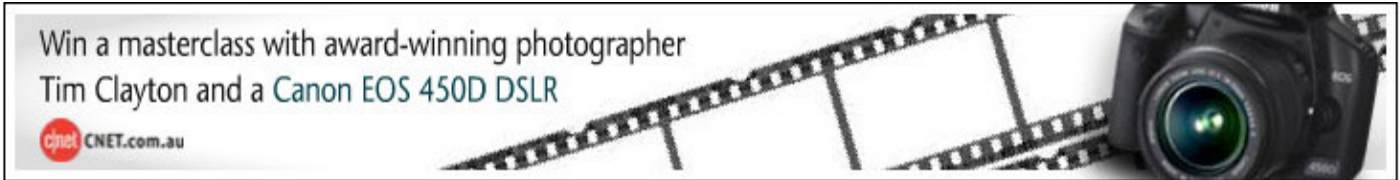


CNET.com.au Canon Exposure Photography Competition



The Competition: CNET.com.au and Canon Exposure Photography Competition

To celebrate the launch of the World Press Photo 08 Exhibition in Australia, CNET.com.au's photo-enthusiast section Exposure and Canon joined forces for a competition of photography skill! One lucky CNET.com.au reader won a masterclass photography lesson and a Canon EOS 450D DSLR Single Lens Kit valued at \$1,449.



Key Facts

Page Impressions: 2,804

Entrants: 165 images and competition responses

Ad Promotion: Across CNET.com.au, GameSpot AU across the duration of the 2-week competition period

Promotion:

- E-newsletter distributed to over 25,000 CNET.com.au newsletter subscribers
- Discussion of the competition on CNET.com.au user forums
- Mention of the competition on CNET.com.au's radio program and podcast *Digital Life*
- Advertising of the competition on ninemsn's Shopping Channel (CNET.com.au promotional partner)

Overview: A two-week competition that showcased the brand's work with the photography community, offering readers the opportunity to improve their photography skills through a masterclass with award-winning photographer Tim Clayton.

Competition mechanic: Readers were asked to send through their best photographs (with a 25-word outline of why they feel they should win the masterclass session) to be judged by the CNET.com.au team, Tim Clayton and Andrew Giles from Canon. CNET.com.au shortlisted entrants for the final judging session, with the final shortlist showcased in an image gallery on the CNET.com.au site.

Canon Exposure Photography Competition
To celebrate the launch of the World Press Photo 08 Exhibition in Australia, CNET.com.au section Exposure and Canon have joined forces for a competition of photography skill that CNET.com.au reader win a money-can't-buy photography experience!

The World Press Photo 08 Exhibition has been brought to Australia by Canon and showcasing photojournalism from around the world.

One lucky winner will win an exclusive masterclass with acclaimed photographer Gordon Ramsay, and a Canon EOS 450D DSLR Single Lens Kit (valued at \$1,449).

To enter, show us your photography skills by submitting your best photo and tell us 25 words or less, as judged by Tim Clayton, the CNET.com.au team and Canon, will win the masterclass on this site soon.

Win a masterclass with award-winning photographer Tim Clayton and a Canon EOS 450D DSLR