

The left side of the slide features a decorative vertical bar with a gradient from light to dark grey. To its right, several grey circles of varying sizes are arranged in a vertical line, with the largest circle at the top and smaller ones below it.

ADVICE FROM A MADWOMAN

ME, MYSELF & I

- Canadian
- Copywriter
- Creative
- Citizen



ROTTNEST

- **What's the proposition?**

“Rediscover Rottnest”

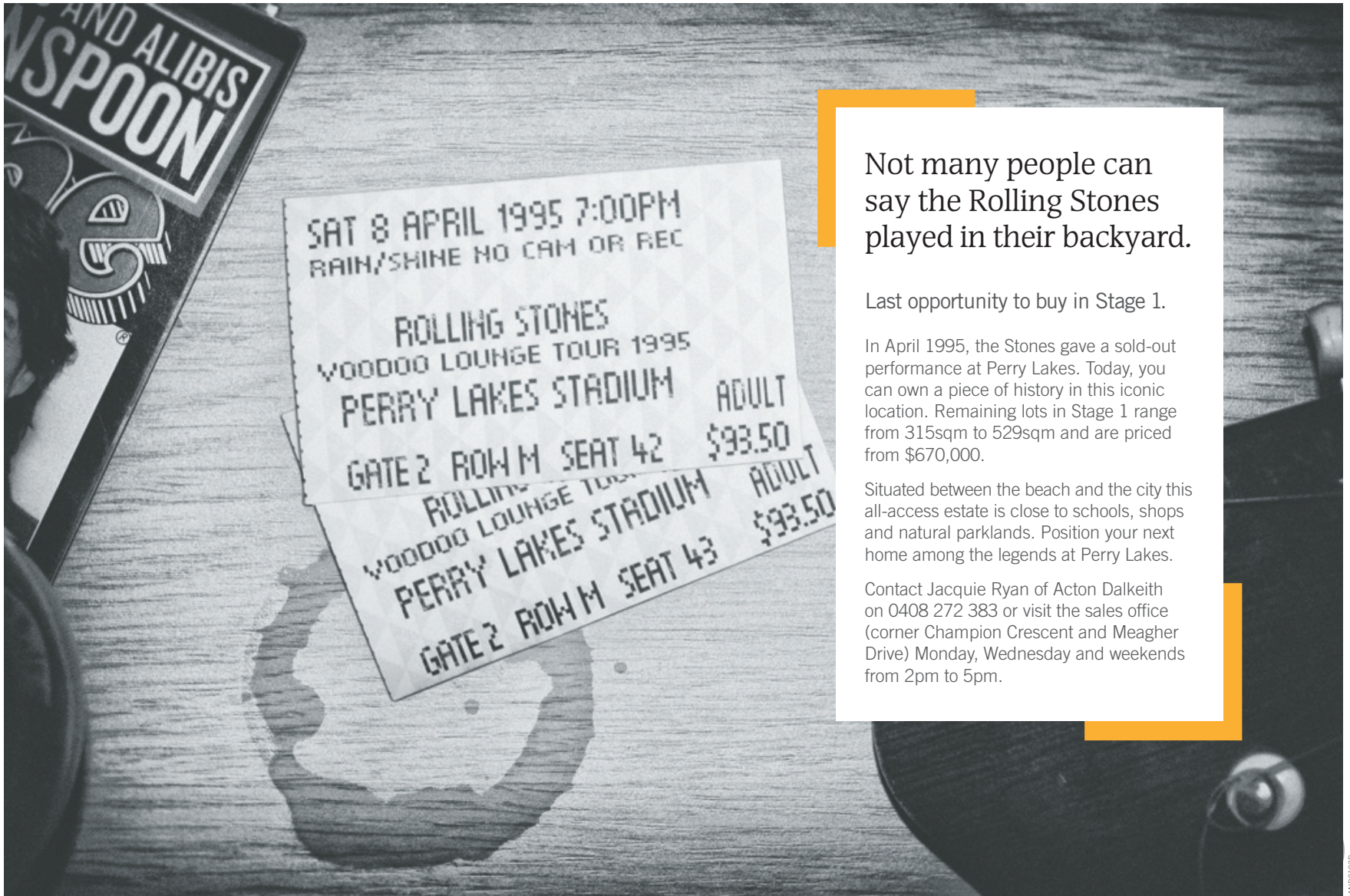
Old bag of new tricks



RAC – ROADSIDE ASSISTANCE



LANDCORP – PERRY LAKES



Not many people can say the Rolling Stones played in their backyard.

Last opportunity to buy in Stage 1.

In April 1995, the Stones gave a sold-out performance at Perry Lakes. Today, you can own a piece of history in this iconic location. Remaining lots in Stage 1 range from 315sqm to 529sqm and are priced from \$670,000.

Situated between the beach and the city this all-access estate is close to schools, shops and natural parklands. Position your next home among the legends at Perry Lakes.

Contact Jacquie Ryan of Acton Dalkeith on 0408 272 383 or visit the sales office (corner Champion Crescent and Meagher Drive) Monday, Wednesday and weekends from 2pm to 5pm.

ROTTNEST

- **Where's it at?**

Explore the Media

SCOOP Magazine

When will it run? Season, events, editorial

Radio

What stations, when?



ONTARIO SCIENCE CENTRE - MARVEL

Strange incidents intrigue residents

By Isabel Bunsen
Photos by Peter Parker

TORONTO - Local residents are mystified by some bizarre sightings lately including crushed and overturned dumpsters, transport trucks and

cars in and around the downtown area. Spontaneous fires, explosions and enormous earthquakes are just some of the events that have been reported throughout the city in a few weeks.

MARVEL
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Live the SCIENCE!

OCT. 18/06 - MAR. 25/07
EXTENDED EVENING HOURS.
THIS IS A SEPARATELY TICKETED EXHIBITION.

MEDIA PARTNER:
TORONTO STAR

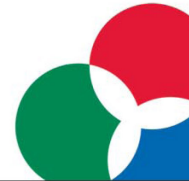
50 AMAZING SUPER HEROES.
30 FANTASTIC ACTION STATIONS.
1 INCREDIBLE EXPERIENCE.

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ONTARIO
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CENTRE



ROTTNEST

- **Who's it for?**

Know your Audience

Find Insight

Change your Voice



SIGNATURE CUSTOM HOMES

Be particular.



Luxury custom design from \$2,000/sqm.



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You don't get to pick your kids.

Luxury custom design from \$2,000/sqm.



SIGNATURE
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ROTTNEST

- **What's the budget?**

Not your concern – do anything!

A good idea doesn't need money to get across.

Some ideas can't be executed without 'some' money.



ROTTNEST

○ What's the idea?

How to get an idea:

- Research
- Find a new angle
- What is it NOT?
- Visual vs. Verbal
- Talk to people
- Bounce ideas
- Do something else
- Go somewhere different



HEADLINES

- Shorter is better.
- Simple is better.
- Full stops are optional
- Don't try to be too clever.



WOODSIDE – WA ARTS

FROM
IDEA TO
EXECUTION.
WE SUPPORT
THE ARTS
IN WA.

Best of luck to the Western Australian of the Year Finalists.

From theatre and dance to music and art, WA arts play an important part in our community. As the Arts and Culture sponsor for the Western Australian of the Year Award, we are continually impressed by the level of talent and expertise found right in our own backyard. Through our numerous partnerships we are committed to supporting the arts and applaud all who were named as finalists for this year's award.





HELPING TO SHAPE THE ARTS IN WA.

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woodside





RAISING THE CURTAIN AND THE BAR.

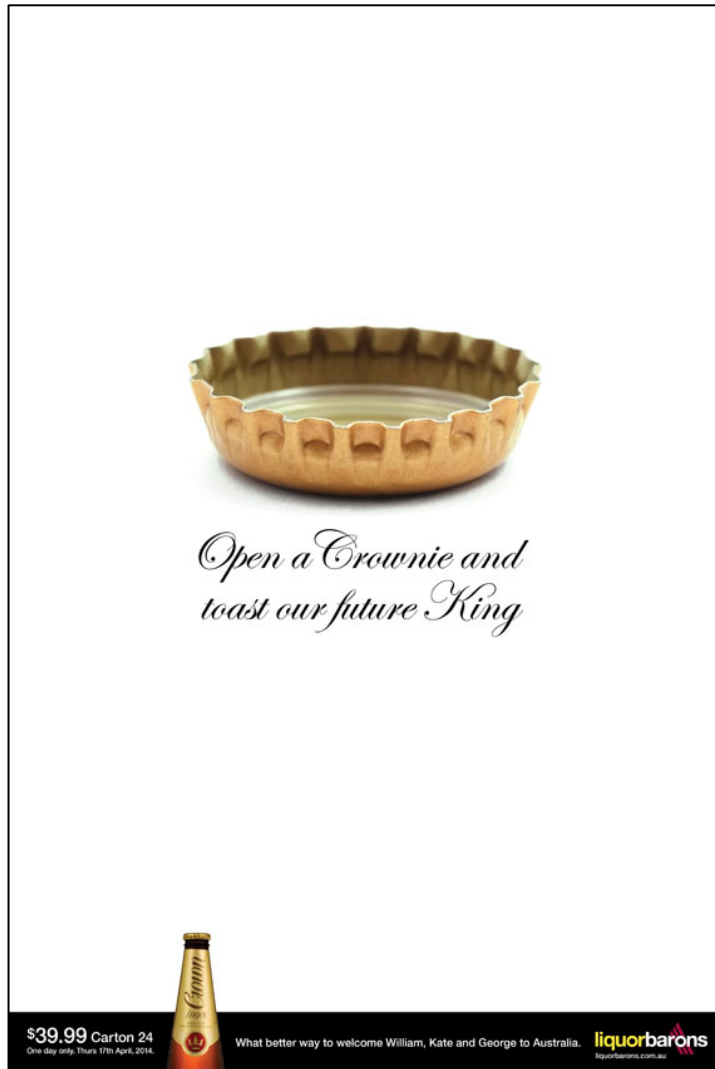
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UNSOLICITED ADVICE

- If you think you've seen it before, you probably have.



UNSOLICITED ADVICE

- If you think you've seen it before, you probably have.
- Do the obvious, then do something else.
- If you have to explain it, it's not working.
- Love your baby but be able to let it go.
- Do not let one person's opinion of you/your work define you.
- Have experiences. Be curious.



RESOURCES

- Campaign Brief WA
campaignbrief.com/wa
- Best Ads on TV
bestadsontv.com
- Ads of the World
adsoftheworld.com

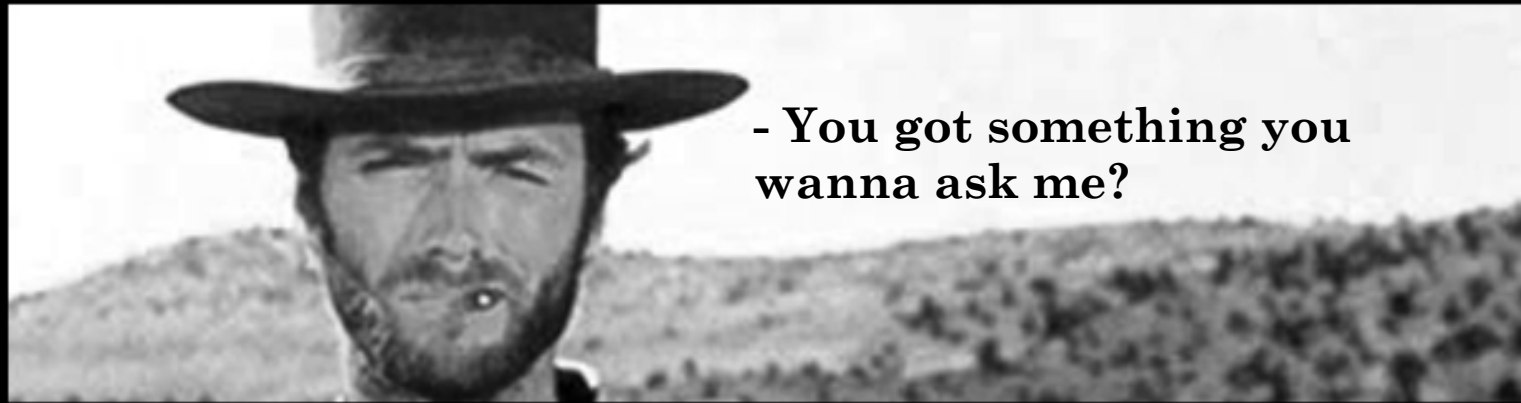


THE MADWOMAN

Leandra

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- You got something you
wanna ask me?



- I dunno, do I ?

