

# STAEDTLER launches 'Create the next STAEDTLER Ad' competition

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Australians who fancy themselves having a knack for creative and seeing their work 'up in lights?'- your challenge is to create the next advertising campaign for STAEDTLER.

The concept is simple; create a piece of artwork using your favourite STAEDTLER products. Prizes will be awarded across 2 entrant categories; Ages 5-14 and 15+. Main prize in each category is winning artwork will be featured on a billboard (in winners' home state/territory). 10 iPads will also be awarded across both categories (in each category the winner will receive one iPad for themselves and four more iPads for their nominated school/college). The competition launches 30 August and closes 1 November.

Marketing Manager, Margaret Savage, says the campaign was inspired largely by STAEDTLER consumers. "We know a lot of STAEDTLER product fans are creatives, so decided to put a bit of a challenge out there to creatives in the making - the 'mini-Mad-Men and Women' of the future! We'll work with winning artists and their art to further develop our Australian Facebook community, including an advertising campaign that incorporates metro billboards – so our winners' art will truly be up in lights.

Entrants can create an original artwork and for our younger entrants, there are colouring templates available to download if desired. Entry mediums incorporate a diverse range of our products including all STAEDTLER pens, pencils, markers and highlighters. We encourage entries from all ages and experience levels, and look forward to sharing entries on our Facebook page."

Entrants draw, upload and share via; STAEDTLER's Facebook page. Before getting started, entrants should visit [facebook.com/STAEDTLERAustralia](https://facebook.com/STAEDTLERAustralia) or [www.staedtler.com.au](http://www.staedtler.com.au) to access tips, templates and promotional terms. Featuring interactive entry mechanics, entrants will be asked to nominate the STAEDTLER product they used to build their masterpiece.

STAEDTLER encourages the participation of all creative-inclined Australians to enter the "Create the next STAEDTLER Ad' competition (entrants under 13-years will require parental involvement in entry/submission). Visit; [facebook.com/STAEDTLERAustralia](https://facebook.com/STAEDTLERAustralia) or [www.staedtler.com.au](http://www.staedtler.com.au) for entry information.

As one of the world's leading manufacturers of writing, colouring and drawing instruments, STAEDTLER gives form to creative artworks the world over.

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