

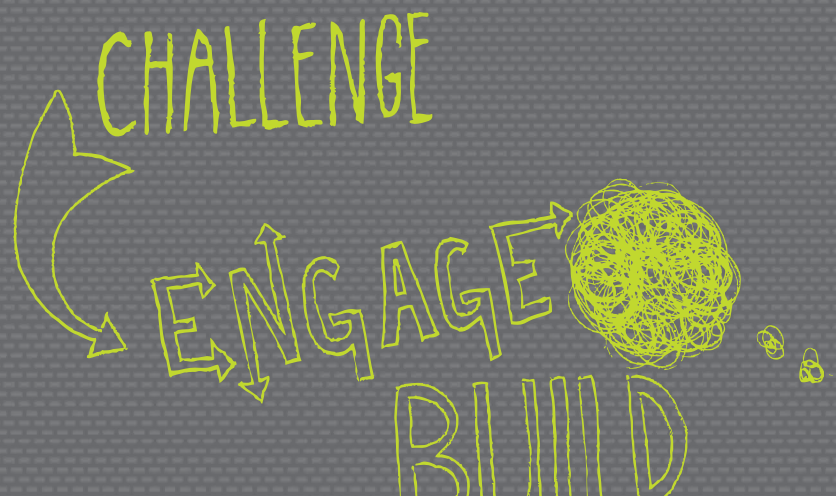
Student Competition Management across 5 continents

Audience: Global undergraduate marketplace

How did Dawson Walker take the Airbus brand sky high?

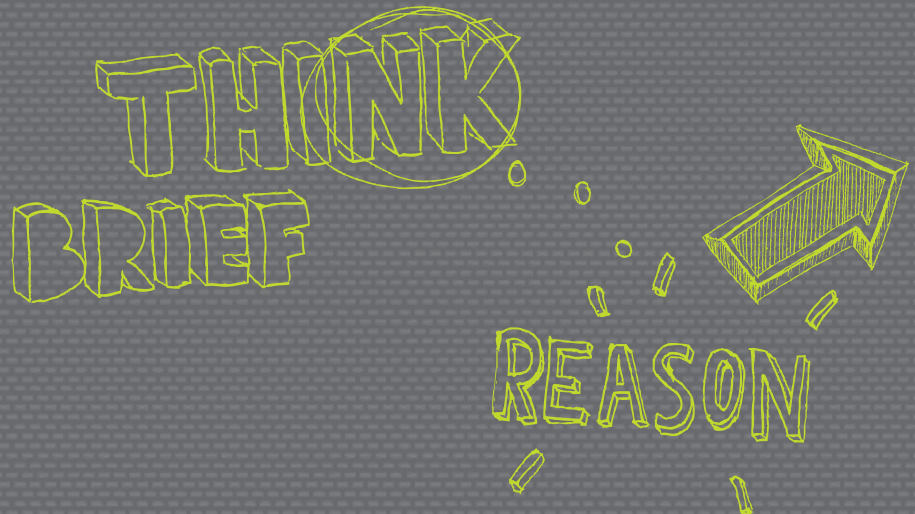
Challenges

- _Raise the brand as a technology innovator and leader in eco-efficiency
- _Build relationships with key universities to promote internships & recruitment
- _Engage with students from all backgrounds (not just technical)
- _Make Airbus a global employer of choice



Solution

- _ *Fly Your Ideas*, a global competition
- _ Student teams develop innovative ideas to reduce the environmental impact of the aviation industry
- _ An interactive web interface and a virtual press room bring it to life online
- _ The best ideas to be considered by Airbus as part of their eco-efficiency strategy



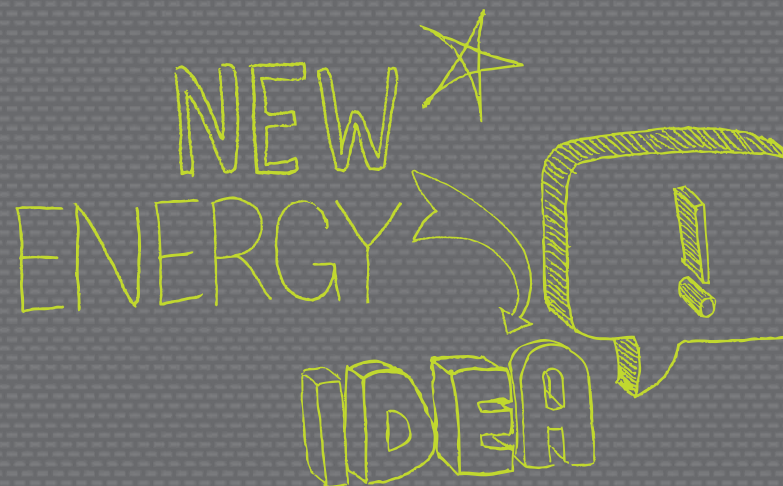
Results

- _160 universities targeted worldwide
- _2,365 students registered
- _15% from a non-technical background
- _50% of teams were mixed male/female
- _80 countries were represented
- _Five teams were selected for the final
- _The winning team came from the University of Queensland, Australia



Conclusion

- _The final presentation in Paris was covered extensively by CNN and was attended by Thomas Enders, CEO of Airbus
- _Some of the ideas generated by the students are being considered by Airbus
- _The competition will be run again, launching at the Farnborough Air Show in July 2010



Gallery





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