

3rdspace brings Remembrance Day into digital age

In an Australian first, Sydney-based content and experiential agency 3rdspace brought Remembrance Day into the digital age on Sunday, 11 November with a new app launched via Facebook to help remind and encourage younger Australians to observe the traditional minute's silence.

In just five days more than 6,100 people registered or liked the Facebook app, "Minute to Remember" via www.minutetoremember.com.au, which also sent an SMS reminder just before 11am on Sunday.

The multiplatform campaign was supported by media partners Nine Network, oOh!media, 2UE Sydney, Take 40 and Yahoo!7 and included television, radio, outdoor, online and social media executions nationally.

3rdspace Founder & Ideas Director Rob Logan said: "We are delighted with the overwhelming media support received around Australia for this project.

"We knew that Australians believed in the sentiment of a minute's silence on Remembrance Day, and all it needed was a modern platform to engage with, wherever they were."

As part of the campaign, at 11am on Sunday 2UE airways fell silent and oOh!media blacked every digital sign they own around Australia for one minute.

The digital platform generated deep engagement with almost 6,000 Facebook users talking about the campaign. Users could also donate to the cause by buying a virtual poppy, which could be uploaded to their Facebook page to help to raise awareness of the project.

The app was created by the agency for Defencecare, an RSL NSW charity that helps current and ex-service men and women and their families with community support, advocacy and assistance with compensation and entitlement claims for pensions and benefits.

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