

# MYER MY STORE

Embargoed until 12PM, Sunday 6 November, 2022

## LET THE SEASON BE THE REASON MYER'S BIGGEST AND BOLDEST CHRISTMAS CAMPAIGN VIA CLEMENGER BBDO

---

Myer is encouraging Australians to embrace the chaos of Christmas and *'Let the Season be the Reason'* to indulge, smile and shop, in a new campaign with Clemenger BBDO.

The fun, bold and colourful multi-touchpoint campaign has been designed to bring the energy and excitement back to Christmas. Taking a confident and unexpected approach, the campaign launches with a film that is set on Christmas eve, where a couple face the relatable stress of having to wrap their family's long list of gifts. Starting from exhaustion, the couple get into their groove and then into a groove, transforming the mundane palaver into an exhilarating performance.

With fun, cheeky and attention-grabbing tag lines such as; 'Stuff the turkey, stocking and self-control', 'Grab Christmas by the baubles', and 'Deck the halls, kitchen and living room', the campaign will be brought to life across TV, BVOD, OOH, digital, social, online, in-store VM, gift wrapping and team member uniforms.

**Geoff Ikin, Chief Customer Officer - Myer said,** "When it comes to Christmas no one does it better than Myer. This year we're approaching the festive season with more confidence than ever knowing Myer is unmistakably the trusted home of all Christmas gifting and entertaining needs.

"From our much-loved Melbourne Christmas Windows, which will feature iconic scenes in celebration of Disney's 100 years of wonder, to our national Santalands, curated Giftoriums and our Myer one VIP shopping nights, we are there to help our customers celebrate this festive season."

"The campaign has been created to cut through the noise in typically the most cluttered media environments at Christmas. It's fun, engaging, irreverent and offers what our customers love – a little surprise and delight. Australians love to celebrate Christmas, and so do we!"

**Jim Curtis, Chief Creative Officer - Clemenger BBDO added;**

"Christmas is a weird and wonderful time of year filled with rituals that under normal circumstances would make absolutely no sense whatsoever. We leave carrots in our driveways for flying reindeer, we wear itchy, woollen sweaters in the middle of summer and we go the extra mile to show our loved ones how much they mean to us. This year

we're asking Australians to let the season be the reason and double down on everything that makes Christmas, Christmas. Yes, that even means fully embracing the unique task of wrapping gifts at midnight the night before."

The campaign's media approach, led by Essence, brings *'The Season is the Reason'* to life through a range of bespoke media tactics. These include high impact, broad-reaching media to make the campaign unmissable, alongside content and partnerships to drive two-way conversation and showcase products to position Myer as the perfect gifting destination.

To find out more about the campaign, visit [Myer.com.au](http://Myer.com.au).

**-ENDS-**

**Link to TVC – 60-seconds:**

<https://youtu.be/BZHNUfyAPOs>

**Credits**

Client: Myer

Creative agency: Clemenger BBDO

Media: EssenceMediacom

Production company: GoodOil

**For more information – please contact:**

Harry Stechman - Myer Public Relations

[Harry.stechman@myer.com.au](mailto:Harry.stechman@myer.com.au) | 0433 986 924

**About Myer:**

Myer operates 58 department stores across Australia, as well as our online business: [myer.com.au](http://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.