



Panadol hits pain hard in new TVC

Sydney, June 11 , 2010: Ogilvy & Mather Sydney has used imagery of a man in training to reinforce the power of a new Panadol product, in a TVC that airs from this weekend.

The 'Hit Pain Hard' campaign, comprising a 30-second TVC, will officially launch new Panadol Extra, Panadol's strongest pain reliever yet.

With an additional ingredient that amplifies the effectiveness of paracetamol, the new product and campaign is aimed at consumers who look for stronger pain relief.

"Australians trust Panadol with their everyday pain relief, and now Panadol offers an alternative for moments when they need something extra," explained Ogilvy Sydney's Managing Director Mike Daniels.

The TVC will run on free to air and pay TV from this Sunday, June 13. An outdoor campaign will also be in market late June.

Credits:

Creative Director	Boris Garelja
Copywriter	Dominic McCormack
Art Director:	Liam Hillier
Agency Producer:	Lisa Ristuccia
Account Management:	Belinda Drew-Robinson, Josh Sandford
Production Company:	Jealous Lovers
Director:	Dennis Hitchcock
Media:	Bellamy Hayden and Maxus

Ends.

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