



Media release
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Ogilvy Sydney reveals new advertising campaign for Eye Foundation

Get your eyes tested this July – that’s the focus of the Eye Foundation’s new “juleYE black spot” advertising campaign – launched this week by the Foundation’s Patron, Ms Quentin Bryce AC, Australia’s Governor-General.

The new advertising campaign, created by Ogilvy & Mather Sydney, uses a unique disruptive media idea to deliver the message for pro-bono client, the Eye Foundation.

Seventy-five per cent of vision loss is preventable or treatable, yet every 65 minutes an Australian loses part or all of their vision. By placing black spots on existing television, print and outdoor advertisements across the country from mid-June, the campaign allows consumers to experience a simulated view of degenerative eye conditions.

Ogilvy Sydney’s CEO Stuart O’Brien said the campaign’s approach to disrupting existing media was a great way to attract attention and generate cut-through in the highly competitive not-for-profit sector.

“We wanted to develop a campaign that would grab the attention of viewers, and give them a tangible reminder of the consequences of vision loss. We’re proud that we’ve been able to work with an outstanding organisation like the Eye Foundation to help develop such an important campaign,” said Mr O’Brien.

Rolled out from mid-June, the campaign will commence with black spots running on National Geographic – interrupting the beautiful imagery shown on the network’s own promotional idents. The black spots will also run over select MOVIE NETWORK CHANNELS advertisements in July. Negotiations are in place to incorporate the blots on print, outdoor, buses, window display and digital display platforms.

Jacinta Spurrett, Chief Executive Officer of the Eye Foundation, said she was impressed with Ogilvy Sydney’s concept and creative execution.

“We needed a campaign that would help people understand the devastating effects of eye disease. Vision loss can affect people at any time in their lives and it often happens gradually, so by the time it becomes noticeable, the damage is done. Our goal is to encourage all Australians – no matter their age – to get their eyes tested this July,” said Ms Spurrett.

“We were excited by Ogilvy’s approach. We hope that this innovative juleYE black spot campaign will potentially help people recognise an eye condition that they could already have, but have not yet sought help for. The Ogilvy team found creative ways to execute the campaign, by leveraging existing media and partnerships and keeping production costs low,” she said.

The julEYE black spot campaign was unveiled for the first time at a function at Admiralty House on Tuesday night. Attendees included Kirk Pengilly, INXS band member and Eye Foundation Ambassador, who was in his 20s and touring with INXS when he almost lost his sight to severe glaucoma.

Credits:

Creative Director:	Boris Garelja
Art Director:	Brenton Bleechmore
Copywriter:	Jon Tompkin
Producer:	Gabe Hammond
Studio manager:	Dave Nuttall
Media:	Eye Foundation, Neo@Ogilvy

Ogilvy Sydney is part of STW Group, Australia's leading marketing content and communications services group.

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For more information contact:

Rebecca Tilly
STW Group
Ph: 0410 501 043

OR

Anna Skerten for the Eye Foundation at eckfactor
Ph: 02 8570 5555 or eyefoundation@eckfactor.com

About The Eye Foundation

The Eye Foundation is a not-for-profit eye health organisation founded in 2002 as the fundraising arm of The Royal Australian and New Zealand College of Ophthalmologists (RANZCO) and The Ophthalmic Research Institute of Australia (ORIA). The Eye Foundation represents more than 890 medical eye specialists (ophthalmologists) in Australia and New Zealand who, in turn, provide services to more than 200,000 patients each year. Rather than focusing on a single eye disease or cause of blindness, The Foundation has chosen to fund ground-breaking research into many of the major causes of blindness; sustainable eye care programs in disadvantaged communities both in Australia and internationally; and community awareness campaigns to increase public knowledge about eye health. Further information can be accessed at www.eyefoundation.org.au.