



Meat and Livestock Australia enjoys the smell of success.

After a series of successful ads promoting lamb for Australia Day, the aim of 'Lâmb - a fragrance for women' was to drive lamb sales around another special occasion, this time for Mother's Day 2006. Meat and Livestock Australia turned to Free TV because they wanted an immediate response.

Lâmb is part of the campaign that continues to deliver long term growth in the domestic lamb market. Demand has increased by \$668 million or 64% since the campaign began in 1999. In 2005, consumer expenditure for Australian lamb reached \$1.7 billion!

A recent survey of media planners and buyers found that 79% believe Free TV is the best medium for reaching grocery buyers with kids and the best medium for influencing the consumer's purchase decision.

David Thomason, General Manager for Marketing, Meat and Livestock Australia says 'We find that television can provide the mass impact that really changes the direction of the sales curve'.

For further information on how you can build and maintain momentum for your brand, visit thinktv.com.au

To build and maintain momentum

think tv

Think TV is a marketing initiative of Free TV Australia.