

STUDENT LIFE  
DOESN'T HAVE  
TO BE LIKE THIS



what is it you want?  
[national.com.au/students](http://national.com.au/students)





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DONT TOUCH

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**nab**



#### Ambient execution

Fitting with the campaign line- 'Student life doesn't have to be like this'- we found the most beat-up, rusty, piece of crap, car available, and parked it in university car parks for the duration of O-week. The campaign line was spray painted on the car and brochures promoting the product were placed under the windscreen wipers.