



New Men of Gold forged in Rugby campaign

Sydney, May 28, 2010: Ogilvy & Mather Sydney has forged a new TVC campaign for the reinvigorated Qantas Wallabies, depicting the 'Men of Gold' being rebuilt and emerging as a new generation of players.

Set in a futuristic foundry, the 30-second TVC – which goes live this Sunday (May 30) - depicts 'Gods of Rugby' being created in a high-tech but brutally tough environment.

The campaign aims to capture a new generation of Rugby supporters, by demonstrating that the Wallabies have a “new heart, new blood and a new skin”.

“The Qantas Wallabies performances of the last couple of years have been below expectations, but 2010 sees the dawning of a new era. It’s a new decade, with new and exciting young players, new jersey and a new mindset to playing the game. The TVC aims to reflect these changes,” said the ARU’s Head of Marketing, Matt Brand.

Ogilvy Sydney’s Business Director, Adam Lee said: “The Men of Gold have been reinvigorated, and it’s time to reignite the fans’ passion. This is not the same old Wallabies; they’ve broken the mould with this team. The use of the foundry helps to capture that recreation.”

The campaign also uses the “Built by Rugby, forged in Union” tagline first created by Ogilvy Sydney in the lead up to the 2008 season.

The campaign was developed for the ARU, and launches on pay TV and free to air on Sunday, May 30.

Credits:

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| Creative Director | Boris Garelja |
| Copywriter | Dominic McCormack |
| Art Director: | Liam Hillier |
| Agency Producer: | Gabe Hammond |
| Account Management: | Adam Lee, Lucy Smith |
| Planner: | Russell Turner |
| Production Company: | Plaza |
| Director: | Sam Bennetts |

Ends.

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