

# DRAFTFCB

**MEDIA RELEASE**  
**October 17<sup>th</sup>, 2007**

*When pushed to the limits, man is capable of accomplishing amazing feats.  
Drinking your own urine shouldn't be one of them.*

## **New Client and New Campaign for DRAFTFCB Sydney**

DRAFTFCB Sydney has this week announced the appointment of a new client, Camelbak hydration products, and a new print campaign for Camelbak.

Camelbak is the originator of the hands-free hydration category and has spent over a decade enabling athletes to drink on the move. Camelbak is a true athletes' brand. Their products are designed by athletes for athletes, using the highest quality materials.

*"Over time lots of cheaper, me-too rip-offs have come onto the market. So the challenge for us was to reinforce Camelbak's status as the only authentic hydration brand,"* said Michael Simons, Executive Creative Director, DRAFTFCB Sydney.

The DRAFTFCB Sydney campaign targets the physical go getters (runners, cyclists, walkers, hikers). *"They expect the best of their own performance - and set the same high standards from the brands they use,"* continued Simons.

DRAFTFCB Sydney's creative for Camelbak consists of three executions featuring gritty shots of a *trail runner*, a *mountain biker* and a *snowboarder* mid activity with headlines and an art directional style that capture the attitude of the brand and demonstrate Camelbak's understanding of what drives someone to push themselves to the limit.

The headlines include:

*When pushed to the limits, man is capable of accomplishing amazing feats.  
Drinking your own urine shouldn't be one of them.*

*Ingesting your fluids though a tube is great practice for  
when you wake up in hospital in a full body cast.*

*A shattered pelvis, cracked vertebrae and two broken arms.  
Luckily for you our big bite valve only requires teeth.*

*"DRAFTFCB Sydney has perfectly reflected the fact that on-the-move/hands-free hydration is a serious business and Camelbak is not only the category originator but is the authentic brand for authentic athletes. DRAFTFCB Sydney has done this with language and images with which athletes really connect,"* said Drew Johnson.

The DRAFTFCB Sydney campaign for Camelbak launches on in November and will run for the next six months in action sport and specialist titles such as Inside Sport, Australian Mountain Biker and Outdoor Gear. The print campaign will be supported by POS also created by DRAFTFCB Sydney.

# DRAFTFCB

Credits:

Title/Subject	Camelbak Print Campaign
Client	Drew Johnson, Camelbak
DRAFTFCB Sydney Account Management team	Bella Howe, Helen Boyd
DRAFTFCB Sydney Creative team	Michael Simons, Simon Edwards, Al Spiers, Josh Aitken
Photographer	Damien Fleming
Retoucher	Louis Moline

**To arrange an interview or for more information, please contact Anne Lawler at  
AKL Public Relations on 02 9212 2185/ 0419 018 834 or [anne@aklpr.com.au](mailto:anne@aklpr.com.au)**