

MYER
MY STORE
MEDIA RELEASE

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Myer is 'My Store' once more

Myer's Chief Executive Officer and Managing Director, John King, today announced that Myer's 'My Store' campaign is back, with advertisements airing on commercial television from tonight.

The new campaign acknowledges Myer's strong history, and the special place it holds in the Australian community, but it also looks to the future with a contemporary look and feel, to show how Myer is evolving and improving its product offering, online store and in-store experiences and service.

Mr King said: "Myer is Australia's department store. We have been there for generations of Australians, for their everyday life, but also for their most memorable and special occasions, whether that be: 'My Birthday', 'My Christmas', 'My Father's or Mother's Day' or 'My Wedding'."

"The 'My Store' campaign showcases how Myer has been, and will continue to be, a part of the Australian way of life."

Mr King acknowledged Myer's commitment, through his Customer First Plan, to do even better for customers by improving service and ensuring high quality and exclusive brands at great prices.

"We know that in recent times we have not always got it right for our customers. The new campaign will show that we exist for our customers, that we are putting them first, in every action we take and every decision we make – that we are 'Their Store' no matter where they shop with us in Australia," Mr King said.

Managing Director at Clemenger BBDO, Mr Simon Lamplough, said the brief of reconnecting with customers and the communities where Myer operates was a key deliverable.

"Our aim was to reignite the feelings that Myer is everyone's store. There is a huge amount of goodwill towards the Myer brand and the improvements being made to the Myer offering, so it was our job to harness those positive emotions and to remind customers that Myer is their store," Mr Lamplough said.

The 'My Store' campaign will become the cornerstone of key trading events for Myer with the revitalised branding to impact all advertising channels, Myer events, and in store visual merchandising.

Click [here](#) to view the new advertisement.

Click [here](#) to view images from the campaign.

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