

MEDIA RELEASE



THOROUGHBRED RACING SA

14 October 2011

Thoroughbred Racing SA launches new TV ad

Thoroughbred Racing SA's brand 'The Races' will re-emerge on TV screens from next week with the launch of a bold new commercial – its first in many years.

Created to capture the glamour and excitement of the sport right across the State, the new ad forms the second phase of the Industry's 'There's nothing like a day at The Races' re-branding campaign which started in 2009.

Designed by local agency KWP! and brought to life by award-winning Adelaide filmmakers Resin, the commercial features a combination of live and computer generated imagery with horses thundering through some of South Australia's most picturesque locations.

Thoroughbred Racing SA Industry Marketing Manager Jane Wellington said the new commercial and branding campaign was about promoting The Races as a unique day out.

"No other industry combines such strong social and sporting traditions as racing. The ad is all about capturing the unique racing experiences throughout South Australia," Jane said.

"It takes viewers on a journey across the State from the beach to the vineyards, and the city to the outback, and sets the scene for what family and friends can do during a day at The Races – it forms a link between tourism and racing.

"The Races are a way to experience South Australia – and to do it in style."

The commercial includes a voiceover that builds on The Races' 'There's nothing like a day at The Races' tagline. Cory Swaffer from KWP! said the agency aimed to bring to life in moving pictures the print and outdoor campaign it developed during the first phase of the new umbrella brand.

"The print campaign captured the glamour and excitement of horse racing with dynamic visuals of glamorous models interacting with a field of race horses in surreal locations. This was achieved with a fair amount of Photoshop trickery," Cory said.

"Even still, taking this idea to TV without trampling the talent with a stampede of horses was quite a challenge.

"But the guys at Resin were up to it and came up with a brilliant combination of live action footage and computer generated imagery.

MEDIA RELEASE



THOROUGHBRED RACING SA

Adelaide agency Finesse Models sourced on-screen talent for the commercial while the silks appearing on the jockeys are also local – representing the colours of South Australia’s best known racing identities.

Follow this link to view the new commercial:

www.youtube.com/theracessa

For more information visit www.theracessa.com.au

Media enquiries:

Anna Kenneally, Michels Warren
0433 271 700