Alice Springs
TOWN COUNCIL

Project Scope

Provide costed proposal for an advertising campaign that will promote Alice Springs as an attractive option for a 12 month work experience.

Outcome	Content
Slogan	Develop a simple but catchy tag line/ slogan that will capture the essence of the campaign
Development of promotional DVD.	DVD will focus on employment opportunities as well as showcasing our unique lifestyle. It is envisaged that these will be for 30 – 60 second grabs for commercial television. Include an option for longer DVD footage 3 – 5 mins in length for showing at events, conferences, interstate universities etc. *There is updated footage and still images available; the idea is to utilise what exists currently rather than reproducing. Sources include; NT government departments, Tourism NT, Alice Springs Town Council.* DVD will need to be of high quality aiming at interstate audiences and include the option for pod-cast on internet site
Radio advertising	Develop radio advertising campaign utilising developed slogan and theme. It is envisaged these will be 30 second grabs.
Print Advertising	Develop advertising for print media for interstate newspapers, national magazines and promotional flyers. using still images. Develop print look and feel for campaign, including uniformed colours, font and layout

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E-Marketing	Develop website where local industry can list vacancies, using the same look and feel as print advertising. Website will need to have the ability for clients to self manage their own vacancies. Website to have links with existing Alice Springs sites including; Alice Springs Town Council, NTG, Accommodation (real-estate), Myspace, Facebook, RSS Feeds and Tiwtter. Must also be able to upload TVC and Still images from campaign.

Contact is:

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