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AWARDS PROVE TV'S EFFECTIVENESS

Television is once again at the heart of the country's most effective advertising campaigns as evidenced by the winners in this year's prestigious Advertising Federation of Australia 9th Advertising Effectiveness Awards. Of the 29 winners, the vast majority featured television as the cornerstone of their campaigns.

"The AFA Effectiveness Awards rightly recognise the importance of advertising in contributing to a company's bottom line," said Free TV Australia Marketing Director, Rhonda Brown. "And, as in past years, television has been a critical element of the most effective advertising campaigns."

The prevalence of television amongst the award winners in the Bronze, Silver and Gold categories is a reminder of the medium's effectiveness. There hasn't been a Gold Pinnacle winner from an advertiser which hasn't used television as a component of their marketing communications."

Matthew Melhuish, Chairman of the AFA Advertising Effectiveness Awards and CEO of agency BMF says free-to-air television remains an enormously powerful medium.

"The explosion of new media has seen increasingly sophisticated campaigns utilising many more media components than in days gone by. And while the awards reflect the changing landscape, they also acknowledge TV's continuing relevance" Melhuish said.

Free TV congratulates Skins and their agency The Furnace, winner of the Gold Pinnacle. Among this year's other effectiveness winners using television were Meat and Livestock Australia's Red Meat campaign, Diageo's Bundaberg Rum RTD campaign, Lion Nathan's XXXX Gold campaign and Olympus Imaging's 'Tough' campaign.

Free TV Australia has been a proud supporter of the biannual awards since their inception, with its sponsorship of this year's Gold, Silver and Bronze categories.

For media enquiries, please call Free TV Australia on (02) 8968 7100.