



## The Australian Made Campaign

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### **MEDIA RELEASE**

#### **Aussie icons team-up for TV**

Two Australian icons have joined forces to help businesses supercharge the sales of their Aussie products and produce.

The Australian Made, Australian Grown (AMAG) green-and gold kangaroo logo has partnered with Brand Power, to create a TV advertising platform dedicated to increasing the sales of genuine Aussie goods.

"This initiative combines two powerful, established and persuasive marketing tools in an exciting new initiative for businesses making and growing products here," Australian Made Campaign Chief Executive, Ian Harrison said.

Founded on Brand Power's proven marketing principles, the new TV advertising platform provides businesses with the opportunity to promote their Aussie products using Australia's most recognised and trusted country-of-origin symbol.

According to Roy Morgan Research, the AMAG logo is recognised by 98% of Australian consumers, and trusted by 88% to identify authentic Australian products and produce.

Buchanan Group is the creator of Brand Power, and is part of STW, Australasia's leading marketing content and communications group.

"We're really proud to help Australian made and grown products tell their story to consumers. As the pioneers and experts of delivering brand news, it's a great opportunity to join with such an iconic campaign and use our expertise to further drive sales for Australian Made and Grown businesses," Buchanan Group COO Tim Hansen said.

For over 25 years, Brand Power has driven sales for global icons, and has become an institution in Australian households and around the world, by influencing consumer behaviour and delivering unparalleled marketing ROI to its clients.

The AMAG logo is administered and promoted by the not-for-profit Australian Made Campaign. Only certified Australian Made and Australian Grown products will feature in the Australian Made Brand Power series.

To find out more, contact Steve Tully at Buchanan Group on 03 9644 0000.

**--ENDS--**

#### **NOTE TO MEDIA**

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

#### **MEDIA CONTACT**

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### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)