



## **MEDIA RELEASE**

### **THINKTV UNVEILS ITS FIRST TV COMMERCIAL TO DEMONSTRATE THE POWER AND EFFECTIVENESS OF TV ADVERTISING**

ThinkTV today unveiled a new TV commercial that demonstrates the power and effectiveness of TV.

The campaign launch follows a sneak preview at ThinkTV's [ReThinkTV](#) launch event in Sydney on November 30 in front of an audience of 850 marketers, advertisers, media planners and buyers, analysts, industry thought leaders and TV broadcasters.

The commercial, which carries the strapline "It's prime time to rethink TV", shows the power of TV to build brands in the minds of consumers and, just as important, have consumers remember those brands over a lifetime.

In the ad, ThinkTV's first, a psychologist asks her hypnotised client Jack a series of probing questions, each of which prompts him to leap to life and blurt out a classic TV ad slogan before collapsing back into a slumber.

In a world with ever-increasing options about where marketers can invest their budgets, the commercial is designed as a timely reminder of the enduring power and effectiveness of TV.

"We believe TV is the most effective and powerful media in any marketer's tool kit. As marketers, and indeed as advocates of TV, it's important that we put our money where our mouth is and use TV to promote TV," ThinkTV CEO Kim Portrate said.

"We're thrilled with the resulting ad and believe it will generate a lot of interest, plenty of laughter and a reconsideration of TV as the most powerful and effective medium for advertisers and their agencies," she added.

The commercial, which follows in the footsteps of the hugely successful ThinkBox UK launch TVC, will air across all the Australian commercial free-to-air networks and Foxtel from today.

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[www.thinktv.com.au](http://www.thinktv.com.au)



Click on the links below to see the 30 and 45 second TVCs:

<https://vimeo.com/193461858>

<https://vimeo.com/193461816>

**Creative credits:**

Agency: It's The Thought That Counts  
Writer: Ron Mather  
Director: Dogboy  
Producer: Selin Yaman  
Production company: The Pound

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**About ThinkTV**

ThinkTV Pty Ltd is a dedicated research-driven, marketing and technology development company focused on helping the advertising and marketing community get the very best from commercial TV. From understanding how audiences engage with TV and celebrating advertising creativity, ThinkTV will lead a collective effort to demonstrate how advertising in broadcast-quality content environments provides the greatest return on investment. Think TV was formed in May 2016 with founding members Nine Network, Seven Network, Network Ten and Multi Channel Network/Foxtel. [Thinktv.com.au](http://Thinktv.com.au) @ThinkTV