



Press Release, Monday 23rd August – Sunday 29th August

Recently appointed as the creative agency for Keep Australia Beautiful, McCann Erickson Melbourne has been busy developing a campaign for this year's Keep Australia Beautiful Week.

Lead by Creative Directors, Nick Weller and Phil Van Bruchem, along with Group Account Director Jaclyn Currie, creative team Maisen Hall and James Cowie have developed a campaign that illustrates what can happen when Australians don't act responsibly with their rubbish.

Based on the unspoilt beauty of classic Australian landscape paintings, the print work aims to highlight the importance of recycling to 'keep Australia beautiful.' The television campaign features commissioned Australian artist Gary Spook James as he slowly destroys a beautiful landscape by painting in the litter.

Production credits go to Director Matthew Jensen, Producer Christina Dess and Editor Mark Mansour with sound provided by Front of House's Phil Kenihan.

"We're proud to work on such an important entity as Keep Australia Beautiful" said McCann Melbourne MD, James Graham.

Keep Australia Beautiful Week takes place Monday 23rd August – Sunday 29th August.