

## Aug-Sep 2011 winner The Me Project

**Client:** Edith Cowan University

**Creative Agency:** 303

**Media Agency:** 303

**Campaign type:** Microsite

**Industry:** Education

### Website

[www.themeproject.com.au](http://www.themeproject.com.au)

### Campaign Information

This campaign sought to help school-age users explore a range of career options that matched their interests through a fully interactive website. Users were asked to post images of their personal environments (bedroom, study area, ...) and Edith Cowan University analysed the images to provide possible course matches, giving students insights into career options they may not have considered. Users were able to browse other people's images and their course options, plus comment and share in social media.

### Judge's Comment

This is such a difficult segment and this campaign does a great job of engaging future students for the Uni, excellent idea and great implementation.

