



# The Best Job in the World 2

Before you read...

**A-** SKIM the articles and TELL me:

- 1- Which story came out first, 1 or 2? \_\_\_\_\_
- 2- Who won the Best Job in the World competition?  
\_\_\_\_\_

**B-** DRAG the correct HEADLINE to its place.

'Selling' Queensland with a dream job

**BEST JOB WINNER STARTS!**

**NEWS** BBC NEWS CHANNEL

1

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by Nick Wilson

**Ben Southall, a 34-year-old charity worker from England, beat more than 34,000 applicants to the Best Job in the World position.**



Ben Southall has moved into his three-bedroom beach villa.

- a** Ben Southall was one of 16 finalists competing for the AUS \$150,000 position. He was named as the winner in a reality TV-style ceremony by Tourism Queensland on 6 May 2009.
- b** His new job requires him to live in Hamilton Island on Queensland's Great Barrier Reef, Australia. He began his six-month job by settling in his new home, a luxury ocean-front villa with beautiful views and a swimming pool, called *Blue Pearl*. Ben also picked up the golf buggy that will be his main transport for the next six months.
- c** The job description requires Mr Southall to explore the islands of the Great Barrier Reef, swim, snorkel, make friends with the locals and generally enjoy the tropical Queensland climate and lifestyle.
- d** As a modern caretaker, he will also tell the world about his job via blogs, interviews, YouTube videos, and an Instagram photo diary at @bensouthall.

By Rich Campion

2



34,000 people from 200 countries applied for the competition

What happens if a global tourism marketing campaign dresses up as a job recruitment drive? A global reality TV show!

Tourism Queensland launched its **Best Job in the World** competition in January hoping to generate interest in Australia's 'sunshine state' - a dream location, according to the locals, that is beautiful one day, and perfect the next.

In the first 48 hours, they received 7,500 online applications, more than 200,000 people visited [www.islandreefjob.com](http://www.islandreefjob.com)

In the first weekend. So many that their servers crashed!!

**"It really captured the imagination of the world"**

Danielle Kootman  
Tourism Queensland

After a difficult selection, they got to 16 finalists out of the 34,000 applicants that entered the competition. They include a teacher, a receptionist, some students, a charity worker, and an actress. And on 3<sup>rd</sup> May, they're all going to reunite on Hamilton Island for the final.

The biggest winner, though, is **Tourism Queensland** because the competition generated **US\$ 70m of global publicity** with a budget of just US\$ 1m. It also caught **global travel companies and airlines' interest**, which are going to establish new routes to the beautiful Australian sunshine state.

This advertising campaign, from the advertising agency Cummins Nitro, has demonstrated the power of the internet, and of viral marketing.

**Travel**



**The Sun** NEWS

Thousands apply f



## After you read...

**C-** READ article (1) and TELL ME the topic of each paragraph.

Location and accommodation

Social media ambassador

Caretaker responsibilities

Best job in the world competition



**D-** READ again and WRITE sentences INCLUDING the words in BRACKETS ( ).

USE information from the article. DO NOT COPY SENTENCES FROM THE ARTICLE

Ex. (WINNER) Ben Southall was the winner of the Best Job in the World competition.

1- (HAMILTON ISLAND) \_\_\_\_\_

2- (MAY 2009) \_\_\_\_\_

3- (SIX MONTHS) \_\_\_\_\_

4- (RESPONSIBILITIES) \_\_\_\_\_

5- (SOCIAL MEDIA) \_\_\_\_\_

**e-** READ article (2) and COMPLETE the ADVERTISING CAMPAIGN CHART

BEST JOB IN THE WORLD Advertising Campaign	
Advertising agency:	Client:
Year:	Location:
Budget (\$):	Global publicity (\$):
Campaign objectives:	Campaign Benefits:
N° applicants:	N° finalists:
Winner:	Website:






## NOW, WATCH BEN SOUTHALL APPLICATION VIDEO



**F-** WATCH AGAIN AND COMPLETE BEN'S CHART:

<b>BEN SOUTHALL</b> <b>Application Video</b>	
Personality:	
Loves/Hobbies:	
Activities/Achievements:	
He has... <b>climbed mountains</b>	
He has...	
He has...	
He has...	
Social Media:	
Work Experience:	
Studies:	