



# O-WEEK

— 14 DECEMBER 2015 —

# INSIGHT

Boom. You're at university. The people are older, cooler, hotter. The classes are longer, harder, boring...er. You've half-done the assignment due yesterday, and half-talked to a girl at the party last night. University is hard.



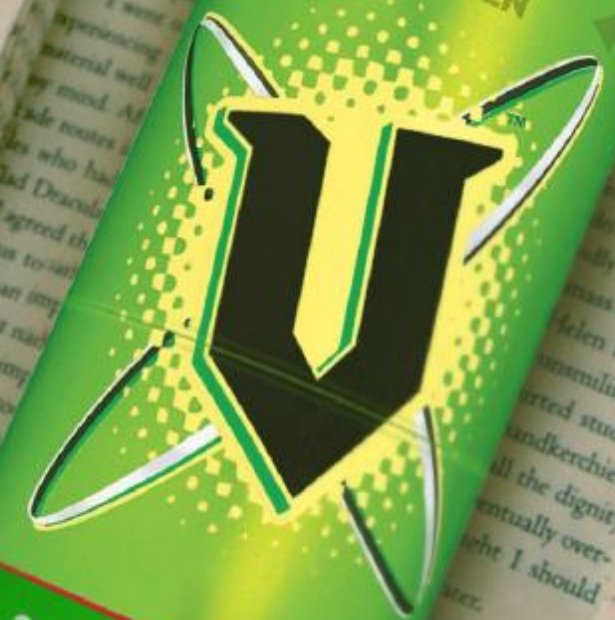


Introducing V Library. You're welcome students.

V is making university easier for students by replacing the unreadable pages of a textbook with something helpful, V-style. Like James Bond probably does, we'll hide life-hacks and spot prizes in cavities cut into the pages of textbooks.



TWIST TO OPEN



SNEAK BOOZE INTO ANYWHERE BY HOLLOWING OUT A BAGUETTE



# HOW IT WORKS

We're going to take an elephant-load of used textbooks and cut a V-shaped hole in the pages. We'll put in fake V cans with a super mysterious mystery prize in it: most of the time it'll be free Vs, sometimes it'll be a fistful of cash, but they'll always have a life-hack recommendation with it.

For example, if it's a Beginner's Spanish book, the hack says, '¿le gustaria ir a cenar?' is how you say, 'would you like to go to dinner?' in Spanish. Ask the hot girl/guy in your class and use this \$500 for some fancy tapas and sangria (Spanish food).

Our 3x3 O-Week stand will be a pop-up library filled with our V Library books. Students can pry one from the shelves and see what they've won: could be a V, could be a case of V, could be \$1000. As the book browsing goes on, our brand ambassadors will be handing out sample cans like an energetic Christmas charity drive.

- 3x3 Marquee with real library walls
  - Cold storage underneath
- Books filling bookshelves (fake & real)
  - 4 x BAs
  - Promotional collateral
    - Chiller vehicle





## BRONZE OPTION

- Branded 3x3 Pop Up Marquee w/ back wall mocked up as a library wall print
  - Cold storage for Sample
  - 3 x BAs to Sample
- Promotional collateral promoting V-Library yearly rollout - #Vlibrary





## HOW IT WORKS ACROSS THE YEAR

Let it begin! Our sneaky ninja staff will slip into university libraries across Australia, hiding our V-library books amongst the less helpful, less exciting actual books. They'll snap a photo and upload it to V social channels, tagging the university library it lives in.

As the year draws to an end, one of our books will have THE GOLDEN V – stuffed with \$10,000!!!



# SCHEDULE

					Kit 1	Kit 2	Kit 3	Kit 4					
NSW	O-Week Dates	Attendance	Activity	Permits	22/02/2016	23/02/2016	24/02/2016	25/02/2016	26/02/2016	27th	28th	29/02/2016	
UNSW	24-28 Feb	50000+	A	2000	Kit 1								
MACQUARIE UNIVERSITY	22 - 26 Feb	40000	A	1800		Kit 1							
SYDNEY UNIVERSITY	22 - 26 Feb	35000+	A	2500			Kit 1						
UNIVERSITY OF TECHNOLOGY, SYDNEY	22 - 26 Feb	38000	A	3000				Kit 1					
WOLLONGONG	23 - 26 Feb	25000	A	1000					Kit 1				
UWS Connect	TBC	5000	A	1000									
QLD													
UNIVERSITY OF QUEENSLAND	24th Feb	20000+	A	750	Kit 3								
QUEENSLAND UNIVERSITY OF TECHNOLOGY	22nd - 25th	47000	A	900		Kit 3							
Griffith uni	22 - 26 Feb	16500	A	900			Kit 3						
WA													
Curtin Uni	24-Feb	10000+	B	880			Kit 2						
University of WA	26th Feb		B	475				Kit 2					
SA													
Adelaide Uni	22 - 26 Feb	TBC	B	1000	Kit 2								
Flinders	22 - 26 Feb	5,500	B	750		Kit 2							
VIC													
Monash uni	22 - 26 Feb	TBC	B	1000			Kit 4						
Melb Uni	23rd Feb	8000+	B	2000				Kit 4					
Latrobe Uni	22 - 26 Feb	TBC	B	1000					Kit 4				
TOTAL		\$20,955											

