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72andSunny Sydney
Tue, 26 Oct 2021 07:40:00 GMT

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MyDeal Gives Aussies a Reason to Shimmy with New Brand Campaign from 72andSunny

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Agency gives Australians the 'MyDeal feel' with a unique version of the iconic Devo track 'Whip It'



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'.

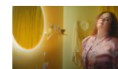
The integrated brand campaign launched on Sunday, October 24th, just two months after MyDeal revealed its bold new brand identity. Tapping into MyDeal's mission to promote a positive ecommerce experience, the 'MyDeal it!' campaign emanates the emotion of the 'MyDeal feel', the feeling of happiness and joy when finding a great product and brand at a great price.



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Reason to Shimmy in
New Brand Campaign



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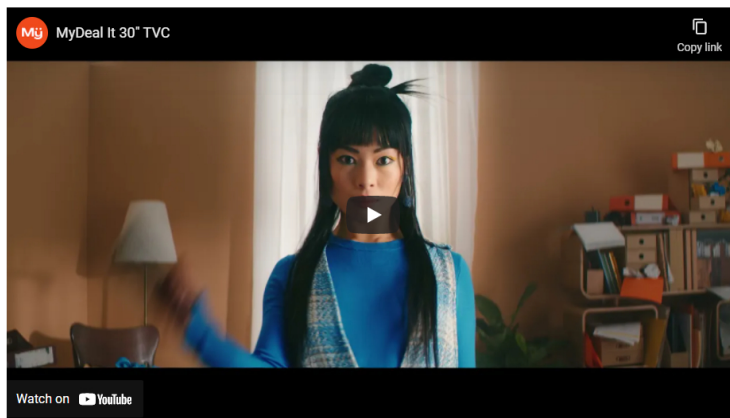


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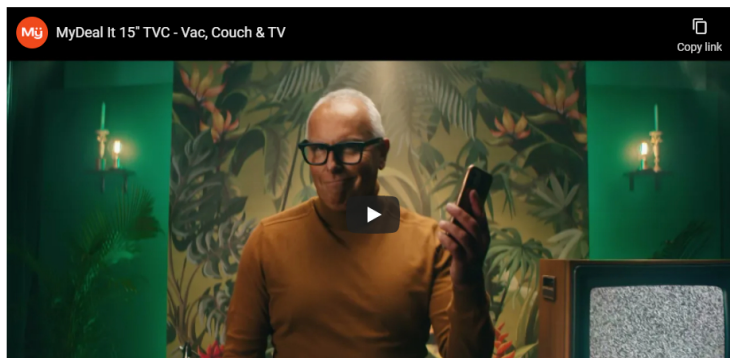


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MyDeal's chief marketing officer, Ryan Gracie, comments: "Everyday thousands of shoppers need it, want it, MyDeal it; that's what makes MyDeal one of Australia's leading online marketplaces. With over six million home and lifestyle products and close 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'."





He continues: "72andSunny 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 72andSunny team enough for the creativity and hard work that went into making something great."



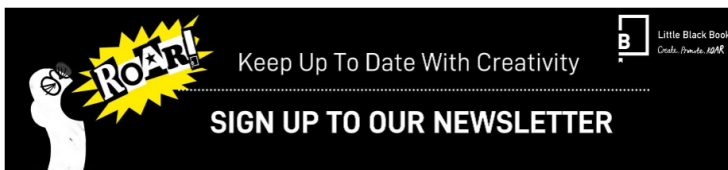
Featuring Aussies doing the MyDeal Shimmy to a unique version of the iconic Devo track 'Whip it', the TVC will be complemented by a cross-channel campaign with ads rolling out across radio, out of home, BVOD, YouTube and social channels.

Commenting on the choice of soundtrack, Gracie said: "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."

"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," says Luke Martin, ECD, 72andSunny.



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CREDITS

CLIENT: MyDeal

CHIEF MARKETING OFFICER: Ryan Grade

HEAD OF BRAND & LOYALTY: John Barke

CREATIVE: 72andSunny Australia

PRODUCTION: Rolla Films

SOUND/MUSIC DESIGN: Otis Studios

MEDIA: Ryval

CAMPAIGN MANAGEMENT CONSULTANTS: Trinity P3

72andSunny_Sydney, Tue, 26 Oct 2021 07:40:00 GMT

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