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MEDIA RELEASE
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TV AT THE HEART OF ADVERTISING EFFECTIVENESS

Free TV Australia has reaffirmed its commitment to effective advertising with the renewal of its major sponsorship of the AFA's Advertising Effectiveness Awards.

"The sponsorship is a natural fit as Free TV marketing is focused on demonstrating the effectiveness and accountability of television as an advertising medium," said Rhonda Brown, Director of Marketing, Free TV Australia.

The 9th annual Advertising Federation of Australia (AFA) awards were launched in Sydney last night with a look at the challenge of effectiveness in today's rapidly changing media landscape.

"Last year's Gold, Silver and Bronze award winners list was dominated by advertisers who relied heavily on television to establish a core idea," Ms Brown said. "Indeed TV is at the heart of the most effective marketing campaigns."

The launch of this year's AFA Awards coincides with the launch of a major new advertising campaign by Free TV Australia in which the effectiveness of television advertising is the focus.

The "Think TV" campaign features a series of testimonial-style TVCs in which advertisers talk about the role of television in building their brand and driving sales.

The campaign is supported by ads in newspapers and trade publications and includes the launch of a new website www.thinktv.com.au

Ms Brown says, "The ongoing support of Free TV for the annual Advertising Effectiveness Awards illustrates the high value the commercial free-to-air television industry places on delivering advertisers a real return on investment."

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