

4 November 2020

## IT'S 'BIGGER THAN CHRISTMAS' AT MYER THIS YEAR

Myer is helping put the joy back into 2020, with a Christmas campaign encouraging Australian's to come together to celebrate all of the moments they've missed out on this year and make this Christmas even '*Bigger than Christmas*'.

From birthday parties, Mother's Day, Father's Day, anniversaries, Easter, and weddings that have had to be put on hold or celebrated in isolation – Australians will be packing it all into one day where they can celebrate it all.

To launch the campaign, Myer have today released an original Christmas carol that reflects on the events and occasions that were a little different this year, using iconic Aussie satire and sunny-side up sense of humour.

The campaign will come to life across all facets of the major Australian retailer's communications including: advertising, visual merchandising, stores and digital platforms. It also showcases Myer's ultimate, curated, one-stop Giftorium experience, which includes an exclusive partnership with Disney. In addition, Myer Gifticians will solve all gift giving needs to suit all ages and budgets, there will be complimentary gift wrapping along with the option for customers to round up their purchases at the point of sale, with proceeds going to charity.

Myer Chief Customer Officer Geoff Ikin said: "Our *Bigger than Christmas* campaign is about focusing on the joys of coming together and celebrating this Christmas like never before.

"For a year that's been like no other, this campaign has never been more culturally relevant, and is something we will all be able to relate to. We hope it provides joy and inspiration for Australians to really celebrate this Christmas and, for that matter, all the other occasions that have been missed this year.

"With our curated, one-stop Giftorium there is no better place to shop. Myer is there for all Australians and all occasions. Also, through our charity bear, Gilbert, our POS round up and more initiatives to come, we also look forward to supporting those most in need at this special time of year."

Clemenger BBDO Melbourne Executive Creative Directors Jim Curtis and Ryan Fitzgerald added: "It has been one hell of a year. However, out of the mayhem comes the opportunity for Australians to have a Christmas like never before—to cram all that we have missed into one chaotically wonderful day. And there's only one store where you can find the perfect gifts for such a rare occasion: Myer. So this year we hope everyone has a very merry birthday and a happy new mother's day."

The campaign's media approach, led by Ikon, is steeped in making Myer's *Bigger Than Christmas* campaign bigger than the rest. Unmissable media with in-depth partnerships will ensure Myer creates and owns this relatable conversation, and showcasing that no matter who you're purchasing for or what they missed out on this year, the perfect gift is waiting for them at Myer.

To view Myer's Christmas film, click [here](#) and to access a range of still imagery, click [here](#). To find out more about the campaign, visit [Myer.com.au](http://Myer.com.au)

**MYER**

MY STORE

**CLEMENGER BBDO**

-ENDS-

**Client: MYER**

Geoff Ikin – Chief Customer Officer  
Gemma Hunter – GM Marketing  
Emma Heinceslater – Marketing Manager  
Bridget Thompson – Social Media Manager  
Aaron Achurch – Head of Media  
Mel Touma – Media Manager  
Claudia Hackworth - National Publicity

**Creative agency:** Clemenger BBDO Melbourne

**Production:**

Production Company - The Sweetshop  
Nick Kelly - Director  
Llew Griffiths - Executive Producer  
Edward Pontifex - Managing Director  
Stefan Duscio - DOP  
Music – Electric Dreams / Level Two Music  
Sound - Electric Dreams / Squeak E Clean  
Offline Editor - Bernard Garry (The Editors)  
Post Production - The Editors

**Media: Ikon**

Jeremy McNamara - Client Service Director  
Ante Pejic - Digital Director  
Katherine Sheppard - Digital Manager  
Jake Devlin - Communications Manager  
Jackie Findlay - Trading Manager

**For more information, imagery or interviews, please contact:**

**Claudia Hackworth - Myer Public Relations**

Claudia.Hackworth@myer.com.au

0417 012 512