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MyDeal launches MyDeal it! campaign via 72andSunny

26 October 2021

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Creative Agency: 72andSunny

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MyDeal's biggest ever brand campaign.

ASX-listed, eCommerce retail marketplace MyDeal has launched a major brand campaign set to a unique version of the iconic Devo track 'Whip it'.

MyDeal created the integrated brand campaign in collaboration with creative agency 72andSunny to give Australians the 'MyDeal feel'.

Tapping into MyDeal's mission to promote a positive eCommerce experience, the 'MyDeal it!' campaign emanates the emotion of the 'MyDeal feel', the feeling of happiness and joy when finding a great product and brand at a great price.

72andSunny ECD Luke Martin says the campaign brings the shopping experience to life.

"Online shopping plays a special role in people's lives, even more over the last couple of years. It's an incredibly emotional experience that literally fills us with joy - releasing dopamine when we find something we like, especially at a great price," says Martin.

"We wanted to bring that feeling to life."

MyDeal CMO Ryan Gracie says the campaign captures the great shopping experience available on MyDeal.com.au

"Everyday thousands of shoppers need it, want it, MyDeal it; that's what makes MyDeal one of Australia's leading online marketplaces," says Gracie.

Featuring Aussies doing the MyDeal Shimmy to 'Whip it', the TVC will be complemented by a cross-channel campaign with ads rolling out across radio, out of home, BVOD, YouTube and social channels.

Gracie says the soundtrack was chosen to put a smile on the faces of Australian shoppers: "We aren't the first and won't be the last to recognise how perfect Devo's track 'Whip It' is. The energy and the emotion this song conjures up fits perfectly with what we want our customers to feel."

72andSunny won the MyDeal account on September 3, following a competitive pitch run by TrinityP3 and consultant Lydia Feely.

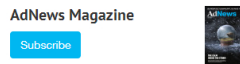
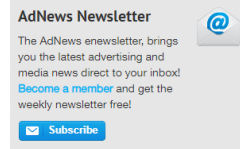
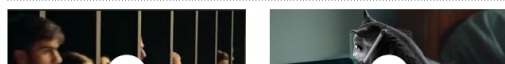
Credits:

Client: MyDeal
 Chief Marketing Officer: Ryan Gracie
 Head of Brand & Loyalty: John Barkle
 Creative: 72andSunny Australia
 Production: Rolla Films
 Sound/music design: Otis Studios
 Media: Ryval
 Campaign Management Consultants: Trinity P3

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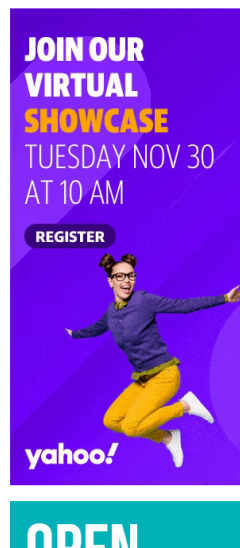


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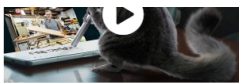




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Commercial BVOD adds 4 percentage points of incremental reach to TV.*

Source: Roy Morgan Single Source (Australians 14+); Service used in last 7 days, July 2020 - June 2021
*TV = commercial TV



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Colin duncan on **Million Dollar Vax campaign launches for October**
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