

## **Sunbeam splashes \$6m on TVCs**

SYDNEY: Sunbeam has allocated its entire \$6 million campaign budget on TV as it prepares to promote its products' performance and reliability and the brand's reputation.

Rolling out nationally from Sunday March 8, the campaign is Sunbeam's biggest in over a decade, said Sunbeam chief executive David Jackson, who joined the 129-year-old consumer appliance company last August.

Jackson added the current economic downturn made it "a great time to get out there and, as Australia's favourite brand, take up a leadership position in the market. It's a time to show and instil confidence in our brand and in our products."

Steve Davis, client services director at Brave, which created the campaign, said: "Even in an economic downturn, sales of electrical appliances will continue."

The campaign will be the first time Sunbeam has consolidated its spend into one medium.

"In this category, TV is a stand-out. TV allowed us to personify the product and attach humour to an electrical appliance," Davis said.

The "Sunbeam Designed to Help" campaign includes four 30-second commercials featuring a number of "slightly obsessive" Sunbeam appliances trying to impress their owners.

Sunbeam is hoping to appeal to a younger demographic of new consumers as well as older consumers already familiar with the brand.

"We are injecting the brand with relevance, humour and a sense of pride in its role as Australia's most popular small appliance brand," said Jackson.

"Sunbeam remains an iconic brand and Australians enjoy humour. It was important to embrace our heritage, but at the same time, appeal to a younger demographic."

Brave creative director Yanni Pounartzis agreed: "Our aim was to find an uncontested space in the category."

"The older generations have grown up with Sunbeam. With this brand campaign, it made more sense to hit new targets, refresh the brand, and attract a new base of consumers."

The TVCs will run on the Seven Network, regional TV and pay TV, premiering this weekend during Seven's Packed to the Rafters, with a number of sponsored cooking segments on Better Homes and Gardens and Sunrise also scheduled.

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