



**‘TV is the medium that pulls it all together; without it the other media doesn’t work as well.’**

GERRY HARVEY, CHAIRMAN HARVEY NORMAN.

In 1982 Harvey Norman started with just one store. 25 years later it’s the largest national retailer of furniture, bedding, computers and electrical goods.

A major factor in Harvey Norman’s success is the use of television as the cornerstone of their communications. They’ve found no better formula for consistently driving sales. For more information just visit [www.thinktv.com.au](http://www.thinktv.com.au)

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