

UWA Marketing students win ATO video competition

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Telling the story of Sam's excellent adventure-and how Sam will benefit from taxes paid over his lifetime-has won two undergraduate Marketing students from the UWA Business School the Australian Tax Office (ATO) video competition for 2012.

Jared Hill and Antoni Buccini, who are both majoring in marketing and enrolled in Associate Professor Fang Liu's Advertising and Promotion unit, received gift vouchers valued at \$2,500.



Their winning video, "[Sam's excellent adventure](#)," can be viewed on the ATO's YouTube site and other social media websites. The video was created in response to an ATO brief which asked students to show "how the Australian tax and super systems help sustain our way of life".

During the three-minute video, Jared and Antoni take viewers through time and space to discover how paying taxes will help Sam, who is currently a 22-year-old, over the course of his lifetime.

From failed entrepreneur to injured hippy, wealthy businessman to frail old man, Sam benefits from taxes through every life stage.

The result, according to Associate Professor Liu, is an outstanding video. 'The competition winners were selected according to criteria that best met the brief to be creative, innovative and introduce design concepts to achieve the communication objectives,' she said.

'Jared and Antoni's video ad was very creative with convincing messages, sound appeal strategies, and clever execution.'

The ATO's judging panel agreed. 'The video Sam's excellent adventure provided an informative, humorous and innovative take on how the taxes we pay contribute to a sustainable society. Judges felt that the video was highly engaging and that key messages were delivered in a clear and concise manner. The voiceover work was thought to be of a professional standard,' the panel noted.

'Overall the panel felt that Sam's excellent adventure would be appropriate for all taxpayers, in particular our youth audience, meeting the communication objectives outlined in the competition brief.'

Media references

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