

19 June, 2007

## Sunsuper success story continues

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Queensland super fund manager, Sunsuper, is set to boost its growing market share with a quirky new campaign, launching this month.



Created by BCM, the new multi-media campaign builds on the company's highly successful "You look after your life. We'll look after your super." positioning, with a unique look at the important things in life.

BCM Partner Paul Cornwell said, "We've worked with Sunsuper to create a very different brand positioning within the highly competitive superannuation market. While consumers are being bombarded with confusing facts and figures, we've taken a more laid-back approach. And it's a strategy that has met with remarkable success."



When BCM initially launched the brand in mass media in mid-2005, Sunsuper's funds under management were \$6 billion. In the two years since then, this figure has grown to just over \$12 billion.

Featuring Australian swim star, Libby Lenton, and a cast of everyday Australians of different ages, the new TV campaign is on air from Sunday 17 June. It will be supported by radio, outdoor, inflight, and online advertising.

### **Campaign credits:**

Agency Partner - Paul Cornwell  
Creative Director - Greville Patterson  
Copywriter - Deb Enright  
Art Director - Tony Sutton  
Producer - Shane Ford  
Account Director - Michele Prescott  
Account Co-ordinator - Stephanie Goldwater  
Production - Zoom Film & Television  
Director - Gerard Lambkin