

**MEDIA RELEASE**

**08.07.14**

## **GREAT OCEAN ROAD HOLIDAYS BY BENGAR**

Victoria's Great Ocean Road is some of the most stunning coastline in the world. Local holiday booker Great Ocean Road Holidays engaged Bengar to create a campaign to compete with widely advertised tourism and interstate holiday destinations.

Bengar aimed at creating cinematic and emotive storytelling to connect with audiences. They ask viewers to "stay" in Victoria and book accommodation with Great Ocean Road Holidays, rather than travel interstate for a beach holiday.

**Director Ben Gartland says,** "The Great Ocean Road is such emotional territory, so we created a visual story about reigniting a relationship. By the end of the holiday our couple don't want to leave, but stay."



We all know the Twelve Apostles, so we instead shared places that audiences might not be familiar with. Hero vision was shot at the Pole House in Fairhaven -- the point on the road where you feel far away enough from the city to be on holidays."



**Marketing Manager Matt Neill**, “We wanted a world class campaign, but thought it was beyond our reach. Bengar delivered above our expectations. The outcome was a high-value, international and brand-focused campaign. With what we’ve gained in production, we are able to put more into media.”



The campaign is currently on air on Ch10, 11, One, online and print.

**Campaign can be viewed here:**

[http://www.bengarfilms.com/commercials/GOR\\_Hols.html](http://www.bengarfilms.com/commercials/GOR_Hols.html)

[http://www.youtube.com/watch?v=\\_u\\_YFtyAlzg&list=PLFF5518BB7910BD88&feature=share](http://www.youtube.com/watch?v=_u_YFtyAlzg&list=PLFF5518BB7910BD88&feature=share)

## CREDITS

### **Bengar team**

Director	Ben Gartland
Producer	Melina Flood
Director Accounts	Catherine Gunn
Director of Photography	John Wheeler
Production Manager	Keith Bradley
1 <sup>st</sup> Assistant Camera	Sunny Wilding
2 <sup>nd</sup> Assistant Camera	Ange Bibier
Aerial Camera	Dale Henderson
Gaffer	Colin Williams
Steadicam	Glenn Clayton
Make Up	Sylvia Ura
Talent Agency	Mode Talent
Editor	Ben Gartland
Colourist	CJ Dobson
Post audio	Ben Hense

### **Great Ocean Road Holidays**

Marketing Manager	Matthew Neill
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