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TOP ADVERTISERS “THINK TV”

The commercial television networks have again marshalled some of Australia's best known advertisers to promote the continuing strengths of television in a new campaign.

The new ads follow on from the testimonial-style campaign launched in October last year, through peak industry body, Free TV Australia, which encourages advertisers to "Think TV".

The second phase of the campaign features two prominent industry figures:

John Symond, Chairman and CEO of Aussie talks about the importance of building brand fame through television and how television has proven to be one of the best investments he's made. He says: "Without TV, who knows where we'd be?"

Ian Alwill, Executive Director, Group Marketing of Nestlé Australia says his company needs to make sure they are getting the maximum return for their advertising spend - which is why TV is a major component of their marketing mix. Ian says, "our brands wouldn't be household names without the power of television."

Metropolitan and regional broadcasters will support the ongoing campaign with an initial burst of television nationally over the next three weeks. The campaign will be supported in press and print.

The Think TV website www.thinktv.com.au has also been a significant element of the campaign with noticeable spikes in activity on the site after each TV burst. The website is a valuable resource for advertisers and marketers with an extensive, regularly updated library of downloadable stats and graphs, case studies, interviews, research data, industry news and the latest ratings information.

To view the new campaign visit:

http://www.thinktv.com.au/Content_Common/pg-Think-TV-Campaign.seo.