

**MYER UNWRAPS A JOYFUL CHRISTMAS CAMPAIGN  
'SHARE THE JOY'  
VIA CLEMENGER BBDO**

For immediate release

4th November, 2024

As the festive season jingles near, Myer is unwrapping a playful Christmas campaign that's set to bring smiles to Aussies nationwide. In collaboration with creative agency Clemenger BBDO, Myer's 2024 Christmas campaign, *'Share The Joy'*, isn't just about decking the halls – it's about celebrating the fun, the unexpected, and the joy of Christmas, however you find it.

This year, Myer is reminding everyone that Christmas isn't just for tinsel lovers and carol-singers. Whether you're a mistletoe maniac or a Christmas grinch, Myer has something to make you smile. Because let's face it, the true magic of the season isn't in the stuff – it's in the joy we share together.

At the heart of the campaign is a lovable little rebel, Humbug. This grumpy Christmas anti-hero finds the usual festive fun such as carols, decorations, and bright lights, too much for his sensitive soul. Humbug can't resist causing merry mayhem in the neighbourhood, until an unlikely friend teaches him that no matter how you find joy, it's always better when it's shared (even for the grinchiest among us).

Humbug isn't just staying on the sidelines, it'll be popping up everywhere with the campaign coming to life across a diverse channel mix including; TV, BVOD, OOH, digital, social, PR, online, in-store VM and immersive experiences, gift wrapping and team member uniforms. Customers can even take the cheeky prankster home by purchasing their very own Humbug — a plush toy created especially for the campaign, available instore.

Taglines such as "Gifts for the naughty and the nice", "Put a humbug in their happy place", "It's not just the thought that counts" and "All they want for Christmas isn't just you", showing that even Myer isn't immune to its own merry mischief.

**Geoff Ikin, Chief Customer Officer at Myer said:**

*"This campaign is all about celebrating the festive season in its many forms; embracing the fun, the unexpected, and even a little bit of mischief."*

*"Whether you're decking the halls or trying to dodge the mistletoe, Myer is proud to be Australia's favourite one-stop destination for bringing Christmas magic to life. From decorating, gifting, or just soaking up the season, we're here to help ensure there's joy for all Australians this Christmas."*

**Adrián Flores, Chief Creative Officer at Clemenger BBDO said:**

*"As a notorious humbug myself, I know too well how it feels to have to grimace your way through Christmas. This campaign is for all the humbugs out there just trying to make it through to New Years. It's always great when a brand isn't afraid to have some fun and stand out, and this Myer campaign is exactly that – a moment of levity that reinforces the retailer's position as the home of Christmas for all Aussies."*

'Share The Joy' launches on Sunday 3 November and runs until Christmas Eve.

Click [here](#) to view Myer's 60sec Christmas Campaign, [here](#) for 30sec and [here](#) for Christmas assets.

**SOCIAL:** @Myer #MyerChristmas

ENDS

**Social:**

@Myer #MyerChristmas

For more information on Myer Christmas visit [here](#).

**Media Contact:**

Claudia Hackworth | [Claudia.Hackworth@myer.com.au](mailto:Claudia.Hackworth@myer.com.au) | 0417 012 512

**Myer Unwraps a Joyful (and Cheeky) Christmas Campaign: 'Share The Joy'**

**CREDITS**

**Client – Myer**

Chief Customer Officer: Geoff Ikin

Chief Marketing Officer: Clarabella Burley

Senior Marketing Manager – Nicola Stanton

**Creative Agency – Clemenger BBDO**

Chief Creative Officer: Adrián Flores

Executive Creative Director: Tristan Graham

Creative Director: Anthony Cassidy

Creatives: Ellie Dunn, Hugh O’Conner, Lara Smith, Hazel Squair, Nicole Sykes, Wayne Ching,

Design: Sade Ballestrin, Ant Yee, David Anderson

Chief Strategy & Experience Officer: Simon Wassef

Head of Strategy: Brooke Thompson

Strategy Director: Cecilia Hund

Strategist: Helena Duniec

Managing Partner: Anita Deutsch-Burley

Group Business Director: Charlotte Stevens

Senior Account Director: Carrie Hack

Senior Producer: Alana Teasdale

**Digital & Print production – MADE THIS**

Retouching: Adrian Foot, Adrian Garofalo, Prue Ibbotson

Finished Art: David Walsh

Digital Production: Natalia Lukasiewicz, Tanya Gidwani

Head of Project Management: Sam Scalise