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What is Kindling?

Kindling is a new advertising and design competition aimed at young craftspeople in Western Australia.

It's an initiative aiming to give young creatives and designers a chance to see their work in the real world.

Bonfire is offering up a media placement in the Oasis edition of Campaign Brief WA Magazine for a young creative or designer to show this industry what they've got.

Everyone in the advertising industry will see the winning entry in the real world on the evening of the Oasis Ball.

No one wants to work 'for the exposure', so the winning entry will snag a \$1,000 cash prize and get the chance to work with a leading Perth designer to bring their concept to life. The runner up will also walk away with a \$500 cash prize*.

The competition is open to all students and anyone who has less than one year of industry experience in a design, art direction or creative copywriting role.

The brief is the same for designers and creatives and has intentionally been left open. We want to let young creatives do what they do best to express the brief.

**There are some terms and conditions for the competition. Find out more on Facebook and Instagram (@project.kindling).*

THE BRIEF

Media Cover for Campaign Brief - Awards Edition (Magazine, A4, includes front and back cover)

Client Bonfire

Product Search Marketing

Target Audience Marketing managers of medium to large level enterprises

Key Insight Search marketing is a key part of what makes businesses grow. Having a large online presence will lead to leads and convert to conversions.

Single Minded Proposition Search marketing will grow your business.

Support Bonfire is the leading search marketing provider in WA. They're specialists in search and experts in digital marketing. Differentiated by their depth of data and brightest minds, they exist entirely to help your business grow through digital smarts.

Tone of voice Witty and intelligent. Not afraid to push the boundaries of what is acceptable.

Mandatories Bonfire logo and tagline (Performance Digital).



THE SPECIFICS

Life has enough deadlines, you don't need another. This competition is short and sweet.

Entries need to be submitted to kindling@bonfire.com.au by **11:59pm on the 28th of February 2020** and are open now.

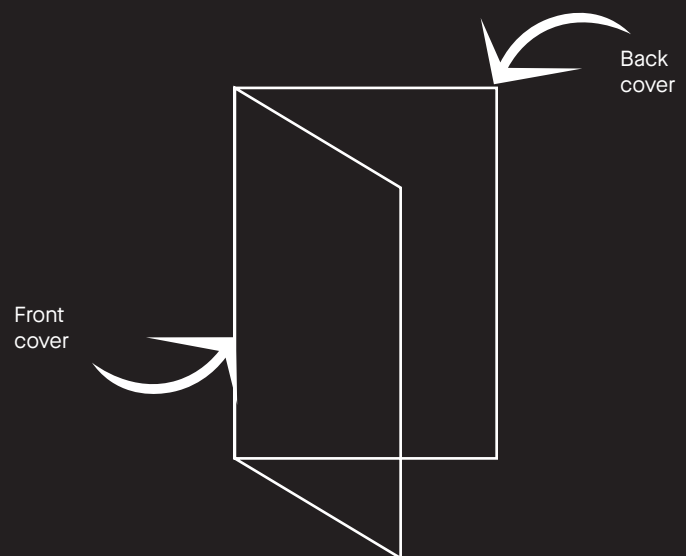
So what are you waiting for?

All entries are to be submitted as a PDF with a name, email address and contact number attached.

Entries can be anything from a scamp of an idea through to a final design. As long as it is on brief, it is eligible to win. Even if it isn't, we'll give it a good squiz.

The winning entry will be notified in early March and will be given the opportunity to work with a local Perth designer to bring their work to the next level.

Page specifications are 330mm deep x 240mm wide + 3mm bleed. Don't forget an extra 75mm for the front page masthead:



But hey, we aren't your boss. Break the rules. Show us what you can do.*

**By the deadline that is.*