



**Australian Government**  
**Australian Taxation Office**

# Proposal: Graduate campaign 2018

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**Theme:** Mutual benefit  
**Tone:** Creative, informal

# Approach

Our proposed 2018 Graduate Recruitment campaign aims to stand out from the crowd with a striking and unexpected visual approach. We want to make a lasting and positive impression on potential candidates and prompt them to apply.

Our proposal focuses on the mutually beneficial relationship between graduates and the ATO by drawing a comparison to novel food pairings that bring out the best

in each other. These food pairings will be presented with bright, bold colours and will be applied to each stream.

This approach represents a significant change from the previous campaign, in response to feedback that we would receive better cut-through and distinction from the many campaigns we compete against if we adopted a thought-provoking and visually exciting alternative.

# Proposed food pairings

chocolate and orange

chocolate and chilli

salt and caramel

strawberries and balsamic vinegar

prosciutto and melon

banana and bacon

salmon and licorice

oyster and passionfruit

watermelon and feta

Some pairings may not be able to be visualised successfully, in which case we will suggest alternatives for approval.

# Headline

Let's bring out the best in each other

## Sample treatment of pairings



BALSAMIC VINEGAR



STRAWBERRY



# Sample treatment of pairings



ORANGE



CHOCOLATE



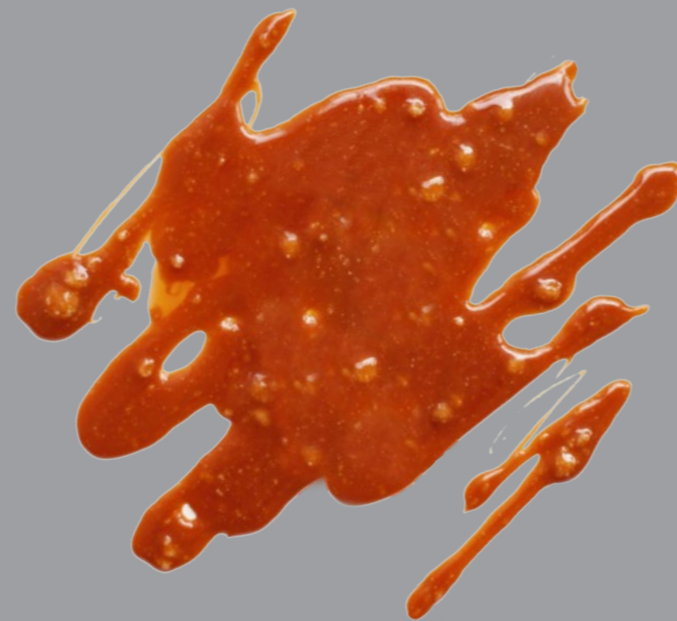


# Sample treatment of pairings



SALT

+



CARAMEL

=





## Sample advertising images



  
Australian Government  
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**LET'S BRING  
OUT THE BEST  
IN EACH OTHER**

[ato.gov.au/GradProgram](http://ato.gov.au/GradProgram)



  
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## Sample Facebook organic post

