

# COMMUNICATIONS

## ACE Grade 12 Guide

### Brief

Conceptualise and create a targeted communications tool for matriculants that features information about their options and choices for "life after school".

### Solution

The name generated for the Guide promotes the idea of "mastering one's life" and sets the tone for an optimistic publication aimed at convincing aspiring 18-year olds to take charge of the opportunities at their disposal. Featuring a wealth of lifestyle and career-related information, the tone is lighthearted and engaging.

