

**Best in Show**  
**Best Use of a Lead Medium**  
**Best Smart Media Idea**  
**Social Marketing/Public Service**

**Naked and Special Group + Unitec**

**Unitec Makes the People Take Notice**

*“We make the people who make it” was an enormous claim that needed serious substantiation, but Naked and Special Group managed that and more in an exceptional campaign that not only claimed three Gold Awards for Best Use of a Lead Medium, Best Smart Media Idea and Social Marketing/Public Service but won the coveted Best in Show.*

**Background**

Unitec is an Auckland tertiary institution with a proud history of creating careers. Unfortunately, it had never quite achieved the matching reputation, which meant that potential students were viewing it as a last resort – particularly future tradesmen.

Targeting 16-29 year-old Auckland males is a challenge at the best of times, but when research showed this group suffered from a lack of confidence when it came to education and academic studies, it became clear that a confidence boost was required.

**Campaign Objective**

Reinvigorating the Unitec brand meant not simply telling but actually showing how this institution could deliver a future career. The campaign plan was developed around three foundation principles: authenticity – engagement based in the real world; immersion – communications feeling like it was something a person was experiencing; and personalisation – using real people and giving others the chance to participate.