



MEDIA | HIGHLY COMMENDED | MEDIAEDGE:CIA DENMARK  
DANISH TECHNICAL COLLEGE | SKAB DIG

#### THE CHALLENGE

In Denmark, the technical colleges were viewed as the last choice in further education. Our challenge was to reverse this ingrained perception amongst potential new students.

#### THE INSIGHT

The youth of Denmark are star-gazing teenagers longing to express themselves and to be recognised for their skills by their peers.

#### THE IDEA

A communications platform around the idea of TECHNICAL CREATIVITY, wellknown to the target group from TV programmes like Pimp My Ride, Hells Kitchen and project runway, the aim was to inject creativity and play directly into the educational process and showcase the students' creative skills.

#### ACTIVATION

The creation of an awards show - the SKAB DIG (or ACT OUT) awards - highlighting the range and possibilities of technical schools: seeded through short viral films, TAB and meego in MSN Messenger, posters in primary schools encouraging students to create their own profile on the website, a college day dedicated to making entries, online voting for the 12 finalists and the award event itself across four categories Ride, Home, Look and Taste.

#### RESULTS

- Over 50 individual projects created and uploaded.
- 7500 votes from existing and prospective students.
- 600 prospective students and the awards event.
- 100 000 unique visitors to skadig.dn.
- A fan-created song uploaded onto YouTube.

...and the philosophy of SKAB DIG now incorporated into the technical curriculum.