

FOR IMMEDIATE RELEASE

The Art of Giving

Gumtree Australia has released two new 15 second TVC's to highlight its credentials in classifieds for both Goods and Automotive.

Sydney, NSW, Australia – October 22, 2013

Gumtree.com.au, Australia's number 1 free classifieds has this week released two brand new, 15 second TVC's.

The first, titled "The Art of Giving", highlight Gumtree as the ideal platform for turning an unwanted or inappropriate gift into cash.

The second, titled "Drop It Like It's Hot", promotes the idea of turning to Gumtree when looking to upgrade the family car.

Both of these ads continue the Gumtree creative concept with the now well-known characters, Mark and Sally. Featured in the previous seven ads, Mark and Sally are portrayed in the humorous fashion which has become Gumtree's signature format.

This Australian developed advertising campaign has proven so successful it has now been replicated by ebay Classifieds Group in Taiwan and Singapore, with the Storyhead team commissioned to adapt the creative for local markets (in both English and Mandarin). All 5 overseas television commercials were directed by local director Geoff Young.

Gumtree has a strong relationship with Storyhead, a Sydney based content agency specialising in story-based marketing, which has driven the strategy and production for the brand for the past three years.

The next series of this campaign goes to air on the 20th October.

CREDITS

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