

YELLOWGLEN

Media Release

November 5th, 2007

A sea of Purple and Yellow bubbles - Yellowglen takes over Melbourne's iconic Flinders St Station.

Hundreds of thousands of Melburnians cannot avoid her – Yellowglen's Bubbly girl has taken over one of Australia's most iconic railways stations – Flinders St Station in the heart of Melbourne's CBD.

Timed for Melbourne's Spring Racing Carnival and the key sparkling season, Australia's number one sparkling brand, Yellowglen has rolled out a 1.5 million dollar national campaign for its famous "Bubbly Girl", encompassing metrolites, billboards and "station domination".

The outdoor campaign aims to sustain and escalate the Yellowglen brand and "seriously bubbly" image.



The bubbly girl has embodied the Yellowglen "tickle factor" in numerous guises since her debut and the new creative by agency Badjar Ogilvy, takes her to a new level of effervescence, with a look and feel evocative of fashionable fun and contagious giggles.

Badjar Ogilvy has worked on the bubbly girl since its inception in 2000.

Creative Director, Pam Kaplan says, "Our creative team took the famous brand iconography and quintessential bubbly mood and ramped it up to the next level. You can't help but be captured by it."

Yellowglen Brand Manager, Jane Price is ecstatic with the results.

"As the number one sparkling brand this campaign is a big, fun statement," she said today.

Media agency Mediacom devised the outdoor strategy.

Mediacom Business Director, Naomi Johnson says "Station Domination is about complete ownership of a high profile public place. It allows Yellowglen to further stamp their authority and continue to be a market leader in the Out of Home Market".

Yellowglen's "Station Domination" will run for the month of November at Flinders St Station. On an average weekday, more than 110,000 people pass through the station and its ten platforms. In Melbourne during Spring Racing Carnival this number swells with thousands of racegoers making their way to Flemington, Caulfield and Moonee Valley racecourses.

Further information, interviews, images – Amanda Pritchard, Yellowglen Communications Manager, (03) 8626 3065 or 0413 44 55 34 email: