

# Media release

Wednesday 25 January 2017

## nbn launches national marketing campaign as rollout scales up

A new integrated national marketing campaign from **nbn** launches this month, as the company is on track to rollout to almost half of the country by June 2017.

The campaign introduces us to 'gen **nbn**<sup>™</sup>' and focuses on a connected Australia; highlighting how advancements in technology and nationwide access to fast broadband will transform all aspects of the Australian way of life.

The creative brings to life how access to the **nbn**<sup>™</sup> network will see the nation benefit from increased business opportunities, flexible-working arrangements as well as new healthcare and education services.

The campaign will launch on Australia Day, leading with a 60 second TVC where 'gen **nbn**<sup>™</sup>' is seen deploying the latest agricultural technology, enhancing remote learning opportunities and enabling local business to expand into global markets. The creative will also extend into press, targeted digital and social media and is supported by large and small outdoor advertising placements.

**Kent Heffernan, Executive General Manager for Brand and Marketing at nbn**, said the focus of the first national advertising campaign was developed to align with the planned scaling of the **nbn**<sup>™</sup> network's rollout in 2017 into new markets.

"We have reached a tipping point where 3.8 million Australian homes and businesses can access the **nbn**<sup>™</sup> network, and more than 1.6 million are connected. We have built enough of a footprint now that mass communication on a national scale is the most efficient and effective way for the company to reach our target market.

"The campaign we've launched this week reflects the evolution of the **nbn**<sup>™</sup> brand and our shift towards urban markets for the first time, including Sydney, Melbourne and Brisbane. Moving into these new metro markets we wanted the creative to speak to **nbn** as a visionary brand by showcasing the possibilities fast broadband will bring all Australians. National rollout messaging and metro-focused marketing strategies will help ensure everyone understands not only why to switch over to the **nbn**<sup>™</sup> network, but when, how, and the benefits it can bring."

**Asheen Naidu, Executive Creative Director of BWM Dentsu Sydney** said:

"We're incredibly excited and proud to be part of such an important project for the future of Australia. I think this campaign will really give people a better understanding of the how the **nbn**<sup>™</sup> network can redefine every Australian, regardless of their age, profession or location."



The gen **nbn**<sup>™</sup> lead 60 second TVC can be viewed [here](#) and by clicking on the thumbnails.



**ENDS**

### Credits

Client: **nbn**

Creative Agency: BWM Dentsu

Group Chief Creative Officer: Rob Belgiovane

Executive Creative Director: Asheen Naidu

Creative Directors: Jon Foye & Denny Handlin

Managing Director: Alex Carr

Client Service Director: Brent Kerby

Senior Account Director: Andrew Henderson

Senior Print Producer: Simon Holdaway

Production Company: Goodoil Films

Director: JH Beetge

Media Agency: UM

PR and Social media: One Green Bean

1:1 & direct communications: Lavender

Web platform Design: Adrenaline Media

Retail strategy: Paragon Design Group

### Media enquiries

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### Notes to editors

### About nbn:

3451-0711-9106v1 [www.nbn.com.au](http://www.nbn.com.au)



- **nbn** is building a new and upgraded, fast wholesale broadband network to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- Fast broadband like that delivered via the **nbn**<sup>™</sup> network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment. \*End-user experience, including the speeds actually achieved over the **nbn**<sup>™</sup> network, depends on the technology over which services are delivered to your premises and some factors outside our control like equipment quality, software, broadband plans, signal reception and how the end-user's service provider designs its network. Satellite customers may experience latency. Access to your work network will depend on factors outside our control like your organisation's IT policy and infrastructure.