





Melbourne Airport Creative Challenge

Scenario

You have been employed by Melbourne Airport as a digital creative specialist. This means you are in charge of making sure all of Melbourne Airport's digital assets are creative, engaging and represent the airport's brand. Hint: Check out type of things uploaded on Melbourne Airport's social channels including Facebook, Twitter, Instagram and LinkedIn and the colours used on Melbourne Airport's website.



Task 1

To celebrate domestic travel returning and the upcoming term school holidays, you have been tasked with creating a 'holiday' (vacation) social filter. The filter will be used on Instagram by passengers as they check-in and wait to board their flight.

Key Considerations:

- Is the filter relevant to a holiday theme (beach, snow, eating a particular type of food at a destination etc.)?
- What type of filter do you want to create (static or augmented reality)?
- A static filter refers to one where the background or image on the screen does not move with the photo that is being taken.
- An augmented reality filter is where you can have a hat appear on your head in the image or look as though you are holding up an ice-cream; it interacts with the image you are taking.
- How much of the screen does the filter take up? The top of the screen, bottom, whole background?



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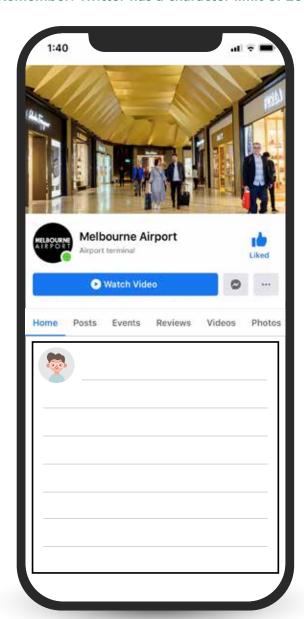
Task 2

As the digital creative specialist, you receive images from the Melbourne Airport team who want to publish a photo to Melbourne Airport's social pages. You have received an image of a self-check in stand and a baggage check in to announce the new ways travellers are able to check in at the airport. Your job is to write a caption relevant to Facebook followers (left) and Twitter followers (right) about the new check in measures.





Remember: Twitter has a character limit of 280







Celebrity turbulence challenge!

Taylor Swift has finally landed at the airport after her Qantas flight QF449 performed an emergency landing at Melbourne Airport. Fans are lined up and waiting to see a glimpse of the A-lister and media news crews are waiting to talk to her about the emergency landing. Below is a list of sentences with key messages about Taylor and her flight in landing at Melbourne Airport. You have been tasked with selecting two sentences to use in a statement to media and news crews.

- 1. Taylor Swift landed safety at Melbourne Airport on Wednesday 1 July 2020.
- 2. Qantas flight QF449 undertook an emergency landing into Melbourne Airport. No cabin crew or passengers were injured.
- 3. Taylor Swift was onboard the Qantas flight, QF449, which landed safely at Melbourne Airport.
- 4. Taylor Swift travelled in first class from Sydney to Melbourne as part of her 'Lover' concert tour.
- 5. Taylor Swift reported no signals of distress from the Qantas aircraft as it descended into Melbourne.
- 6. Taylor Swift enjoyed a burger and fries on-board her flight from Sydney.
- 7. Taylor Swift is expecting 90,000 fans to attend her MCG concert performance on Thursday.

Extension: Why have you chosen these two messages for the media statement?

