



CASE STUDY – AHRC (AUSTRALIAN HUMAN RIGHTS COMMISSION)



Australian
Human Rights
Commission

everyone, everywhere, everyday

What was the brief for the campaign?

- Back Me Up – A campaign on cyberbullying. To engage our members between the ages of 13-17 years and encourage them to create a video on how they would backup someone being cyberbullied.

How did Student Edge ensure the success of this campaign?

- Student Edge proposed the use of an external facebook competition, which would drive our members to the Back Me Up page
- A targeted eDM was sent out to all members between the ages of 13-17years to encourage them to enter via the website.
- Facebook bursts were also set up to drive our members to their site.

AHRC – TARGETING



How did Student Edge ensure relevant targeting for this campaign?

- The eDM was sent out to all members between the ages of 13-17 years, nationwide.
- The initial Facebook bursts were created to generate awareness of the campaign and encourage members to enter, then following with another burst to remind members of the closing date and to submit their entries.



AHRC – THE MEDIA



news special 222 | View online | Update your details



Hi "IFNAME!", do you have great ideas about how to help someone who is being bullied online? **Make** a short video and you could win an all-expenses paid trip to Sydney, a film-making course, and JB Hi-Fi vouchers!



home | about the competition | enter | videos | bullying info | contact us

Enter BackMeUp and win great prizes!

What would you do if you saw someone being bullied online?
Would you know how to help them out or would you sit back and watch?

We want **your stories** about how you would back someone up!
And there are some cool prizes up for grabs.

What you need to do

Get creative! Grab your camera or phone and make a short video about how you would back someone up who has been cyberbullied.

What you could win!

You and your friends could win a **film making course** at the famous National Institute of Dramatic Art (NIDA) with an all-expenses paid trip to **Sydney** including 5 nights at the award winning Sydney Harbour YHA!

Enter early and every week you can also win juicy **JB Hi-Fi Vouchers**... so what are you waiting for?

Like us on facebook <http://www.facebook.com/2012backmeup> - enter BackMeUp at <http://somethingincommon.gov.au/backmeup>

If you have any questions email backmeup@humanrights.gov.au

The BackMeUp campaign is run by the Australian Human Rights Commission and supported by Australian Communication and Media Authority, YHA, NIDA, Kids Helpline, UNICEF, Alannah and Madeline Foundation, Headspace, Inspire Foundation, Bullying, No Way!, Scouts Australia, Girl Guides Australia, Foundation for Young Australians, Lavistuff, Facebook Australia, Google, Telstra, Ovations, Edith Cowan University's Child Health Promotion Research Centre, and Young and Well Cooperative Research Centre.



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For privacy and email information see our [privacy policy](#). This news was constructed tirelessly at the Student Edge Office, Suite 2/454 Roberts Rd, Subiaco WA 6008. Contact us at edgecrew@studentedge.com.au or 1300 THE EDGE (1300 843 334). You would make the Edge dog very sad, but click here to [unsubscribe to all Student Edge emails](#).
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21,000
targeted
eDM's

Facebook bursts



Goodbye cyberbullying, hello Hollywood! Grab your camera and make a short video about how you would back someone up who has been cyberbullied. Check out http://www.facebook.com/2012backmeup/app_367956566585557



BackMeUp | BackMeUp 2012

If you're 13-17, then get snazzy with your camera and enter the competition to win an all-expenses paid trip to Sydney for a NIDA film-making course or some juicy JB HiFi vouchers. To enter a video click on the red "Enter Now" button on the timeline or go to <http://somethingincommon.gov.au/backmeup> ?

How do you believe students can benefit from renting with Mr Rental and why? Tell us in 25 words or less and you could WIN a Housecleaner, weekly for six months from Mr Rental – wouldn't it be so nice! (18+ entrants only)



Win a film-making course at NIDA, a trip to Sydney and JB Hi-Fi vouchers

Goodbye cyberbullying, hello Hollywood! Grab your camera or phone and make a short video about how you would back someone up who has been cyberbullied. You could win a **film-making course** at the famous **National Institute of Dramatic Art**, a **trip to Sydney** and weekly **JB Hi-Fi Vouchers**!... so get snazzy with your camera and enter! (ages 13-17 only)

Win an iPod Nano

Tell us what you think! Take our survey and you could win one of 4 iPod Nano 16GB from the peeps at the



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enter

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Competition
listing

AHRC – THE RESULTS



Student Edge delivered sensational results!

The competition drew many varied entries, with all entries being creative in their own way. The campaign had over 100 entries, with 7 overall winners.

The campaign drew widespread talk and even included Ruby Rose as one of the main ambassadors.



GET AUSTRALIA'S INNOVATORS IN STUDENT MARKETING WORKING FOR YOUR BRAND!



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