



MEDIA RELEASE

Date

Monday 4th January 2016

Media Release Copy

Captain Risky returns with the epic ‘Jumping The Double Helix Divide’ spectacle for Budget Direct by 303Lowe Sydney

Captain Risky is back with his most spectacular stunt yet, one year since 303Lowe Sydney first conceived of the loveable daredevil for Budget Direct.

In 12 months, Captain Risky has become notorious for his ill-advised stunts as a larger-than-life character who can't work out why Budget Direct won't insure him.

But in the latest spot ‘Jumping The Double Helix Divide’, which launched on 1st January, Captain Risky finally appears to pull off the biggest feat of his career in front of a roaring crowd. The crowd's endorsement of Captain Risky brings to life Budget Direct's outstanding customer approvals rating of 94%, with nine out of 10 customers recommending Budget Direct to a friend.

“Captain Risky has really been a huge success for Budget Direct, weaving his way into the Australian vernacular as he overdramatized the real-life risks that Budget Direct won't insure. This year he will also be highlighting Budget Direct's service quality. The latest installment is all about our 94% Customer approval rating,” says Jonathan Kerr, Director, Marketing & Digital, Budget Direct.

When Captain Risky was first introduced in January 2015, the goal was to help consumers understand how Budget Direct offers lower insurance premiums – because it doesn't insure daredevils like him.

“We've had lots of fun with Captain Risky over the past year helping him evolve into a genuine character with his own social media following and fan base. The latest campaign is a new evolution for Captain Risky – he's still an adrenaline junkie, but the stunts are bigger and the message has evolved to shine a light on Budget Direct's superb service quality,” says Richard Morgan, Executive Creative Director at 303Lowe.

In February 2015, Budget Direct became Australia's first insurer to publish a Customer Reviews website that transparently features Claims and Sales reviews, collected, moderated and managed by an independent third party. At BudgetDirectReviews.com.au, Budget Direct customer reviews are posted via Bazaarvoice, a leading independent ratings and reviews provider.

The site, which is updated daily, features both good and bad reviews from over 5,800 actual Budget Direct customers that have either purchased a Car or Home & Contents policy or finalised a Car or Home & Contents Claim with Budget Direct. Currently both Budget Direct Car Insurance and Home & Contents Insurance have a 4.6 out of 5 Star rating and collectively, over 94% of the customers said they'd recommend Budget Direct to a friend.

'Jumping The Double Helix Divide' was directed by Hamish Rothwell at Goodoil, with effects by Alt VFX. It has had over 360,000 views on Facebook and YouTube since launching on New Year's Day.

Watch the 30 Second spot here:

<https://www.youtube.com/watch?v=Q1mkGUecT4g>

And the Extended Version here:

<https://www.youtube.com/watch?v=vbOpHbsONPs>

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About 303Lowe

303Lowe is a full service boutique agency that seeks to create work that delivers transformational change and growth to its clients businesses. The agency believes in ideas that can invite participation, lead to action and deliver a better return on a client's advertising investment.

303Lowe's leading performance at the Effies is testament to its work's effectiveness. Clients include: Audi, Aussie, IKEA, Cash Converters, Qantas Frequent Flyer, Harley Davidson, NSW Health, Unilever, Lend Lease, IMB, TAB and Fujitsu General.

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