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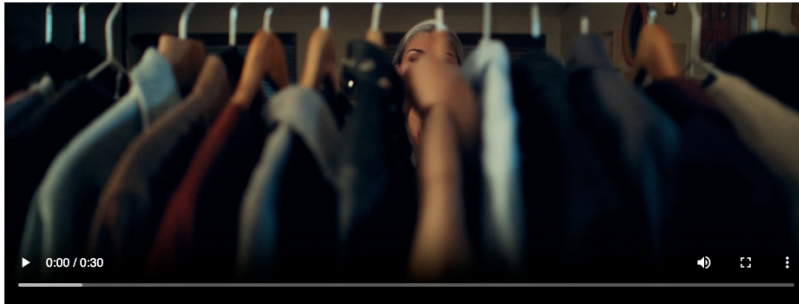
HERO & THE MEDIA STORE UNVEIL CSC'S 'MADE FOR ME' BRAND PLATFORM



Edited by [Staff Writers](#)

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Commonwealth Superannuation Corporation (CSC) has unveiled its new 'Made for Me' brand platform, signalling a dynamic refresh in how it connects with its unique Australian Public Service and Defence Force customer base. Developed in partnership with HERO and The Media Store, the integrated campaign marks a step in strengthening its identity and elevating the customer experience.

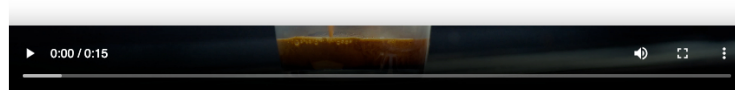
Inspired by real customers, the campaign is centred around three characters—Donna, Mick and Samira—each representing a different stage of the super journey. Their stories highlight the reality that careers in the Australian Public Service and Defence Force rarely follow a straight path, and that priorities evolve over time.

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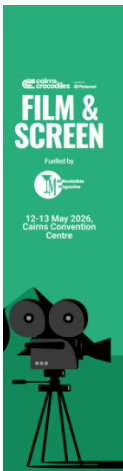
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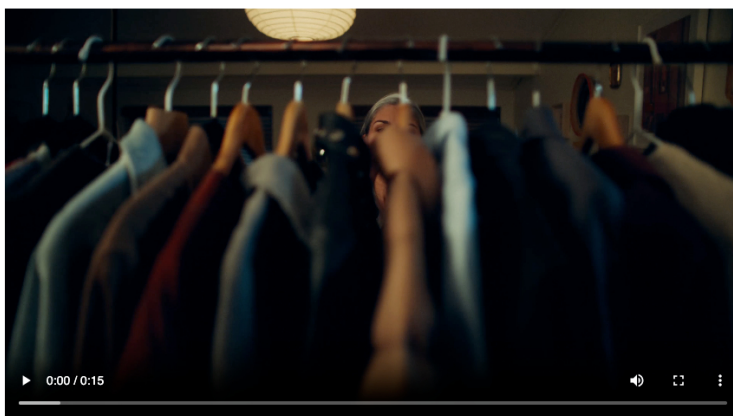
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"Our customers provide an essential service to our country, and their financial needs are as unique as their careers. 'Made for Me' is a testament to our commitment to providing a confident path forward for every individual we serve. HERO captured the essence of why CSC isn't a generic fund; it is a fund purposely built to serve our customers," said Matthew Wong, brand, marketing, communications and creative director at Commonwealth Superannuation Corporation (CSC).

"CSC has a unique point of difference, their niche audience provides endless opportunities to truly serve their customers. 'Made for Me' is what happens when a fund genuinely understands its customers, and we can't wait to keep bringing that to life with the CSC team," added Shane Geffen, national executive creative director HERO.

The Media Store led a full-funnel media planning and channel strategy for the fund, along with retention and tactical conversion campaigns that will appear across TV, cinema, BVOD, YouTube, audio, outdoor and Meta with future activations to come.



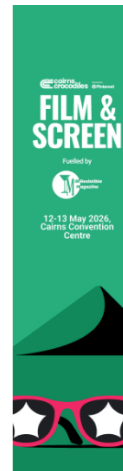
"We are thrilled to be working with CSC on its 2026 brand campaign. CSC is one of Australia's pioneering super funds and has decades of experience in serving government and ADF employees. Despite its long history, CSC has continued to reinvent itself, striving for consistent innovation in the sector. We are strongly aligned in our commitment to fresh thinking and reinvigorating the industry, and we are working closely with CSC and HERO to continue to grow the corporation's member base," commented The Media Store CEO, Stephen Leeds.



The launch of the platform follows HERO and The Media Store's appointment to the CSC creative and media account after a competitive pitch process. The win added to a period of significant growth for HERO, which saw the agency kick off 2026 as Australia's leading creative agency in [TrinityP3's inaugural New Business Report](#), released in January.



Credits:



CLIENT – COMMONWEALTH SUPERANNUATION CORPORATION (CSC)

Matthew Wong – Brand, Marketing, Communications and Creative Director

Suzie Torkington – Manager, Design

Juan Forero – Digital Content Producer

Victoria Fedorowicz – Communications, Content and Media Manager

Stephen McNamara – Senior Marketing Specialist

Ellen Piper – Brand and Marketing Manager, Acquisitions

Myshkah Young – Brand and Marketing Manager, Retention

CREATIVE AGENCY – HERO

Shane Geffen – Executive Creative Director

Andrew Woodhead – Creative Director

Katelyn Testa – Senior Art Director

Anais Read Senior Copywriter

Roz Scrimshaw – Head of Production

Vanessa Ambler – Production Assistant Ken Chan – Head of Strategy

Dan Hickey – Head of Studio/Finished Art

Cara Mackie – Junior Finished Artist

Lauren Phillips – Group Account Director

Shivani Mahesh – Senior Account Manager

Pania Preston – PR and Communications

PRODUCTION – Poppett

Producer – Elizabeth Mulcher

Director – Lizzy Bailey

DOP – Alex Serafini

Photographer – Josh Kelly

Editor/Post house/VFX – Ollie Knocker

Colourist/Grade – Ted Deacey

Online – Ted Deacey

Sound Studio/Engineer – Rumble

Music track from PlayUp

MEDIA AGENCY – THE MEDIA STORE

Elaina Opare – Account Lead

Tanvi Singh – Head of Strategy & Planning

Lucy Henderson – Senior Account Executive

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