

JWT launches first outdoor for RAC

JWT has launched its first outdoor execution for Western Australia's RAC with a landmark billboard on the state's busy Forrest Highway. JWT launches first outdoor for RAC

In this first piece of work for RAC, the creative sees a resourceful family of four and their fluffy pooch attempting to put their breakdown back-up plan into action.

Mark Harricks, executive creative director, JWT said: "This is a landmark site on WA's Forrest Highway, with a history of great creative executions. It's been a heap of fun for our creatives to be able to play with this iconic space."

The billboard will be in place until mid-March, and is located 100 kilometres south of Perth towards Bunbury. The campaign is timed with the highway's peak holiday period.

RAC Roadside Assistance Marketing Communications Manager Danielle Olbromski said the new billboard was well timed with people heading to the South West for their summer holidays.

"This has become a landmark site for RAC Roadside Assistance and our creative needs to reflect the remoteness of the location and the need for roadside assistance. The quirkiness and fresh perspective of this execution has given the brand the cut through we need on this long stretch of highway."

Credits: ECD: Mark Harricks Creative: Stuart Alexander, Daniel Fryer Planner: Angela Morris Group Account Director: Nicole Lennox Gray Account Director: Prue Tehan Project manager: Penelope Headford Production: Trent Henderson Outdoor: Ooh media

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