

OgilvyAction wins major swim safety campaign

Sydney, September 25, 2009: STW Brand Activation agency OgilvyAction has won a major, three-year project to build and rollout Uncle Tobys new Swim Survive Stay Alive campaign website, which goes live today.

OgilvyAction was engaged to develop the site following a competitive pitch, presenting a range of ideas and digital strategy in conjunction with OgilvyOne.

The website will be one of the key elements of the swim safety campaign, which officially launches this month in partnership with the Royal Life Saving Society Australia (RLSSA). It aims to reduce the number of drownings, which remains the number one cause of accidental deaths among children in Australia.

Live for three years, the website will enable parents and children to learn more about keeping safe in the water, and provide valuable tools and information for the broader community about helping the cause.

It is the second element of the Swim Survive Stay Alive campaign that OgilvyAction has won. To win the first element, OgilvyAction developed and then successfully pitched the campaign's key creative concept "Swim Survive Stay Alive" for use in all campaign tactics, which will also be brought to life in ATL activity. This initial win included developing all POS material for in-store activity (taking place exclusively in Woolworths) and assisted with the trade activation strategy including information kits.

"The partnership between Uncle Tobys and RLSSA, and the resulting Swim Survive Stay Alive campaign will play a vital role in educating the community about water safety. Through a range of activities, driven by the website, we hope to raise awareness, let people know how they can help the cause, and ultimately reduce the number of kids drowning each year," said OgilvyAction's CEO Mark Rodgers.

"We're excited and proud to be part of this hugely important campaign."

The website - www.nestle.com.au/uncletobys/swimsurvivestayalive - goes live today, with in-store activity taking place in 760 Woolworths stores throughout October.

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

Ends.

For more information contact:

Mark Rodgers, CEO, OgilvyAction
Ph: 02 9908 1333 / 0414 917 777