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BIG W launches new brand campaign Household brands at centre of 'live big for less' promise

Sunday 7 November 2010: The promise of big brand names at everyday low prices is at the heart of a multi million dollar new media campaign for retailer BIG W which launches today.

Beginning on Sunday 7 November, the new ads see BIG W customers living big for less alongside big brand names in a vibrant multicoloured world.

The campaign for Australia's largest discount department store ushers in a new visual language that will be played out across all media, catalogues and in store.

Scott Baird, BIG W Marketing Manager, said, "BIG W has a long history of offering big national brands for less but this campaign brings a new dimension to the brand proposition, strongly communicating the emotional benefit to the consumer through the promise of 'Live Big for Less'",

The distinctive look of the new commercials was created by award winning artist Merryn Trevethan.

"It's been terrific working with Merryn to bring to life a bright multicoloured city where much loved Australian brands including Bonds, Fisher Price, Nintendo Wii, Revlon and Mambo are bought to life in such an ingenious way," said Scott.

"The unique canvases celebrate the small moments of everyday life with joyous, uplifting images."

The spots are set to a memorable new signature theme based on the Ian Dury classic, 'I Want To Be Straight', with lyrics reflecting BIG W's price and range promise.

"It's a breath of fresh air for BIG W and will cement our position as Australia's favourite discount department store."

A brand building campaign will run during November with distinctive Christmas and new season spots to follow on the positive theme.

The new campaign was created by Louise Mahoney of specialist retail marketing agency IdeaWorks and directed by Sam Bryant with production house Luscious.

– Ends –

CONTACT: For further information please contact the BIG W Press Office on (02) 8885 1033 or 0429 566 196.

See the ad on YouTube: <http://www.youtube.com/watch?v=EbmZRyNRaTE>

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