

CAMPAIGN SUMMARY

INSIGHT

Australians have lost the unique ability to connect because of the loss of their cultural identity.



IDEA ARTICULATION

Empowering all Australians to use a simple and familiar phrase that unites us to reach out, connect and Say G'day

REFRAME

ACEL will launch the campaign by reframing the way that Aussies see loneliness.

We will challenge Australians to rethink their own cultural identity and open themselves up to starting the conversation.

REACH-OUT

Say G'day to end loneliness is a catch cry that will galvanize Australians new and old; reminding us that we are the most inclusive country in the world, that means no Aussie left behind.

We want G'day to be the most said word of the season.

UNIFY

Once we get traction we will unify the audience by sharing G'day stories that will empower even more Aussies to heed the call.

We don't want this to stop in September, we want to bring back the phrase that made us who we are, who WE are.