

MYER UNVEILS HEART-WARMING CHRISTMAS CAMPAIGN**'MAKE YOUR MERRY MEANINGFUL'****VIA CLEMENGER BBDO**

As the holiday spirit starts to sweep across the nation, Myer is excited to reveal their fun and heart-warming Christmas campaign, 'Make Your Merry Meaningful,' in collaboration with creative agency, Clemenger BBDO.

Bold, bright and fun, the campaign reinforces Myer's position as the ultimate destination for gifting and aims to remind Australians that Christmas is more than just a season of giving; it's a time to connect, show love, and express appreciation through sentimental gifts that hold meaning and thought.

With fun and engaging tag lines such as, 'Tinsel their fancy', 'Save Santa from checking it twice', "If you know 'em, let it show, let it show, let it show" the campaign comes to life across TV, BVOD, OOH, digital, social, online, in-store VM and immersive in store experiences, gift wrapping and team member uniforms.

At the heart of the campaign is an endearing character, Wendell – a wombat-shaped soap who has been thoughtlessly regifted year after year, from Christmas to Hanukkah. In the film, Wendell shares his wisdom from being re-gifted all over the country - it's the thought that counts.

To ensure gifts are treasured unlike poor Wendell, Myer is here to help all Australians find the perfect gift be it for family, loved ones or work colleagues, there is something for everyone at all budgets, even for the most discerning and hard to buy for.

Geoff Ikin, Chief Customer Officer at Myer said: *"The campaign is a reflection of Myer's commitment to making Christmas truly special for everyone."*

"Amid the hustle and bustle of the holiday season, Myer wants to remind Australians that Christmas is more than just a season of giving; it's a time to connect, show love, and express appreciation through gifts that hold deep meaning and sentiment."

"We're here to help every Australian to give thoughtfully, mindfully and meaningfully this year - from our expertly curated Gifforium, our world class service to assist and inspire choice, professional gift wrapping, and our renowned Santaland to entertain the family - we have everything all under one roof."

Tristan Graham, ECD - Clemenger BBDO said: *"The best Christmas ads entertain us while also making us view that time of year a little differently. And what's more entertaining and thought-provoking than advice from a gruff little wombat soap who's been regifted since the 80s?"*

'Make Your Merry Meaningful' launches on Thursday 2nd November and runs until Christmas Eve.

Click [here](#) to view Myer's Christmas Campaign.

SOCIAL: @Myer #MyerChristmas

CREDITS

Client: Myer

Chief Customer Officer – Geoff Ikin

General Manager, Marketing – Gemma Hunter

Senior Marketing Manager – Laura Entwistle

Agency: Clemenger BBDO

Chief Creative Officer – Jim Curtis

Exec Creative Director - Tristan Graham

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Senior Business Manager - Gabriela Jao
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Account Executive Teasha McNeill
Executive Producer, TV - Karolina Bozajkowska
Digital Designer - Georgia Scott
Digital Designer - Rachael Brooks
Lead Digital Producer – Natalia Lukasiewicz
Retoucher - Prue Ibbotson
Retoucher - Adrian Foot
Retoucher - Adrian Garofalo
Finished Artist - David Walsh
Finished Artist - Julian Acuna
Finished Artist - Simon Phipps

Director: The Bobbsey Twins
COP/Cinematographer: Jeremy Rouse

Production Company: Finch
Managing Director / Executive Producer - Corey Esse
Producer – AnnaTara Clark-Sneddon

Music Composer/Arranger: Rumble Studios
Post Production Company: Arc Edit & Flux Animation Studio

Casting: Mackintosh Casting

-ENDS-

For more information, images or video footage – please contact:

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About Myer:

Myer operates 56 department stores across Australia, as well as our online business: myer.com.au, and with our team members, we are committed to being Australia's favourite department store. Our merchandise offer includes core product categories: Womenswear; Menswear; Childrenswear; Beauty; Homewares; Electrical Goods; Toys and General Merchandise. The majority of Myer's operations are in Australia and encompass Myer department stores, sass & bide and Marcs and David Lawrence. In addition to our Australian operations, we have a sourcing office located in Hong Kong.

About Clemenger BBDO

Clemenger BBDO is an Australian creative advertising agency with offices in Melbourne and Sydney. Clemenger BBDO believes that creativity is always the answer and creates ideas of value for the country's most culturally significant brands.