

Creating Brand Australia - call for entries

Australia's highest circulating advertising and marketing magazine *B&T* and crowdsourcing firm DesignBay have launched a worldwide competition to find a logo and tagline that could represent Brand Australia.

The Federal Government is looking for an agency to develop a new brand identity to embody Australia in the 21st century. The government, through the Australian Trade Commission, has set aside a budget of A\$20 million over four years to promote Brand Australia internationally.

The *B&T*/DesignBay competition, which is open to anyone anywhere in the world, will run over two weeks, with the winners and short-listed entrants announced in *B&T* magazine in November. The winning entry will receive a A\$2000 prize, with cash prizes also given to second and third-placed entrants.

A public vote together with the expert opinions of industry professionals and those of *B&T*'s editorial team and DesignBay staff will decide the winning entry.

B&T editor Tim Addington said: "We wanted to cast the net as wide as possible to get a fresh perspective on what a brand identity for Australia might look like in 2009, and which captures the essence of the nation as a great place for living, education, business, manufacturing and investment."

DesignBay founder Alec Lynch said: "Australia's brand is important. We want to find the best logo and tagline ideas that Australia's creative talent and the world can come up with..."

Those wishing to take part should visit www.designbay.com/brand-australia-contest and complete the free registration process where a brief can be found. Anyone wishing to view the entries as they come in can do so at the same URL.

The competition closes at 5pm AEDT on October 29, 2009.