

It's a dog's life in new TVC for Freeview

Freeview has launched a new episode in its popular ongoing TV campaign for FreeviewPlus starring The Freemans family. Dougie the dog returns to centre stage in the sequel to last year's favourite instalment with Dog Day Afternoon II.

The new 30-sec TVC shows the race to the couch (and more importantly, the FreeviewPlus remote) between dad and dog. As with previous spots, this is a light-hearted look at the simplicity of using FreeviewPlus and the great choice of programming.

"We continue to have great feedback from consumers on The Freeman series, with Dougie the dog emerging as a favourite character, so we're very happy to give him top billing in this TVC.

"The campaign has made a significant contribution helping FreeviewPlus achieve 20% market penetration," said Freeview CEO Elizabeth Ross.

The Keeping up with the Freemans campaign first launched in November 2015 and this is the eighth spot in the series.

To view the 30-second spot, [click here](#).

Creative credits:

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Director (Jungle): Al Morrow

Executive Director (Jungle): Nick Simkins

Producer (Jungle): Suzanne Mallos

Producer: Tanja Perl

Post House: White Chocolate

Sound Design: We Love Jam

ENDS

About Freeview

Launched in 2008, Freeview is the free digital television service in Australia which presents and promotes free-to-air channels and content to all Australians. Freeview encourages Australians to watch free-to-air content across various platforms by promoting benefits that include more than 25 channels and catch-up services for free. Freeview's mission is to deliver the free-to-air content to all Australians where, when and on whatever device they choose.

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