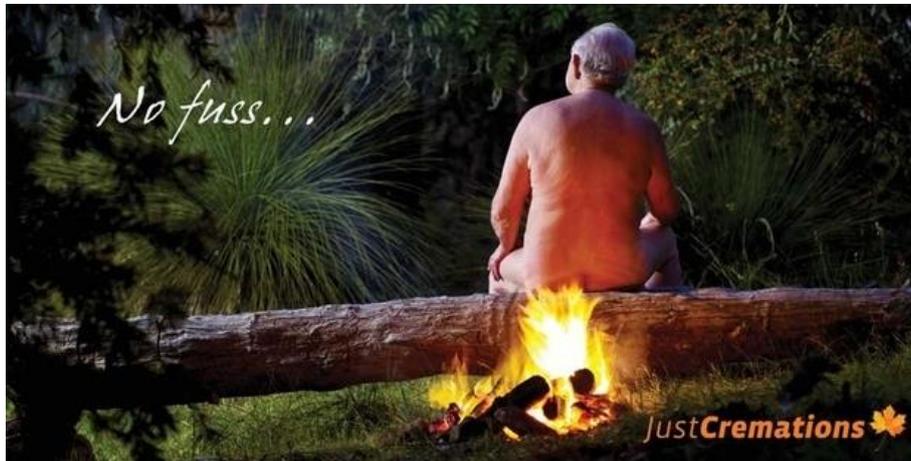


OUTSIDE THE BOX



Recently, Riley Mathewson's "outside-of-the-square" advertising campaign created for Perth funeral services company Just Cremations, was featured in B&T's weekly "The Brief" with a special on shock advertising <http://www.bandt.com.au/video/the-brief/the-brief-january-21-25>.

The campaign sits across radio, outdoor and bus back, with 6PR radio ads introducing the character of "Jack" and the notion of "no fuss" in October 2012, with the billboard and bus backs following in December, bringing "Jack" visually to life. We were particularly delighted when the Just Cremations phone started to ring soon after the radio ads debuted.

So what was our thinking behind Jack, and what process did we undertake?

Firstly, we executed a review of the Just Cremations prescribed market positioning, namely a straight-forward cremations-only funeral provider. Further, a review of the Just Cremations client base revealed that most of its customers were/are "no fuss" types who live that way, and seek to pass away in the same manner. Additionally, the core demographic skewed male and blue collar as well as occupations such as the Police. Sure, we noted that Just Cremations customers could be price sensitive, however the predominant driving force was their disdain for "fuss". In essence, a Just Cremations customer is that slightly cantankerous old uncle or grandfather telling everyone "when the time comes, just do it without fuss".

Secondly, a competitive analysis revealed a crowded and conservative "same same" market place, and with the key opposition already "owning" the word "simple" in the context of funerals.

From all of this it became apparent that to get real cut-through we needed to go beyond the safe zone with something that said "no fuss" in a way that no one else did. So we decided to create that character and bring him to life – "Jack". We even created a biography – you can find his take on life at <http://www.justcremations.com.au/jacks-story/>.

Thirdly, we took a long look at campaigns and characters that leveraged male character aspiration including the “Marlborough Man”, “The Man in the Hathaway Shirt” and the “Old Spice Man” and aimed to position Jack into this aspirational space. Ogilvy’s “Hathaway Shirt” may now be ancient, but its core appeal of being strikingly different and aspirational was the bedrock of our approach. Our initial creative brief included “give me something more striking than an eye patch!”.

Of course, as discussed in the B&T feature on shock advertising, humour was an important ingredient. It leaves the impact without the offence (there have been no complaints to date, despite the “log fire” billboard being on a prominent Perth arterial road).

Finally, we looked at many different social media options, but Jack just really wasn’t a Facebook kind of guy, though ironically he’s now been tweeted and re-tweeted all around the world, featured on Ads of the World and innumerable other advertising blogs.

We’ve grown to love cantankerous uncle “Jack”, and from the response he has had, so does everyone else!

Indeed, B&T’s feature followed a significant amount of global coverage including Business Insider (<http://www.businessinsider.com/heres-one-twisted-way-to-advertise-cremations-2012-12#ixzz2GfwyzaHV>), which labelled the campaign “jaw dropping”, and BuzzFeed which labelled one of the adverts as “The Funniest Cremations Ad Ever (<http://www.buzzfeed.com/copyranter/how-do-you-advertise-cremations>).”

Connecting Directors, a US-based global funeral publication, believes the ads push the envelope, but say that “I’d give it a go” - <http://connectingdirectors.com/articles/38019-did-you-see-just-cremations-jaw-dropping-nude-advertisement>.

We love that the original “fuss” was started by a local Perth person posting a photo of the “dog” bus back ad (ironically, the one we didn’t think was controversial) on Reddit, which generated much discussion and many comments - http://www.reddit.com/r/funny/comments/15ob7y/someone_explain_to_me_how_a_dude_and_his_dog/?sort=confidence .

Clint Ford
Senior Consultant

+61 8 9381 2144

www.publicrelations.com.au