



# What is it that makes Harvey Norman 'go, go, go'?

Including television as part of the marketing mix is a sure-fire way to make your other media work harder. Harvey Norman understands this better than most.

Established in 1982, Harvey Norman began as just one store in Auburn, Sydney. Since then the brand has grown to become the largest national retailer of furniture, bedding, computers and electrical goods employing over 10,000 Australians.

A major factor in Harvey Norman's success is their understanding of how best to reach and

engage their target market. Whilst they use a range of other media, Harvey Norman knows that to really drive sales, it's vital that television is the cornerstone of their communications.

As Chairman of Harvey Norman, Gerry Harvey says, 'Television is the medium that pulls it all together; without it the other media just doesn't work as well.'

To find out how Free TV can help you leverage all the elements of your marketing mix, visit [www.thinktv.com.au](http://www.thinktv.com.au)

To make your other media work harder

**think**tv

Think TV is a marketing initiative of Free TV Australia.