



**“Television provides the mass impact we need to drive sales.”**

DAVID THOMASON, GENERAL MANAGER MARKETING, MLA

Meat & Livestock Australia is famous for its irreverent annual Australia Day ‘lamb’ commercials featuring Sam Kekovich. Using television as the key ingredient for its ongoing marketing activity, MLA’s campaigns continue to pay dividends with retailers reporting record lamb sales every time the commercials go to air. For more information on how you can drive sales with Free TV visit [www.thinktv.com.au](http://www.thinktv.com.au)

To drive sales for your brand

