

**OH, THE PERFECT GIFT...
MYER TURNS VAGUE WISHES INTO PERFECT GIFTS
WITH 2021 'UNRIDDLE CHRISTMAS' CAMPAIGN**

With many put on the spot when asked what they'd like for Christmas, it can be overwhelming, uncomfortable and at times a little embarrassing, so in music to the ears of those gifting and receiving this year, Myer has 'Unriddled Christmas' for all Australians.

The unique and energetic Christmas campaign takes those often "vague" and "confusing" responses to those simple questions of, "what would you like for Christmas?" and translates them into a shoppable list of the perfect gifts. From the most difficult and discerning people in your life who respond with answers like, 'I'm not really sure, surprise me' or 'no pressure, whatever, I'm easy...', to those who know exactly what they want, at Myer there is the perfect gift for anyone and everyone.

The multi-touchpoint campaign launches with a film titled 'The Vague Carol' - a reinterpretation of the famous Christmas song, Joy to the World.

First previewed to the [MyerOne](#) loyalty program, with over 5 million members, the campaign then comes to life across all of Myer's platforms including: TV, BVOD, OOH, digital, social, online and in-store.

Myer Chief Customer Officer, Geoff Ikin, said:

"Christmas is a busy time of year, that's made ever so slightly more complicated by our attempts at trying to guess the perfect gifts for loved ones. With the vast Christmas range on offer in-store and online at Myer, we're here to help Australians Unriddle Christmas, with our expert Giftician service and wide range of gifts that everyone will love.

"This campaign is about capturing the joy and fun of Christmas for all Australians by playfully turning those vague wishes into wonderful gifts, providing a great way to showcase the many reasons we continue to be the home of Christmas gifting.

Clemenger BBDO Melbourne senior creatives Ellie Dunn and Huei Yin Wong added:

"We can all relate to giving and getting those annoyingly vague responses at Christmas. But one thing's for sure, it's been a joy to reimagine this classic tune with Fiona and the team. We hope this spot inspires some loud and proud Christmas carol singing. And of course, helps Australia Unriddle Christmas and turn those unhelpful hints into wonderful gifts."

The campaign's media approach, led by AKQA, is steeped in making Myer's *Unriddle Christmas* campaign one you cannot miss. Unmissable media with in-depth partnerships ensures Myer creates and owns this relatable conversation, and showcases that no matter who you're purchasing for, the perfect gift is waiting for them at Myer.

To watch the 60-second launch film, click [here](#) and to find out more about the campaign visit myer.com.au/christmas.

15-second Christmas edits: [Video 1](#), [Video 2](#) & [Video 3](#).

CLEMENGER BBDO

MYER

-ENDS-

Credits

Client: Myer

Creative agency: Clemenger BBDO Melbourne

Media: AKQA

Production:

Good Oil - Production company

Fiona McGee - Director

Claire Richards - Production Producer

Shelley Farthing Dawe - DOP/Cinematographer

Citizen Jane Casting - Talent casting

Leila Gaabi / The Editors - Offline Editor

Dave Gibson / Colourist

Stuart Bedford / The Machine Room - Online/VFX

Brett Aplin / Electric Dreams Studio - Music Arrangement

Squeak E Clean Studios - Sound Design & Mix

For more information, imagery or interviews, please contact:

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