



# MARKET 2 MARKET

National Branding TVC by Market to Market Communications

MARKET 2 MARKET

**20**  
YEARS

[www.market2market.com.au](http://www.market2market.com.au)

# WE'RE HERE TO HELP

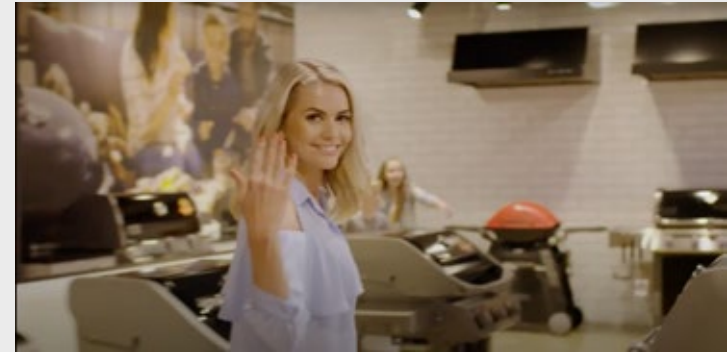
## TVC ADVERTISING CAMPAIGNS

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Market to Market Communications works collaboratively with clients to produce outstanding television campaigns. From concept to completion, on-time and within your budget, we're here to add gravity to your brand.



**Bushranger**



**Weber**



**Searles**



**Century Batteries**

# SAMPLES OF OUR WORK

## Searles

“The Secret is Searles” campaign is a classic branding commercial, designed to build brand recognition, increase sales and offer stronger re-seller support. This comical look at the secret behind a great garden was well received by re-sellers and consumers.

### Our involvement included:

- Developing the brand proposition “The Secret is Searles”
- Script development
- Talent sourcing and direction
- Location sourcing (this was filmed in the Brisbane suburb of Red Hill)
- Filming and editing
- Media placement and strategy



# SAMPLES OF OUR WORK

## Bushranger

For a fun take on neighbours borrowing from neighbours, we came up with the tagline, “Too good to lend to your mates.” A TVC was built around this tagline, with the goal of supporting Bushranger’s retail network, and boosting brand recognition. This comical look at how mates interact led to very positive feedback from within the industry.

### Our involvement included:

- Developing the brand proposition “Too good to lend to your mates”
- Script development
- Talent sourcing and direction
- Location sourcing (this was filmed in the Brisbane suburb of Chandler)
- Filming and editing
- Media placement and strategy
- Photography



# SAMPLES OF OUR WORK

## Century Batteries

The campaign “Australia Just Loves A Century” was developed to assist Century Batteries to support its retailer network and develop stronger brand recognition. This play on words used a cricket reference to tie in a lead character moving between different scenarios where he helps people in distress. This was very well received by people within the industry and consumer, which resulted in very strong sales.

### Our involvement included:

- Developing the brand proposition “Australia Just Loves A Century”
- Script development
- Talent sourcing and direction
- Location sourcing (this was filmed in the Redlands and Stradbroke Island)
- Filming and editing
- Photography
- Media Strategy



# SAMPLES OF OUR WORK

## Weber

“Welcome to the Weber Store” was developed to showcase the strength and reach of the Weber Store network, which now supports over 180 stores nationally.

### Our involvement included:

- Developing the brand proposition “Welcome to the Weber Store”
- Script development
- Talent sourcing and direction
- Location sourcing (this was filmed in the Brisbane suburbs of Aspley and Bulimba)
- Filming and editing
- Media Strategy
- Photography



# SAMPLES OF OUR WORK

## Government Promotional Videos



### DEPARTMENT OF AGRICULTURE AND FISHERIES

Producer: Damien    Director of Photography: Brendan



### DEPARTMENT OF AGRICULTURE AND FISHERIES - Biosecurity Queensland animal registration

Director/Cinematographer: Jared

# Contact us

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