



Telstra scores more for Christmas in new Ogilvy campaign

Sydney, November 19, 2009: Telstra is focussing on family members doing good deeds around the house this Christmas, in a new campaign developed by Ogilvy and Mather Sydney specifically for the holiday season.

Launching this week, the integrated tactical campaign is based on the thought of "What are you willing to do to score more this Christmas?" It incorporates a 30 second TVC set to the tune "Santa Claus is Coming to Town", print advertising (press and magazine), online, POS, and Out of Home with a focus on high retail environments.

With Christmas a key retail period for Telstra, the campaign hopes to drive store traffic and post paid mobile sales, and targets families with a particular focus on mums.

"It's a comic take about all the exaggerated good behaviour and cheesy things family members do to get brownie points so they get what they really want for Christmas," said Ogilvy & Mather's Managing Partner Mike Daniels.

"It's a tactical sales-driven campaign for the Christmas period, using a hero handset with a gift with purchase of \$100 Free Music to get people into stores."

The TVC, print, POS and OOH all launch this week.

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

Credits:

Creative Director:	Yanni Pounartzis
Art Director:	Scott Hopkin
Copywriter:	Laurence Cronin
Agency Producer:	Claire McDonald
Account Manager:	Scott McIntyre
Planner:	Mike Beckerleg
Director:	Matt Palmer
Production company:	Prodigy Films

Ends.

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