



Saatchi & Saatchi campaign the biggest boost yet for Neighbour Day

A national pro-bono television campaign influenced by neighbourly disputes is the focus of the first ever marketing campaign launched today for Neighbour Day on Sunday 30th March. It is being supported by all metropolitan and regional networks across the country, as well as pay television operators, who have agreed to broadcast the tvc free of charge.

“Saatchi & Saatchi’s Executive Creative Director Steve Back and Creative Group Head David Bowman have successfully peeled back the layers of everyday Australia to find those niggling, irritating habits that can set-off turf wars between neighbours,” said Neighbour Day founder Andrew Heslop.

“We all know from watching nightly public affairs shows how easily sometimes trivial matters can be blown out of all proportion leading to a lot of angst, hurt and bitterness. This stunning campaign uses some of those incidents to challenge viewers with the message that there really are better ways to meet your neighbours.

“Having great relationships with the people who live around us leads to happy, vibrant communities. By encouraging residents to get to know each other and look out for each other we may also reduce the number of elderly and vulnerable people dying alone in their homes whose deaths are discovered months, sometimes years, later.

“The 6th annual Neighbour Day on Sunday 30th March provides the opportunity to do just that. After all the community you want really does start at your front door,” he said.

To go to air from Sunday 23rd March 2008 the TVC was filmed on location at Toongabbie in Western Sydney at the beginning of March. Everyone who worked on it – from the actors to the crew, editors and producers as well as Film Construction’s award winning director Matt Palmer – willingly gave their time, creativity and resources without a fee to turn the concept into reality.

“This campaign would never have happened with the magnificent support of Saatchi & Saatchi CEO Simone Bartley and her team who immediately embraced the concepts and messages behind Neighbour Day. It is a stunning result which encourages all Australians to get to know their neighbours no matter where they live,” Andrew added.

Saatchi & Saatchi Executive Creative Director Steve Back says “It’s fantastic to be involved in a project that will help bring people together and ultimately benefit the broader community. The TVC was fun to work on and will get the Neighbour Day message across in an engaging way.”

This year Neighbour Day has the support of Premiers Morris Iemma, Anna Bligh, Alan Carpenter, John Brumby and ACT Chief Minister Jon Stanhope along with Lord Mayors Clover Moore (Sydney), John So (Melbourne), Campbell Newman (Brisbane), Michael Harbison (Adelaide) and the Darwin City Council.

Councils and communities from Bendigo to Frankston to Leichhardt to Mackay and Rockingham are all joining in the day.

Neighbour Day was founded in Melbourne in 2003 when the remains of an elderly woman were found in her suburban home. Ms Elsie Brown had been dead for two years, forgotten by neighbours, friends and family.

For the past five years all of the promotion for Neighbour Day has been exclusively through editorial coverage in national, state and local media. There are no corporate sponsors, government grants, public appeals for donations or other fundraising activities making it a unique awareness day.

In 2006 former UN Secretary-General Mr Kofi Annan pledged the organisation’s support to promote Neighbour Day worldwide. Now steps are in place for it to become an official UN Observance Day which could lead to an International Year of Neighbourliness being declared following ratification by the UN General Assembly.

Key global supporters include also include Prince Charles and former President Bill Clinton.

NEIGHBOUR DAY HAS FIVE PRINCIPLE AIMS -

1. Strengthen communities and build better relationships with the people who live around us.
2. Create safer, healthier and more vibrant suburbs and towns.
3. Promote tolerance, respect and understanding.
4. Break down community barriers.
5. Protect the elderly, the vulnerable and the disadvantaged.

GETTING INVOLVED -

Participating in Neighbour Day is easy because you don't make a donation, you don't wear a ribbon and you don't buy a badge. You don't even have to register or volunteer or set up a committee.

WHAT TO DO -

On Sunday 30th March 2008 -

- ✓ Say G'day to your neighbours.
- ✓ Make a special effort to introduce yourself to older residents in your street and anyone who lives alone.
- ✓ Leave your mobile and home telephone number for their use in an emergency.
- ✓ Agree to keep in contact.

For more information visit www.neighbourday.org

CREDITS:

SAATCHI & SAATCHI

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Film Construction

Director:	Roy De Giorgio
Producer:	Matt Palmer
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Production Manager:	Hugh Miller
	Trish Rigby

Definition Films:

David Gross

Nylon Studios

MRPPP

The Lab

TalentPay

Kirsty McGregor Casting

Mark Byrne Management

North Shore Actors Studio

Top Technicians

The Toongabbie residents of First & Second Ave and Scott St plus Dunmore Rd Pendle Hill.

Starfish Kids

LaRocca

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RMK

Nicky Gluyas

On Set Talent

Auscrow

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www.neighbourday.org