



Media Release – 16 August 2011

Clemenger BBDO Sydney helps launch Keep Australia Beautiful Week with a rubbish campaign.

Keep Australia Beautiful Week kicks off on August 22nd with the support of an integrated campaign from Clemenger BBDO Sydney comprising print, posters and an ambient PR stunt to highlight the impact litter has on our oceans and other waterways.

Says Executive Creative Director, Paul Nagy: “The brief was to create a link in people’s minds between the rubbish they drop on land and the trash that spoils our beautiful waterways – because so often one becomes the other. Each element of the campaign tackles different issues surrounding this problem.”

“Our ***Dropped on land, kills at sea*** print campaign, highlights the fact that while Australia has some of the largest and most deadly marine predators on earth, rubbish is a deadly marine killer we almost never think about. This campaign shows a chip packet as though it’s just been dragged on board a fishing boat and had its stomach contents revealed.”

“Our ***Where does your rubbish go?*** print campaign uses several executions to highlight that the urban environment where you might throw a cigarette butt, a coffee cup or a chip packet is just like throwing it into our beautiful waterways.”

“And the **PR stunt** uses our city’s storm water system itself to deliver a memorable story about where that drain we pass every day ultimately leads.”

Says Executive Creative Director, Michael Spirkovski: “We met the Keep Australia Beautiful client through a joint project with Hungry Jacks®, and have found them to be a client who genuinely understands the importance of simple, high impact communications to deliver a behavioral change in our target audience.”

The Hungry Jack’s® ‘Bag it and Bin it’ program is Principal Sponsor of Keep Australia Beautiful Week with restaurants around the country featuring themed tray liners to remind the public of the need to dispose of their packaging waste responsibly.

Local councils, schools and community groups are being encouraged to get involved with educational resources, posters and template media releases being available for downloading from the Keep Australia Beautiful Week website.

For further information about Keep Australia Beautiful Week visit www.kab.org.au

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For further information or images contact Keep Australia Beautiful National Publicist, Lara Shannon, on 0415 076 015 or laras@kab.org.au