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MEDIA RELEASE
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TOP ADVERTISERS “THINK TV”

Some of Australia’s biggest advertisers will help promote the continuing strengths of television in a major new advertising campaign by Free TV.

Free TV’s Marketing Director, Rhonda Brown, said it is the right time to remind people that there is nothing like television when it comes to building brands and driving sales.

“This is a fact-based campaign driven by extensive research and backed by examples of the television advertising success of companies like Lion Nathan, ING Australia, Meat & Livestock Australia and Harvey Norman.

“TV is the most powerful advertising medium and it strengthens the performance of other media in the marketing mix, including new platforms.”

- The reach and prominence of Free TV makes it the best way to kick-start a campaign, build momentum and sustain a brand’s fame
- Consumers rate TV advertising as the most memorable and the best way to engage them
- Television is a proven and cost-effective response tool for advertisers – dominating advertising effectiveness award-winning campaigns
- The high profile of Free TV provides a multiplier effect on other media.

The Think TV campaign features a series of testimonial-style TVCs supported by ads in newspapers and trade publications as well as the launch of a new dedicated website designed to help advertisers get the most from television.

Metropolitan and regional broadcasters will support the ongoing campaign with an initial burst of television running nationally over the next two months.

Seven’s Sales Director James Warburton says, “This campaign is a celebration of the continued strength of Free TV by four major television advertisers all of whom have seen a significant return on their investment.

“The TV networks continue to turbo charge sales for clients and are meeting the challenges of the changing media landscape with innovative media solutions.”

The Nine Network’s Sales Director, Peter Wiltshire says, “Recognising that television is part of a broader marketing picture means we are in a better position to help advertisers achieve their objectives. Increasingly this involves leveraging television across other platforms to really drive the investment in TV further.”

Network Ten's Sales Director, Shaun James, says, "There's no doubt TV has been evolving over the past few years and I think there's a shared commitment from the networks to keep TV in the hearts and minds of advertisers. That means listening to the needs of advertisers and responding with appropriate solutions."

Ms Brown says both the new opportunities and the key strengths of TV are at the heart of the campaign. "We are reinforcing Free TV's key role in the new media world. The fact is television is front and centre in the most effective advertising campaigns."

- For media enquiries, contact Free TV Australia on (02) 8968 7100 -

A survey conducted this year amongst media buyers and planners from Australia's top media agencies demonstrates why media agencies continue to rely on Free TV as the primary component of their marketing communications.

- 89 per cent of media buyers believe TV is the best medium for building brand awareness
- 82 per cent of media buyers agree television plays a vital role in the communications mix
- 80 per cent of media buyers believe having ads on free-to-air television strengthens the performance of other media
- 75 per cent say free-to-air television is best for launching new products and services
- 69 per cent say there are more opportunities for advertisers to engage with viewers through free to air television than there were 5 years ago
- 75 per cent of media buyers agree TV is easier to justify because it's proven to deliver results.

Research conducted by Brand Story 2006.



“THINK TV” CAMPAIGN

Featured Testimonials

Margaret Zabel, National Marketing Director, Lion Nathan Australia

Features the infamous “Tongue” ad for Tooheys Extra Dry. This execution shows how a creative use of the sound and moving imagery of TV can be employed to memorable effect and drive considerable sales.

>The campaign achieved a 300 per cent return on investment.

Steve Sheppard, Head of Marketing, ING

Examines the use of a famous face, Billy Connolly, to establish and maintain a new financial services brand in Australia.

>ING’s brand awareness levels continue to track above 90 per cent.

David Thomason, General Manager of Marketing, Meat & Livestock Australia

Through the tactical use of TV, the Meat & Livestock industry has successfully changed the perception of its product and turned lamb into one of Australia’s favourite meals.

>Australians now enjoy 28 million servings of lamb a week.

Gerry Harvey, Chairman, Harvey Norman

Highlights the ability of TV to enhance the performance of other media. While Harvey Norman employs a range of other media to promote their stores and products, Gerry says without TV, the other media just don’t work as well.

>Harvey Norman remains Australia’s largest retailer of furniture, bedding, electrical and computers.

About the campaign

- Think TV is a marketing initiative of Free TV Australia.
- The national TV campaign launched Sunday, 22 October and will be supported by ads in newspapers, trade magazines etc.
- Free TV’s new website thinktv.com.au includes an extensive library of downloadable stats and graphs, case studies, interviews, research data, industry news and the latest ratings information.
- Advertising agency: The Furnace, Sydney
Creative team: Kenn Macrae, Paul Fenton
TV Production: Jon Gwyther, Plaza Films