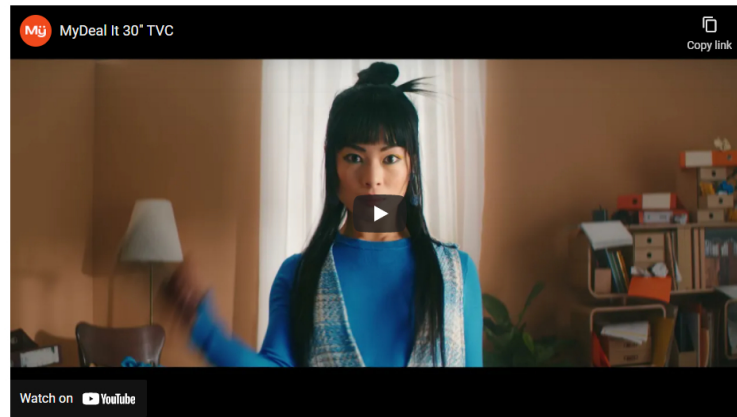


TVC DIRECTORY	ADVERTISE	JOB	RANKINGS	BESTADSONTV.COM	PORTFOLIO & REEL	FILTERS	ARCHIVE
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## THE PRODUCERS

### MYDEAL GIVES AUSSIES A REASON TO SHIMMY IN NEW BRAND CAMPAIGN VIA 72ANDSUNNY, SYDNEY

OCTOBER 25 2021, 12:22 PM | BY RICKI GREEN | 31 Comments



Leading Australian online marketplace, MyDeal, has today announced its biggest ever brand campaign with the new tagline, 'MyDeal it!'. The campaign is set to a unique version of the iconic Devo track 'Whip it', and was created in collaboration with creative agency 72andSunny to give Australians the 'MyDeal feel'.

The integrated brand campaign launched on Sunday, October 24th, just two months after MyDeal revealed its bold new brand identity. 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.

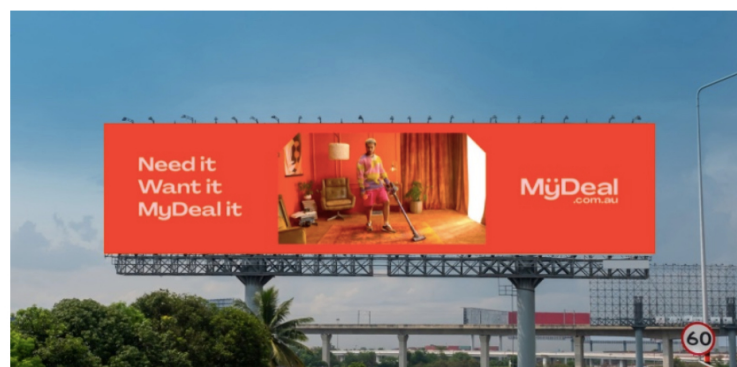
Says Ryan Gracie, chief marketing officer, MyDeal: "Everyday thousands of shoppers need it, want it, MyDeal it; that's what makes MyDeal one of Australia's leading online marketplaces. With over six million home and lifestyle products and close to one million active customers, MyDeal delivers a great shopping experience and that's what we wanted to capture in this campaign – it's that 'MyDeal feel'.

"72 and Sunny only won the account on 3rd September, so building the campaign became a race against time. Final production finished up on Friday 22nd October and the TV ad first aired on prime-time television on Sunday evening. We can't thank the 72 and Sunny team enough for the creativity and hard work that went into making something great."

Featuring Aussies doing the MyDeal Shimmy to a unique version of the iconic Devo track '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.

Commenting on the choice of soundtrack, Gracie says: "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. We want to put a smile on the faces of Australian shoppers, not just by offering a great product at a great price, but throughout the entire shopping journey. We want them to give a little shimmy, move their shoulders, crack a grin and feel good about shopping with MyDeal."

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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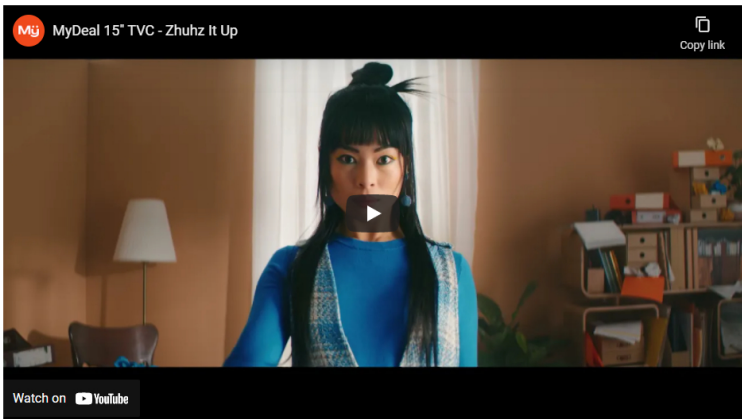
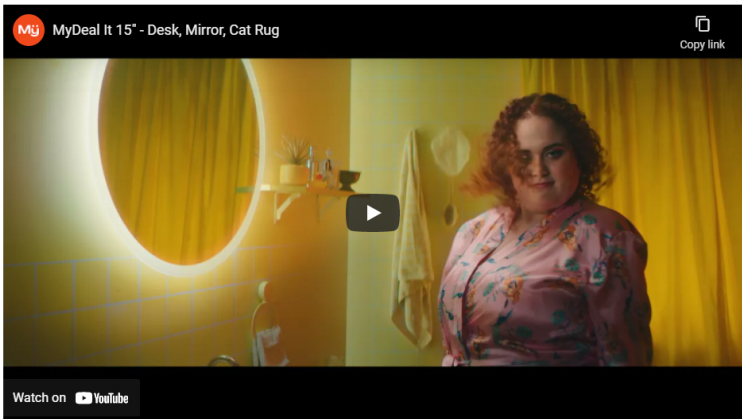
### GOLD SPONSORS






With both New South Wales and Victoria in lockdown, the entire creative process from pitch to production was completed via video conferencing with the Melbourne based MyDeal team working alongside 72andSunny's Sydney based creative team remotely.


Says Luke Martin, executive creative director, 72andSunny: "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. We wanted to bring that feeling to life."





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31 COMMENTS

 **Gross.** says:  
The awful singing just makes this painful to watch.  
[Reply](#)

 **Roberto** says:  
Squarespace want their ad back  
[Reply](#)

 **E=MC<sup>2</sup>** says:  
MyDeal it  
Can I zip it?  
We DoorDash  
[Reply](#)

 **Can I Zip this?** says:  
At a time when they really need to craft a brand for themselves, they go out and look exactly like every other digital brand  
[Reply](#)

 **Howsit** says:  
- - - - -



Love a bit of levity in retail. Excellent little tune too.

[Reply](#)



**Sheesh** says:

Wow another magic Ad that made itself....

[Reply](#)



**the nice guy** says:

Does anyone know who directed these? I reckon the director and production company did a great job! 10/10 set design. Probably worth a mention in the press release?

[Reply](#)



**Money talks** says:

How did Devo allow their song to be ruined so badly?

[Reply](#)



**Where's the credits** says:

Ya Scoundrels

[Reply](#)



**Tod Flanders** says:

Ow! My freakin' ears!

[Reply](#)



**Shimmmy** says:

Wow. Listen to the negative nancy pants – or not. This will get the kids dancing. and that's job done.

[Reply](#)



**roberto needs a clue** says:

Is this your lame response to every ad that has ever had dancing in it? Hah. You dunce.

[Reply](#)



**Love it!** says:

I love the original and think this is super fun! The guy with the cat!

[Reply](#)



**BAD** says:

Cringe

[Reply](#)



**Absolute Ear-worm** says:

This'll definitely generate stickability in peoples minds, much more than most ads do these days.

[Reply](#)



**adguy** says:

Nice piece of work – putting the joy back into shopping. Simple

[Reply](#)



**Tonythepony** says:

Love it – great song and time for some retail therapy

[Reply](#)



**Big time ear worm** says:

It's an absolute ear worm of a track and will stick in consumers memory for sure. That's achieving more than most ads do these days.

[Reply](#)



**Lockdowners** says:

Bit of fun, I love it!

A nice bit of positivity on the airways.

[Reply](#)



**Impressed** says:

Retired now but that timeline of start to air does not make me miss the industry. Impressive stuff!

[Reply](#)



**It's like Catch** says:

But not as catchy.

My-Fail.

[Reply](#)



**Annoying** says:

I hate that I love it.

[Reply](#)



**Here's the thing** says:

It's just like every other dancing ad.

It's just like so many other things not just in its category but outside it.

'My deal it' does not rhyme with 'whip it' and even if it did, so what.

Zip it, whip it, menulog....

[Reply](#)



**Airtasker meets Flybuys** says:

It's nice and catchy, yeh – but what's it for? Is it like ebay where you can sell your old stuff and get a great deal. Or like Airtasker where you can get someone to come do your cleaning? Just don't know. Then the next ad comes on and I've forgotten to care.

[Reply](#)



**Done before** says:

To everyone saying what a catchy tune, It's memorable, An earworm.

Your comments are undermined by the very words of the CMO:

"We aren't the first and won't be the last to recognise how perfect Devo's track 'Whip It' is.

Exactly.

[Reply](#)



**CHEP called...** says:

Latitude want their art direction back

[Reply](#)



**what** says:


are they selling? (srs)

[Reply](#)

 **Neil** says:


Like it.

[Reply](#)

 **@CHEP called...** says:

Latitude is derivative of Euro art direction... who want their art direction back.

[Reply](#)

 **What they selling?** says:


looks like klarna.

Sounds like zip it.

Feels rushed

Smells bland

[Reply](#)

 **Not impressed** says:

Hate that they're advertising on tv/radio at all.

Please people read the independent product reviews for MyDeal before you buy anything!!

Worst customer service ever!!!!

Like taken to court change their company name sellers still on their platform and no care factor what so ever from MyDeal. No phone number you can call, all via their bug ridden self help/rarely interactive online service.

Save yourself the heartache, not to mention \$\$ . Stick with eBay/ Catch etc

[Reply](#)

#### LEAVE A COMMENT:

Name or pseudonym (required)

Email (optional)

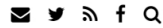
Website (optional)

☐ Save my name, email, and website in this browser for the next time I comment.

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