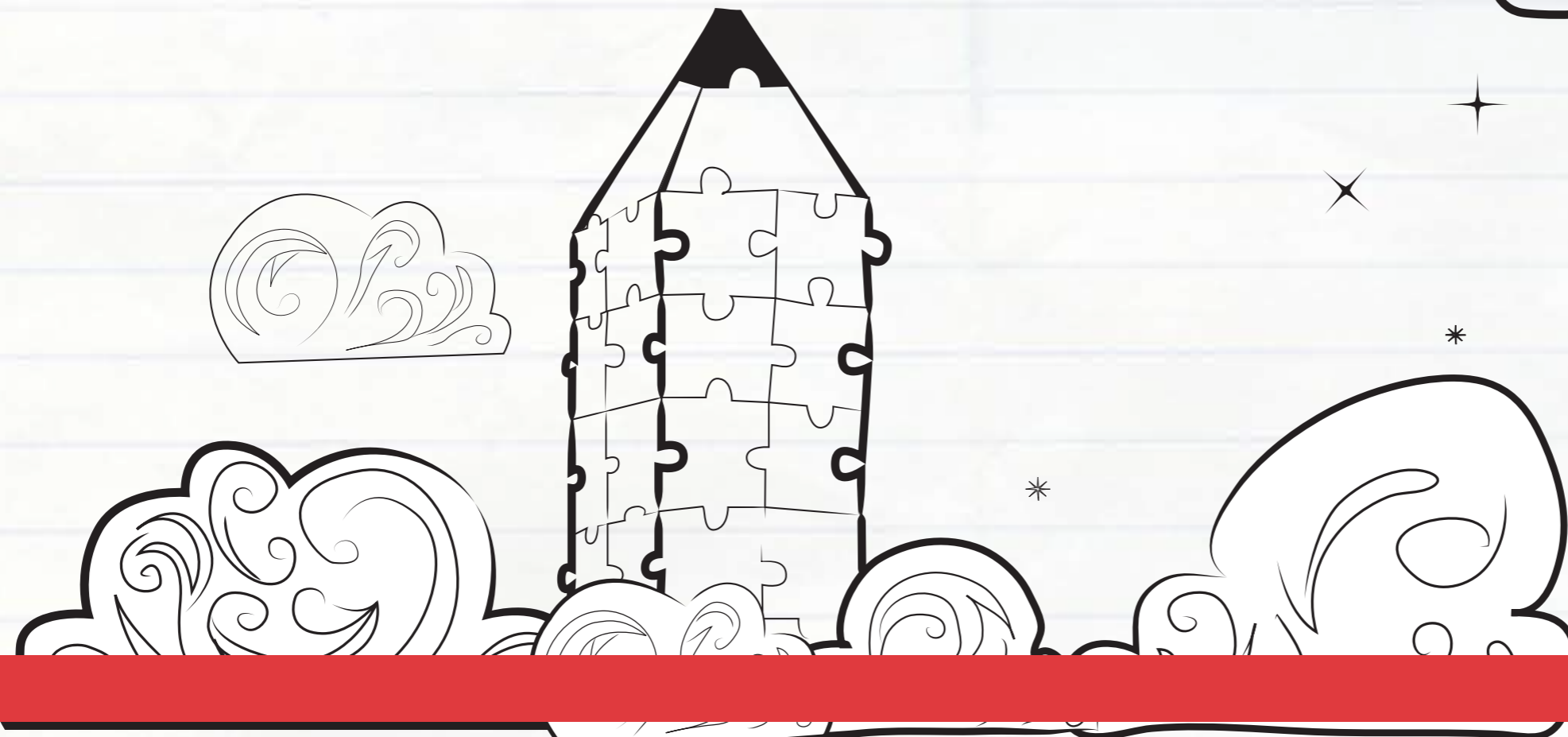


THE BRIEF:

To promote twofour54 Cartoon Network Animation Academy's (CNAA) part/full time courses in animation to fresh graduates and young professionals looking for a career change.

To inspire young creatives to take up a career in animation and highlight the fact that CNAA is the best platform for such a profession.

Insight: A large section of our Arab audience don't consider media or animation as a worthy career option.



twofour54
tadreeb

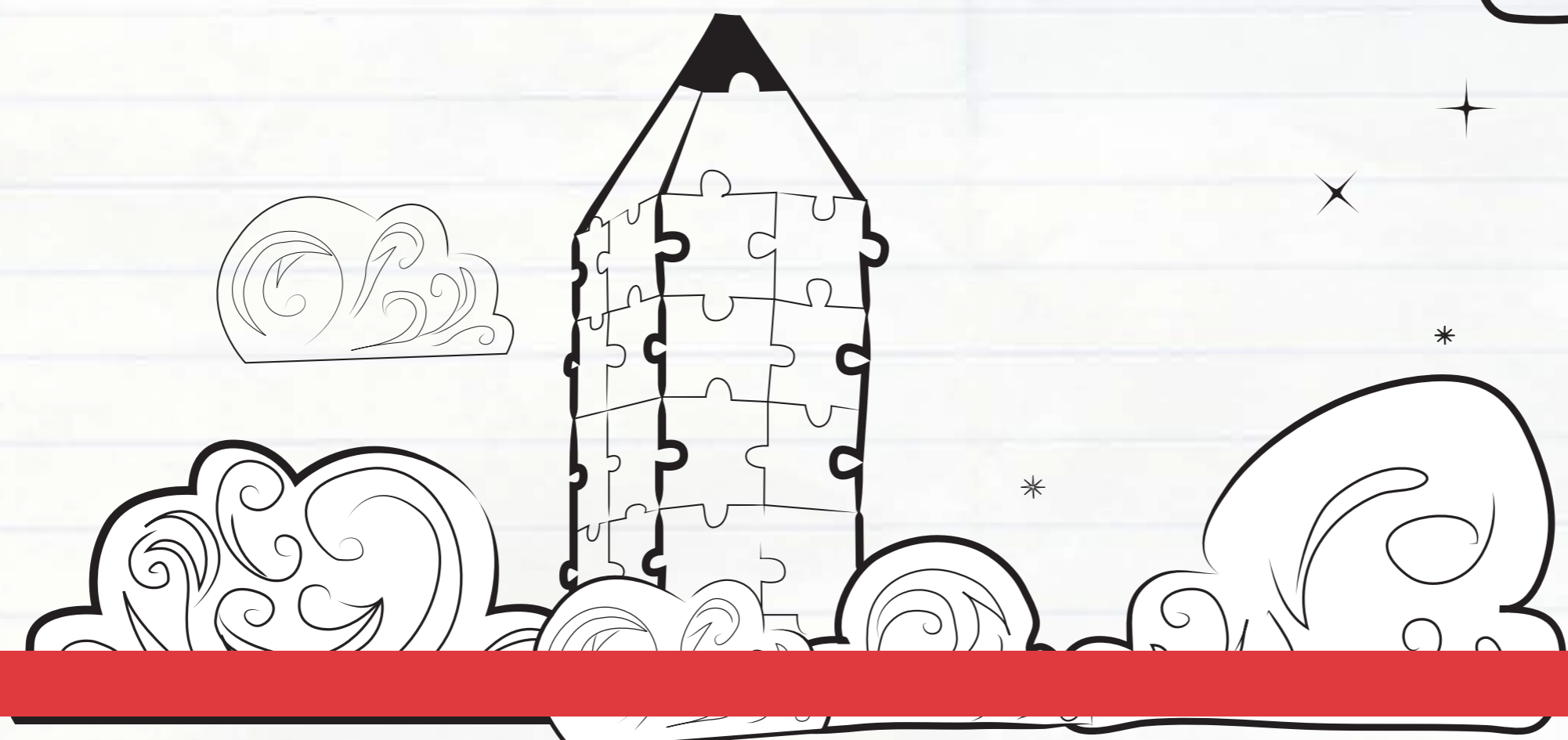




THE CHALLENGE:

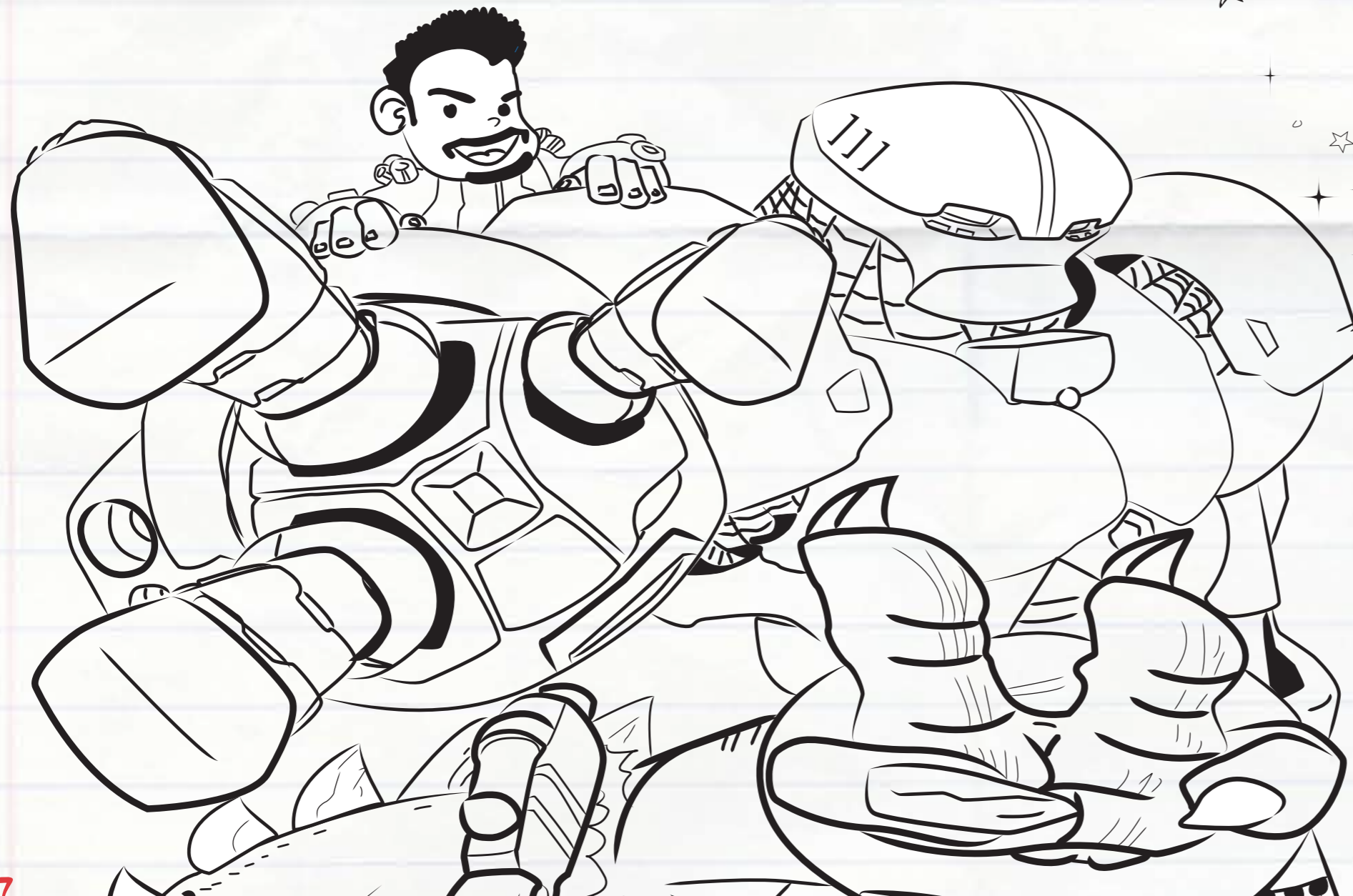
To attract candidates with a pre-existing skill and aptitude for animation/art.

To excite interested candidates about CNAA and boost the number of applications to the course.



THE IDEA: GET ANIMATED

A testimonial route with a visual twist – featuring current CNAA students sharing their experiences, aspirations and dreams and how the academy is helping to realise them.



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THE IMPLEMENTATION: ONLINE COMPONENTS



A competition micro-site was developed to spread awareness and generate interest in the course.



Applicants were encouraged to register their details, and to use the online application to create a piece of art as an evidence of their existing talent.

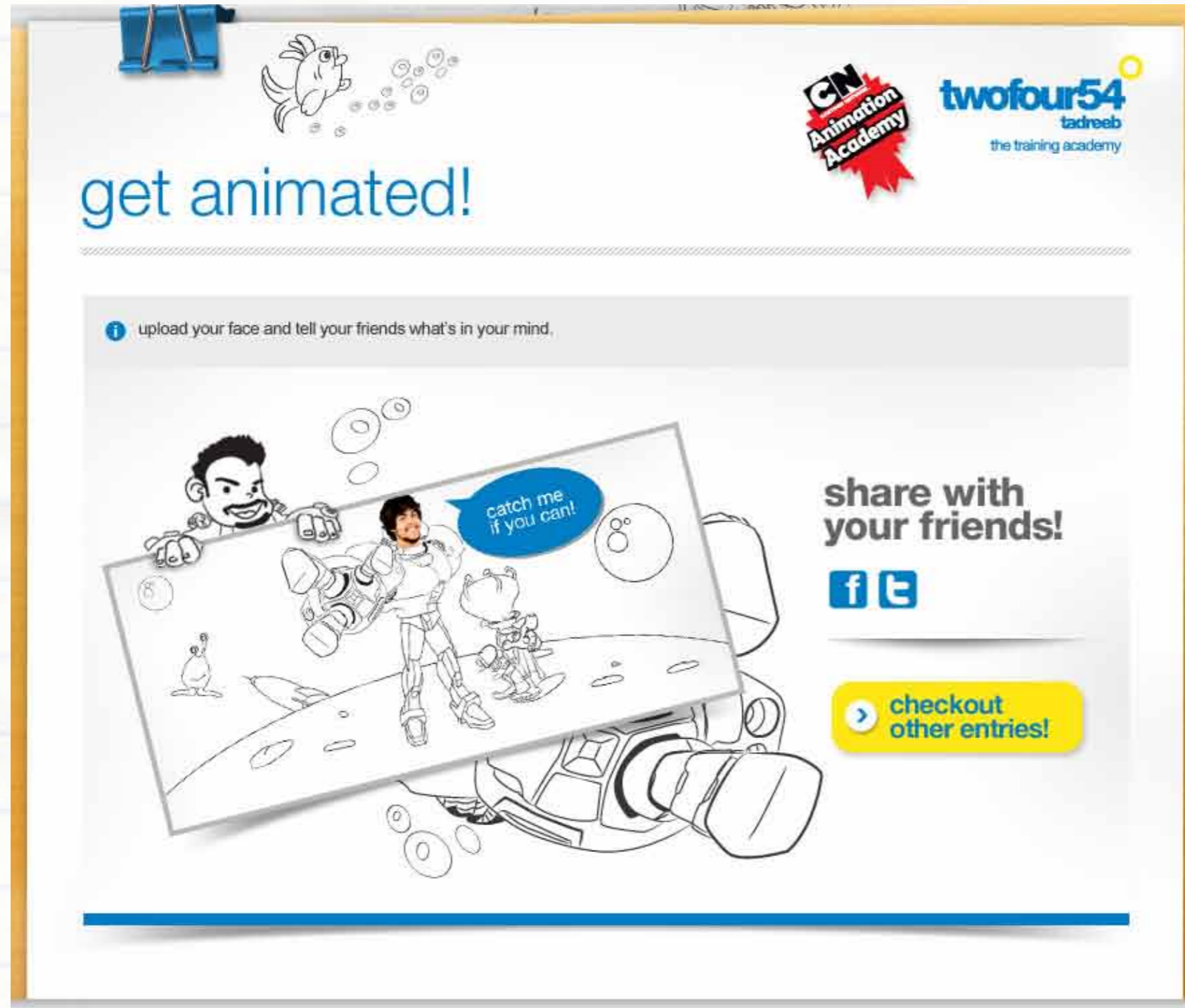


The application was equipped with basic drawing tools, comparable to Microsoft Paint and also boasted a gallery of objects that the entrants could use as readymade props in their drawings.

To personalise the drawings the applicants could upload an image of themselves in the art along with a caption expressing their passion for animation.



THE IMPLEMENTATION: ONLINE COMPONENTS



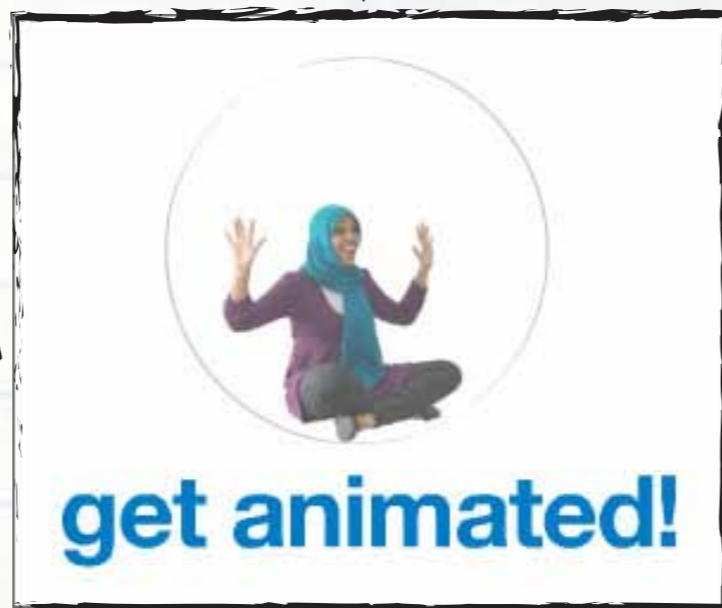
The art created by the students was shared on social media amongst their peers and could be liked by visitors.

Each LIKE on social media was counted as vote casted in the favor of the applicant.

Scholarships were granted to top applicants.



THE IMPLEMENTATION: ONLINE COMPONENTS

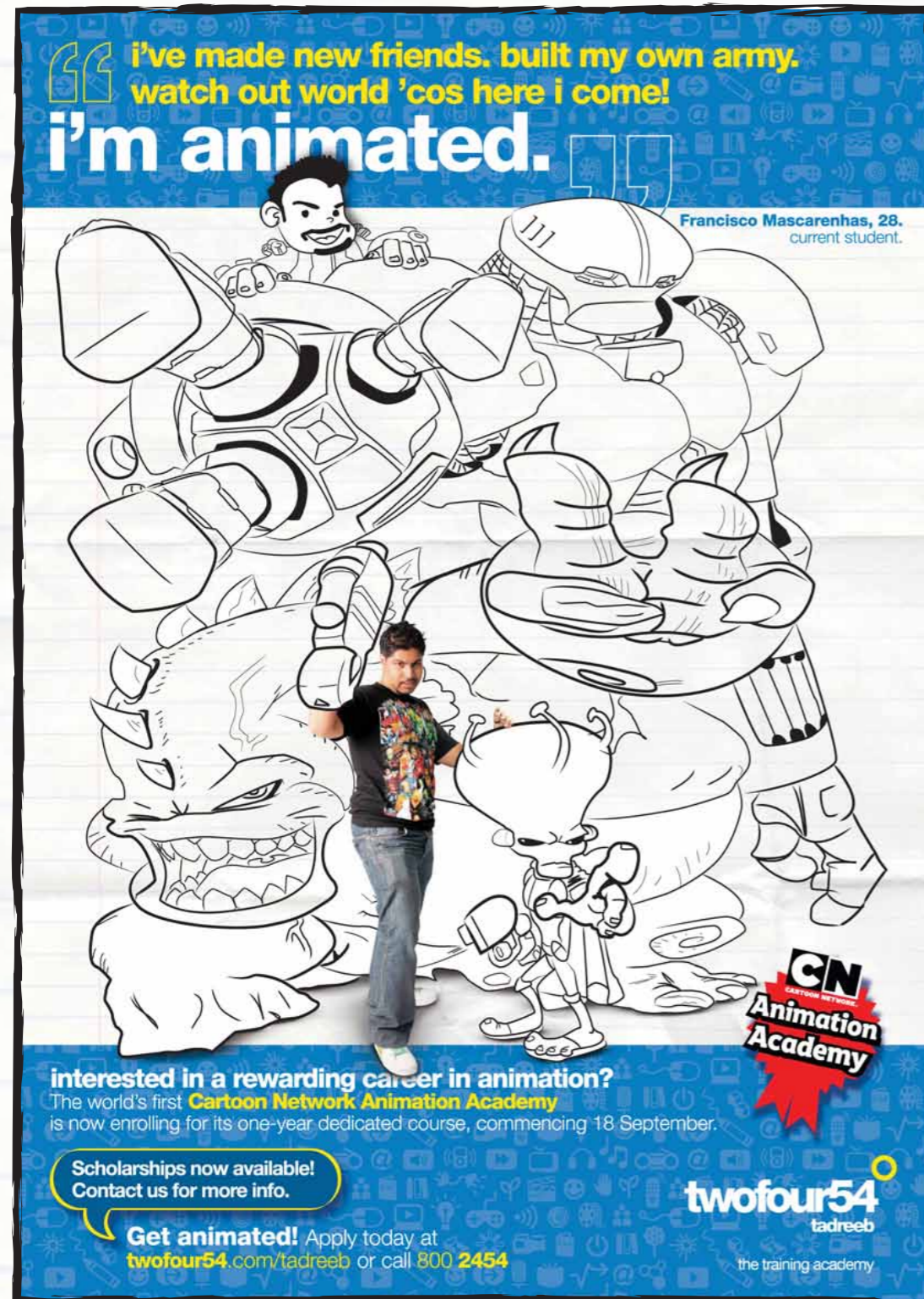


The competition was promoted using online banners, Google Adwords, Facebook Ads and through the twofour54 website.



THE IMPLEMENTATION: TRADITIONAL ADVERTISING

Scholarship of Arts



**“ i've made new friends. built my own army.
watch out world 'cos here i come!
i'm animated. ”**

Francisco Mascarenhas, 28.
current student.

Interested in a rewarding career in animation?
The world's first **Cartoon Network Animation Academy**
is now enrolling for its one-year dedicated course, commencing 18 September.

Scholarships now available!
Contact us for more info.

Get animated! Apply today at
twofour54.com/tadreeb or call 800 2454

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the training academy

CN
Cartoon Network
Animation Academy

The students of Cartoon Network Academy under the guidance of TBWA\RAAD illustrated a world of their imagination. A world that they are master and commander of.

The students own thoughts about the course were captured in the headlines, all paid off with the rallying cry “i'm animated”.

The ads promoted a rewarding career in animation, highlighted the availability of scholarships for top applicants and called for interested candidates to apply for the course.



THE IMPLEMENTATION: TRADITIONAL ADVERTISING

“ i'm drawing my own future. one frame at a time. and my career is taking off. i'm animated. ”

Khadija Al Saidi, 21.
current student.



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CN Animation Academy

“ my imagination knows no limits. and my ambition can't be crushed. i'm animated. ”

Jonathan Redmond, 22.
current student.



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“ i'm an artist and a storyteller. and i'm flying into my future. i'm animated. ”

Khaled Al Rayhi, 31.
current student.



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The print ads were adapted to posters which were deployed at various universities in the region.



THE RESULTS

The Entries



The Winners

AND THE WINNERS ARE

lamia uqba resa pulvera

Thanks once again for getting animated and entering our creative competition to win a one year scholarship.

We had a difficult task in reviewing the competition art work as well as individual's portfolios because there was a such a wealth of fantastic talent on offer.

We are delighted to advise that because the standard was so high we are awarding two scholarships for this year's course.

Congratulations to Resa Pulvera and Lamia Uqba who's portfolios and interviews were outstanding and backed up their competition entry.

We look forward to welcoming Resa and Lamia to the academy in September.

We would like to take this opportunity to recognise your talent and thank-you for your interest in our academy. There are still some places available for the course commencing 18 September so please let us know if you would like to apply. If you haven't already completed an application form you can do so here: <http://tadreeb.twofour54.com/en/cnapplication>

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CN Animation Academy

IN AN SPAN OF 3 MONTHS
THE MICRO-SITE RECEIVED

11,950 Total page views

8,501 Unique Views

337 Competition Participants

94 Qualified Entries

