



AD STARS 2020 NEW STARS AD COMPETITION

CATCH.COM.AU MAKES EVERYDAY AUSSIES FAMOUS IN LATEST BRAND CAMPAIGN VIA AJF GROWTHOPS

AUGUST 17 2020, 12:00 PM | BY RICKI GREEN | 44 Comments



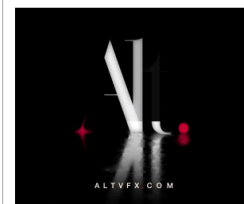
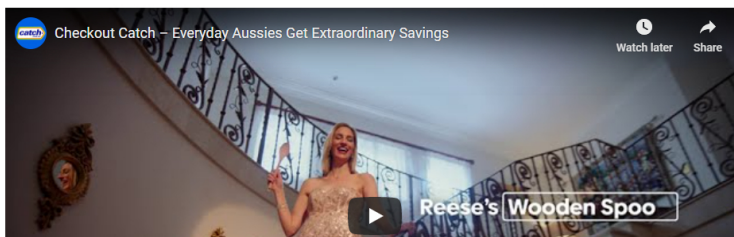
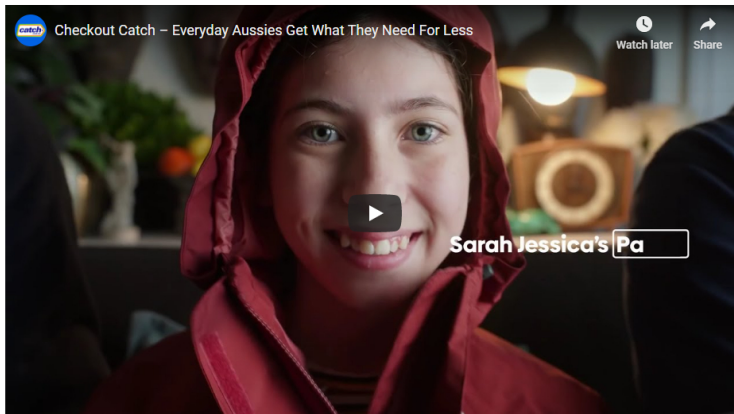
Australian online retailer Catch.com.au has today announced its biggest ever brand campaign, launching the new tagline, 'Checkout Catch'. The campaign, created by AJF GrowthOps, celebrates everyday Aussies and the amazing range of products they can buy at Catch.

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.

Says Ryan Gracie, chief marketing officer, Catch: "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."

"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.

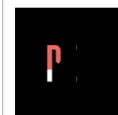
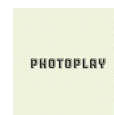
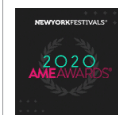


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The entire process from pitch to post-production was done via video conferencing with the Catch team collaborating with AJF GrowthOps' creative team remotely. With Victoria in lockdown for a second time, the campaign was shot in Queensland while the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

Says Adam Francis, executive creative director and founding partner, AJF: "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.

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 Ruwahu

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

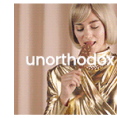
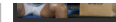
Managing Partner: Gerard Max

Planner: Elloise Wilson

Senior Investment Manager: Debbie Light


Senior Strategist: Debbie Moxon

Campaign Management Consultants: Trinity P3




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44 COMMENTS

 **Caught my attention** says:


Fun. Clear. Memorable. Brand linkage good.
What's not to like?

[Reply](#)

 **Me too** says:


These are actually very good.

[Reply](#)

 **Nice work** says:

Well done guys! Great way to show breadth and very memorable.

[Reply](#)

 **JaseR** says:


It's fun when puns work. It's rare. But they certainly do here.

[Reply](#)

 **Dire** says:


What have we become?

[Reply](#)

 **Cracking line** says:


The "Checkout Catch" line is brilliant and bang on. It'll get in! Well done AJF!

[Reply](#)

 **Agree** says:


Line is smart.

[Reply](#)

 **Old CD Guy** says:

I thought this was quite amusing. So that's good. But I didn't know what it was for. So that's bad.

[Reply](#)

 **Online Shopping** says:


@old CD guy

Those supers are search bars. And the people are buying stuff.

Hope that is clearer now.

Nice work AJF you've created a great campaign with Checkout Catch. I will indeed Check out Catch. And perhaps buy a laptop for old CD guy.


[Reply](#)

 **Old CD Guy** says:

 **One Crazy Guy** says:

What's a laptop?

[Reply](#)

 **I hate it guy** says:


I like it.

[Reply](#)

 **Joe J** says:

These are fun! Well done Jesse, Noelle and the AJF crew. Big up.

[Reply](#)

 **Nice...** says:


piece of comms. Made me chuckle

[Reply](#)

 **Az** says:


Funny.

[Reply](#)

 **Really bad** says:


Really bad

[Reply](#)

 **Checked out** says:

Check out...? That's not a line. That's a CTA that could belong to any business in the yellow pages.

[Reply](#)

 **I hate puns, but** says:


Haven't laughed this much in a Sophie month.

[Reply](#)

 **Line** says:

Checkout catch is not a line. It's a CTA for literally any brand that has ever existed. If I'm wrong and it is a line, it's the most bland line I've ever read

[Reply](#)


 **If I may disagree** says:

@Line

I think a line can be a call to action. And vice versa.


That's the beauty of this line. To own that moment of purchase as the client said. So for my money it's a great line, call to action and mnemonic if they do it well. I think AJ F deserve praise for this wily campaign line.

[Reply](#)

 **Jake C** says:


Nice Jmac

[Reply](#)

 **Agree** says:


C'mon guys. Anyone holding Checkout Catch up as a quality line really doesn't have a clue. It works just fine as a CTA on the end of some quite funny ads, sure, but it's not exactly Just Do It.

[Reply](#)

 **Reese's Wooden Spoon** says:


Made me giggle A LOT.

[Reply](#)

 **Get Back To Work** says:

I could watch these all day. And the line is fun to say.


[Reply](#)

 **Because** says:

@what'sallthetalkabouttheline


Sorry..I am enjoying this debate. So why shut it down? IMHO it is a great platform line. It's not 1% of the campaign..it IS the campaign. The puns in the ads are the execution. The Catch brand is a retail brand that is trying to create a habit: to Check out Catch. That's what all the talk is about. It's a great line and will be around for long time. You might eventually get understand why. AJF has created a great campaign here.

[Reply](#)

 **What's with all the talk about the fucking line?** says:


It's not a line, it's a pretty vanilla call to action. But who the fuck cares? Why is everyone on here talking about it, it's, like, 1% of the campaign. Don't you have anything better to do?

[Reply](#)

 **Sara Oteri** says:


Hahah love these. Simple and effective. Beautifully produced as always Noelle.

[Reply](#)

 **@Cracking Line, If I may Disagree and Because** says:


Look, you clearly wrote the line and would like your boss, colleagues or client to think the industry agrees with your mum that you're very clever, if somewhat transparent. Well done on stringing two words together into a passable call to action. Checkout Catch is not the campaign, it's just the call to action at the end, in as much as it has nothing to do with the campaign thought. In fact, it's totally interchangeable with Shop Now or Find Out More. Congrats champ, you wrote a banner button.

[Reply](#)

 **Cracking line** says:

You absolute worm. I didn't write the line. Other people seem to agree with me. Leave it at that will ya? Clearly you have mummy issues.

[Reply](#)


 **Puns R Us** says:

Missed opportunity: It's not so much a line as a Catch cry.

(WEAK APPLAUSE)


Thank you. I'll be here all week.

[Reply](#)

 **Bunny** says:

No real punter will notice the line. The puns, casting, art direction they will and are hilarious. Very JJ, well done mate.


[Reply](#)

 **@comment on line** says:

Line's can't be CTA's? I'll have to call Nike and tell them to scrap Just Do It. According to some numbskull on CB it sucks.


[Reply](#)

 **Cracking line** says:

 **Sincere question** says:

Has creativity's dire state in our industry pushed us to a new normal in which lame jokes or puns are extolled as if they were truly creative ideas? I mean, these spots are okay, not amazing and certainly not hilarious, as some would have it. In the final analysis, they're just puns. Looking through the Catch website for the first time after looking at the spots, it's obvious that these ads are perfect for a retailer that sells the same stuff you can get at any other discount retailer – middle-of-the-road stuff, at middle-of-the-road prices; just like this campaign. MOR thinking.

[Reply](#)

 **Oh fuck off** says:


Just do it is a whole fucking philosophy. It's a call to arms, more than a call to action. And it's not 'Just do it, buy some Nikes', it means grab life by the balls and stop making excuses. Checkout Catch means go to a website. You'd have to be really quite incredibly fucking stupid to compare the two.

[Reply](#)

 **Old college buddy...** says:


Nice work Brent, funny!

[Reply](#)

 **Nice work** says:

Well done all involved:-)

[Reply](#)

 **By any other name** says:


I don't know why anyone's talking about the line/cta. Clearly the joke is in the names, which are obviously funny. I can't believe anyone would have to put that in writing. Are the comments solely coming from random clients' legal departments?

[Reply](#)

 **Sgt. Sardine** says:



[Reply](#)

 **Anna** says:

Brilliant idea. well done **catch**

[Reply](#)

 **Nat Taylor** says:

Love these! Simple, funny, memorable. Great Work AJF, George, Roz .. all the gang.

[Reply](#)

 **Simon Gross** says:


Nailed it. Cackle City.

[Reply](#)

 **Jay** says:


Nice work. Good puns. Good lols.

[Reply](#)

 **Jonah T** says:


Nice one Jesse

[Reply](#)

 **Not THE Brent BLiebenberg** says:

Saw these the other night and laughed out loud. Nice one

[Reply](#)

 **ALI NOORIE** says:

How sad, I am not featured despite of being so funny. Elon's Mask. Hope they feature me...

[Reply](#)

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