane and Perth. He works with many of Australia's leading companies including Suncorp Group (Suncorp, GIO, AAMI, APIA, Shannons), Optus, Virgin Mobile, MARS/MasterFoods, Lion Foods, Network Ten, Subaru, Metcash, Warner Music, Government of South Australia, Samsung, Blackberry and UBS.

To add to his large list of duties, Sintras also leads Starcom MediaVest Group's Global Product Committee, which is responsible for inspiring over 7,000 global employees and assessing and driving the continued development of the agency's global product. John is also a member of SMG's Global Management Group, which drives operational and global client priorities, product, research tools and best practices.

Sintras is a regular judge at local, regional and global awards festivals including Cannes and Festival of Media. He's a Graduate of the Australian Institute of Company Directors, has featured annually in the *AdNews* Power 50 review (a listing of Australia's most influential marketing and media leaders) since its inception, contributed to Andrew Denton's *Gruen Transfer* book and sits on several industry/charity bodies, including the Media Federation of Australia.



SINTRAS HAS APPEARED ON THE POWER 50 LIST EVERY YEAR SINCE ITS INCEPTION IN 2005, A RECOGNITION OF HIS BROAD INDUSTRY POWER AND HIS POSITION AT THE HELM OF STARCOM MEDIAVEST, THE FOURTH LARGEST AGENCY IN AUSTRALIA IN TERMS OF BILLINGS. HE ALSO SITS WITHIN STARCOM'S GLOBAL MANAGEMENT GROUP AND IS CHAIRMAN OF THE GROUP'S GLOBAL PRODUCT COMMITTEE - A CLEAR INDICATION OF HEAD OFFICE'S FAITH IN THE MEDIA BOSS.



ADNEWS' POWER 50
10 AUGUST 2012

