



Ogilvy urges Australians to click and go Green

Sydney, September 4, 2009: The sweeping grandeur and unique elements of Australia's landscape have been used to full effect in a new campaign, urging Australians to support one of the country's leading environment organisations.

The Transforming our Landscapes campaign, which includes TVCs and online goes live today (September 4), and was developed by Ogilvy & Mather Sydney for Greening Australia. It aims to help meet their objective of making landscape changes visible from space.

Entitled 'Clicks', the 60 and 15-second TVCs focus on the changes already achieved by Greening Australia, and how everyday Australians can ensure the good work continues with a simple 'click' to its website.

It primarily targets women aged 40-60 years who are typically aware of and often involved in local community projects and issues. The campaign also aims to communicate with families who want to make a difference and teach their children about protecting and restoring Australian landscapes, according to Ogilvy Sydney's Managing Partner and Head of Planning, Mike Daniels.

"The majority of Greening Australia's supporters feel an association with their local environment and an intrinsic motivation to protect land, across Australia, that is part of their heritage," he said.

"Because of this strong connection, we've used sweeping landscape shots from across Australia that demonstrate the real difference Greening Australia is making to such a varied and unique environment."

Ogilvy undertook the work as a pro-bono project, Getty Images supplied all footage for the TVC, and post production was completed at Plush Films and Frame, Set, Match in support of the "outstanding work Greening Australia undertakes to protect our remarkable country," Daniels continued.

Greening Australia's National President, Rob Gell said: "The work by Ogilvy has been fantastic. As a non-government organisation, Greening Australia relies on the contributions and actions of individuals, groups, and businesses to achieve our objective of making landscape changes visible from space."

"Ogilvy is leading through corporate environmental responsibility by developing this campaign with a simple but powerful call to action, to help raise the profile of Greening Australia and demonstrate why people should care about the future health of our landscapes."

The 'Clicks' TVC will be aired from today on the SBS television network, with hopes that more free-to-air networks will join the cause and elect to air the commercial in a community service announcement capacity.

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

Credits:

Creative Director:	Jo Sellars
Art Director:	Dantie Van Der Merwe
Copywriter:	David Fraser

Agency Producer: Claire Ward
Account Manager: Corinne Lagis
Planner: Mike Daniels
Director: Mike Daniels
Images: Getty Images
Post Production: Plush Films, Frame Set Match

Ends.

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