

*Kinder conditions apply

We launched a campaign for Ad Standards, the nation’s advertising watchdog, to call for more socially progressive advertising by brands, businesses and agencies.

Moving the dial

Intentionally provocative by design, the campaign called for more social positive messaging in advertising, encouraging diversity and gender equality. We worked with Ad Standards and its partner agencies to ensure the right tone was struck.



Dual approach

To appeal to our two audiences - consumers and advertisers - we pitched separate media releases to advertising trade and mainstream media.

This was supported with campaign assets, an Ad Standards spokesperson for media interviews and commentary from industry heavy-weights on the importance of more socially progressive advertising.



Preparation is key

In anticipation of potential backlash, we ensured our spokespeople were prepped with a thorough key message matrix, Q&A document and media briefing before each media interview.



Consumers on side

The campaign received tremendous support from the public, with solid media coverage across mainstream news, TV, talkback radio and trade media.

- **28** hits including News.com.au, Daily Mail, ABC 702 Breakfast
- We reached an audience of **25m**
- **100%** key message retention
- **72%** of coverage included a CTA



“Thanks very much for your great work. We’re really appreciative and it’s been an amazing team game” Ad Standards