

Embargoed - 6pm AEDT - 10 November 2019

Myer launches new Christmas campaign: “Christmas is where we are” and innovative Myer Global Positioning Stocking

On Sunday, Myer will launch its new Christmas campaign, accompanied by a fun and interactive new product, the Myer Global Positioning Stocking.

The new campaign recognises the unique nature of an Australian Christmas. Not only is Australia an incredibly long way away from the North Pole, but Australian families often aren't at home on Christmas Day spending the day at the beach, a campsite, a holiday house, or visiting family and friends.

All of which makes Santa's job of tracking down and delivering to Aussie kids much, much harder.

With that in mind, this year, Myer is celebrating the Aussie Christmas, wherever it happens to be, with a new campaign platform: “*Christmas is where we are*”.

The launch ad follows the story of Sally, a young girl whose family are going away at Christmas, as she grapples with the important question: *How will Santa find me?*

Myer and its creative agency, Clemenger BBDO Melbourne, have answered this question for Sally and all Australian kids, with an innovative solution, the Myer Global Positioning Stocking. A product that ensures Santa can find everyone this Christmas.

The Bluetooth-enabled stocking pairs with a mobile device or tablet and includes a treasure trove of festive features, including:

- An interactive map for kids to explore, allowing them to follow Santa's journey on Christmas Eve.
- A platform for children to communicate directly with Santa, ensuring those important letters and messages arrive on time.
- Integration with Myer's full range of toys to help create the ultimate Christmas wish list.
- An illuminated Christmas countdown via twinkling LED lights on the stocking that change nightly in the lead up to Christmas.

The Myer Global Positioning Stocking is available exclusively at all Myer stores and online for \$34.95 with two iconic designs from Australian illustrator Beci Orpin to choose from.

The “*Christmas is where we are*” campaign will commence this Sunday across TV, digital and social, print and OOH, and will evolve over the Christmas period.

To view the launch commercial, visit <https://youtu.be/nhk5omUqXms> or <https://www.myer.com.au/content/gpstocking> to find out more.

Myer's Chief Customer Officer, Geoff Ikin said:

"In playfully seeking to answer a big question facing many households this year: 'How will Santa find me?' we have developed a campaign that we feel will truly connect with Australians this Christmas, capturing the emotion, wonder and joy that surrounds it."

"As part of the campaign, we have also created a new twist on the Christmas stocking launching Myer's innovative new Global Positioning Stocking, which we know will be a real hit with Australian families, ensuring Santa can find every Aussie kid this Christmas, wherever they are."

"You will see over the coming weeks our Christmas campaign come to life – with the launch of our Giftoriums, Santalands and iconic Christmas windows – which positions Myer as the one-stop-shop for Christmas this year."

Clemenger BBDO Melbourne Chief Creative Officer, Stephen de Wolf said:

"Building on last year's successful 'Naughty or Nice bauble' work, we have blended a big emotive storyline with a utility that puts commercial opportunity at the heart of the campaign. The Global Positioning Stockings pull in Myer product API allowing parents to fulfil their kids 'Wish list' with Myer products and even allocate items from the wish list to their friends and family to purchase."

Credits:

Creative agency: Clemenger BBDO Melbourne
Director: Nick Ball
Production Company: Finch
Connected Device: Creator
Media agency: Ikon/Essence

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