

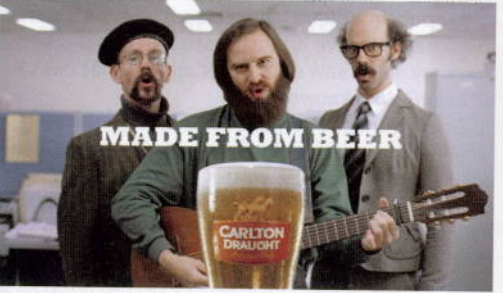
04 CARLTON DRAUGHT



05 FREEMANTLE FOOTBALL CLUB



06 VISA PLATINUM



PROJECT: TINGLE ADVERTISER: FOSTERS AGENCY: CLEMENGER BBDO MELBOURNE CREATIVE DIRECTOR: ANT KEOGH DIRECTOR: TOM KUNTZ MUSIC: ANT KEOGH PLANNER: MIKE DEREPA

PROJECT: STAND TALL ADVERTISER: FREMANTLE FOOTBALL CLUB AGENCY: BLOCK CREATIVE: MARK BRADDOCK ACCOUNT DIRECTOR: RENKA HARRIS DIRECTOR: MARK BRADDOCK PRODUCER: CHANTELE EDWARDS, GOULD STREET PRODUCTIONS

PROJECT: MORE PEOPLE GO WITH VISA ADVERTISER: VISA AGENCY: WHYBIN \TBWA \TEQUILA

# ALAN RIVA, DIRECTOR OF EXPERIENCES, KALEIDOSCOPE

## THE 'EXPERIENCE' GUY

**ME Bank (01)** Ah the old leader's walk of destiny, gathering followers on the way as he preaches his words of wisdom. Not the most ground breaking of approaches and to cap it off with the old British Airways face circa 1994 does little to inspire me and get the ME Bank services to stand out amongst the crowd. While financial institutions look to keep risk managed, many of them need to learn to let go of the reins a little and give their communications the chance to inspire.

**Earth Choice (02)** really got my inner activist going. Simple, strong and impactful without being excessively shocking. Next steps – trade in your chemical cleaners for Earth Choice and get a soft starfish toy, adopt a virtual squid and so much more.

**Australian Navy (03)**. Love it. Strong outdoor that plays so well into the team-work territory that the Navy is all about. You could have such fun with this idea, turning it into stunts, flash mobs at dawn with drill sergeants barking orders to get crowds looking like boats, torpedos and other

naval paraphernalia. Brave though it is for **Carlton Draught (04)** to step into the entertainment space, I can't help but think that the creators missed a trick here and ended up somewhere shy of the *Flight of the Conchords*. Humour and entertainment always build a following from the ground up and often starts its life in the very place the good stuff is drunk – the pub. If only they had taken to the road in search of the trio, backed up with some great mobile and social media amplification. The audience would have been involved, entertained and ultimately would have connected with the idea and brand even before the ad was created.

**Freemantle Football Club (05)**. Great sporting ads have the ability to evoke the emotional journey a die-hard supporter or player goes through every time they pull on their boots or turn up to watch their team play. The Freemantle TVC works well, building tension and showcasing their biggest assets. Unfortunately, what I missed was connecting the screen to real life and inspiring the audience to get up and do something. Other than a quick url flash, there is no real call to action that gets me going and inspires me, a young WA footie

fanatic, to opt for the Dockers over the Eagles. **Visa Platinum (06)**. Under the premise that 'Visa Platinum is your connection to experiences that money-can't-buy, the online experience I had with this site leaves me a little underwhelmed. While the content and services are pitch perfect and offer the uber-busy professional hassle free exclusivity, the flat delivery of the rock star services such as Concierge Service and Visa Front Line Access leaves me wondering if Visa Platinum can really deliver VVIP or if it should indeed be called Visa Grey.

See the ads on our YouTube channel: [www.youtube.com/bandtmg](http://www.youtube.com/bandtmg)