

# CATCH.COM.AU MAKES EVERYDAY AUSSIES FAMOUS IN WITTY WORK FROM AJF GROWTHOPS



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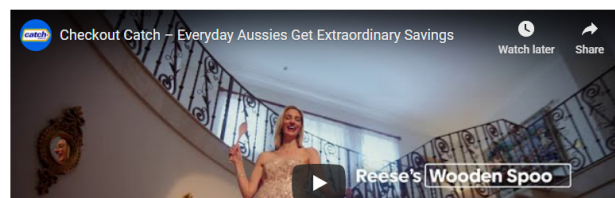


ONLINE RETAILER CATCH.COM.AU HAS ANNOUNCED ITS BIGGEST EVER BRAND CAMPAIGN, LAUNCHING THE NEW TAGLINE, 'CHECKOUT CATCH'. THE CAMPAIGN, CREATED BY AJF GROWTHOPS, CELEBRATES EVERYDAY AUSSIES AND THE AMAZING RANGE OF PRODUCTS THEY CAN BUY AT CATCH.

The humorous campaign sees everyday Aussies made famous with the products they've bought on Catch. It's designed to demonstrate the wide variety of products available on Catch, whilst showcasing the online retailer's irreverent, distinctive Aussie personality. Starring in the campaign is Justin's Timber Rake, Camilla's Pasta Bowls, Reese's Wooden Spoon, Sylvester's Cologne and Al's Pair of Chinos, just to name a few.



Ryan Gracie, CMO at Catch, said: "Catch.com.au is Australia's favourite place to shop online, and with the huge range of products available across tech, sport, beauty, fashion, home, groceries, toys and everything in between, the campaign shows how Aussies find anything they want and everything they need, from an Aussie born and bred retailer.



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"We always put our customers first, so it made sense to turn them into everyday heroes, placing them front and centre in the campaign, all while ensuring our fun and playful personality shines through. We love the tagline 'Checkout Catch', it rolls off the tongue, it's a strong call to action, it's also the last action when shopping online, plus it's Aussie as. Just like Catch."

The timing of the campaign presented a unique set of challenges in order to launch during a pandemic, with the creative agency pitch process commencing just as the first lockdown was announced in March.

The entire process from pitch to post-production was done via video conferencing with the Catch team collaborating with AJF GrowthOps' creative team remotely. With Victoria in lockdown for a second time, the campaign was shot in Queensland while the agency's creative team and Catch, both based in Melbourne, provided real-time feedback to the live footage for three full days.

Adam Francis, executive creative director & founding partner, AJF, said: "One of the best rewards in our industry is presenting a campaign during a pitch which is quickly approved, produced and run. AJF had a hoot creating this work under the restrictions of the pandemic with Ryan, Natasha and the Catch team. We are very grateful to add one of Australia's biggest online retailers during these times of e-commerce growth."

The new campaign is Catch's biggest ever, and launched on prime-time television on Sunday 16 August. The TV activity will be complemented with a large cross-channel campaign with ads rolling out across radio, out of home, social, YouTube and other digital channels.

#### Credits

Catch:

- Chief Marketing Officer: Ryan Gracie
- Head of Advertising & Communications: Natasha Aaron
- Kmart Group Head of Creative: Mark Staton

Creative Agency: AJF GrowthOps

- Executive Creative Directors: Adam Francis & Joshua Stephens
- Creative Director: George Freckleton
- Senior Copywriters: Nick Weller & Brent Liebenberg
- Art Director: Rhyen Ellis
- Chief Strategy Officer: Pieter-Paul von Weiler
- Senior Strategist: Christine O'Keefe
- Client Partner: Bryce Coombe
- Senior Account Manager: Lucy Bell
- Head of Film Production: Roz Ruwhiu
- Editor: Tim Egan
- Sound: David Gaylard
- Head of Studio Production: Paul Davis
- Retouching: Drew Smith
- Production Company: The Producers
- Producer: Noelle Jones
- Director: Jesse James McElroy
- Stills Photographer: Jesse Smith

Media Agency: Hearts & Science

- Managing Director: Richard Smith
- Managing Partner: Gerard Max
- Planner: Elloise Wilson
- Senior Investment Manager: Debbie Light
- Senior Strategist: Debbie Moxon

Campaign Management Consultants: Trinity P3



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AJF GROWTHOPS

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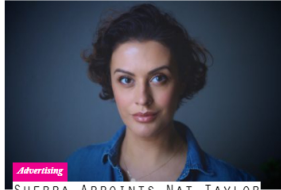
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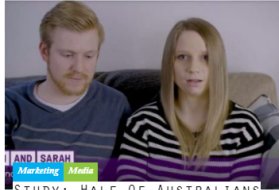
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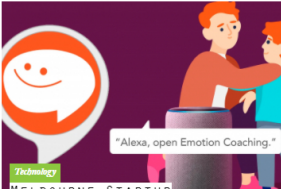
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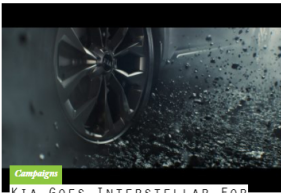
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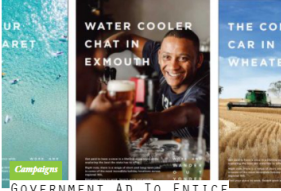
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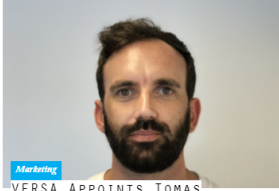
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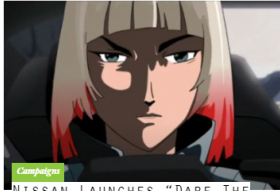
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