



44 Avenue Road
Mosman NSW
Australia 2088

T : 61 2 8968 7100
F : 61 2 9969 3520
W : freetv.com.au

Media Release
21 August 2009

NEW CAMPAIGN HIGHLIGHTS TV'S EFFECTIVENESS

The television medium has received the emphatic backing of two of Australia's leading businessmen in a new campaign that encourages advertisers to "Think TV".

The new executions acknowledge the ever-increasing desire of marketers to deliver a return on their advertising investment. Drawing on PricewaterhouseCoopers UK research and official ratings data, the campaign reinforces the incredible reach and impact of television.

Harvey Norman Chairman, Gerry Harvey and Aussie Chairman and Founder, John Symond, reprise their roles in the new TV spots for Free TV Australia, where they draw on their own experience to attest to the power of the medium.

According to Gerry Harvey, television is essential in maintaining a competitive edge. He says, "With television, you can reach millions of people with your message, every day of the week." The spot is supported by OzTAM and Regional TAM data that confirms 13 million people watch Free TV every day.

John Symond says TV continues to be a solid investment for Aussie because, "It works." TV's effectiveness is highlighted in a PwC UK study that found that the television medium pays back 4.5 times its initial investment.

The campaign coincides with research published this week by Deloitte/YouGov UK that confirms television advertising still has the greatest impact on consumers. Of the 2,123 viewers polled, 64 per cent of respondents ranked television commercials as the ad format with the most impact. TV advertising also had the most impact on young adults, with three-quarters of 18 to 24 year olds ranking TV on top.

The new commercials will air nationally on all commercial free-to-air TV networks from this Sunday.

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

Free TV Australia Limited
ABN 76 101 842 184
ACN 101 842 184