



TV serves up Lamb special

The annual Australia Day campaign for Meat & Livestock Australia (MLA) took on a new dimension this year with an innovative content integration idea.

Sam Kekovich, the great Aussie character who loves his lamb, appeared on the Seven Network throughout one of summer's most popular sporting events: the Australian Open Tennis.

With a performance in the same vein as his famous Australia Day TVCs, Kekovich took his outrageous commentary to a new level by reacting to current events in live crosses to Seven's Sunrise program and the Australian Open Tennis coverage.

The benefits of the integration were two-fold; whilst the in-program segments sold lamb, they also provided

entertaining television – working with the telecast as a unique and integral element of the production.

Seven's James Warburton said, "The Australian Open Tennis reached 9.4 million viewers in just 14 days providing MLA with a solid launch platform and the opportunity to effectively drive brand awareness through engaging and compelling content."

As for the sales results, David Thomason, General Manager for Marketing, MLA said it delivered well beyond their expectations, "Many retailers again achieved record lamb sales or sold out of stock during the campaign."

For more information on effectively integrating your brand on Free TV, visit thinktv.com.au

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Think TV is a marketing initiative of Free TV Australia.