

March, 2006

## Century launches new TV ad campaign

Century, Australia's most recognised automotive battery brand, continues to demonstrate its commitment to supporting its resellers with the launch of a new television advertising campaign.

The television campaign will span the next three years and target key regional areas throughout 2006.

Following the theme of "avoid a nervous breakdown", the new Century advertisement sets the scene of a young woman caught out by a flat battery in an embarrassing public situation.

Sneaking out for a quick trip to the local fast food outlet, the woman is shocked when her car battery fails while she's stuck in the drive-thru in pouring rain. To add further humiliation, she hadn't dressed properly and forgot her mobile, and so is forced to walk into the shop looking for a phone in embarrassing clothing!

The concept combines humour with a real-life situation which consumers can relate to, helping to drive home the message "avoid a nervous breakdown – insist on a Century, batteries that last and last". The commercial will appear in both 30 second and 15 second formats.

The commercial targets Century's key strategic end user segments, with placements in entertainment and sporting TV programs on the Nine Network.

A Century spokesperson said the new television campaign will assist resellers in up-selling to the Century Performance Series range.

"We aim to reinforce awareness of the Century brand and educate consumers that all batteries aren't the same. Our products have superior reliability and 'last and last'," said the spokesperson.

"Resellers can be reassured they are backed by a commitment to ongoing consumer advertising, to make selling Century batteries even easier."

For more information on what Century can do for your business, call 1300 362 287.

