

2024 COW-ATIVE CHOICES

DESIGN AN ADVERTISEMENT CHALLENGE



WIN \$1000

Plan – Design – Impress

Cows Create Careers and MaxCare would like to offer schools and students an exciting opportunity to produce a full page (A4) advertisement to be used for marketing purposes.

This advertisement can replace the 3D Model or Mootube Movie component of either the junior or senior assessment tasks. Entries for your region close when assessments are due.

The advertisement must contain the following information:

- MaxCare Logo
- Cows Create Careers Logo
- Contact Details:
MaxCare
Ph: 1800MAXCARE
Email: tom@maxumanimal.com
Facebook: /maxcareCMR
www.maxumanimal.com

To help get your ideas flowing visit the MaxCare website and do some preliminary research about the company: www.maxumanimal.com

The advertisement will be selling the MaxCare PREMIUM Calf Milk Replacer:
<http://maxumanimal.com.au/products/premium-cmr/>



TO GET YOUR IDEAS ROLLING LOOK AT THE SCHOOL RESOURCE MEMORY STICK!

Following are some tips to help you get started:

- Think outside the box, what will make your advertisement stand out?
- Insert a catchy saying to sell MaxCare PREMIUM to farmers
- Use your own original photos/graphics
- Be relevant, creative and maintain a professional look
- Formatting and colour can help emphasise key points
- Use Century Gothic font and the 'PREMIUM' blue colour is R48, G133, B161
- Don't overcrowd your final design, find the right balance
- Finally... make sure you have fun with this task!

How does this work?

- The advertisement will replace your 3D Model or Mootube Movie
- Three finalists will be announced by Monday 7th November 2024
- Finalists will receive feedback to resubmit their final entry
- These three final entries will be judged by dairy farmers via social media
- The winner will be announced by Monday 11th November 2024
- MaxCare will award the winning school entry \$1,000
- The final artwork will recognise the winning school and team design.