



## TV helps Olympus crack a tough market.

Digital still cameras (DSCs) were only introduced to Australia in the late 1990's and yet by 2006, 70 per cent of Australian homes had a digital camera. With such a huge range of DSCs on the market, Olympus was just another face in a crowd of famous brands.

However, Olympus did offer some new innovations so, working from a one-line brief: 'Olympus Tough. Waterproof and Shockproof', Olympus chose to create a memorable TVC featuring a guy telling his dog Norm, to "drop it".

"Television was chosen as the key media for the campaign", says Peter Harley, Managing Director, Olympus Imaging Australia. "As the most significant investment, television had a big job to do in delivering a communications message."

And deliver it did. The TV execution tripled top-of-mind awareness for Olympus, giving it the highest awareness ranking for any ad in the past two years. More importantly, the takeout for consumers was a strong connection between the idea of 'waterproof/shockproof' and the Olympus brand.

The result? Within five months of launch and despite a 40 per cent price premium over its more famous competitors, demand exceeded supply and, for a time, Olympus ran out of stock. The estimated ROI was \$2.30 for every \$1 spent.

Sales of 'Tough' have now reached over 100,000 – proving again that TV is a brand's best friend.

For more information on how TV can help your brand succeed in a competitive market, visit [thinktv.com.au](http://thinktv.com.au)

To give your brand a competitive advantage

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