



Media Release

For Release: 4 July 2011

ANZ continues evolution of global brand

- The Mentalist's Patrick Jane featured in new advertising campaign -

ANZ has launched its first global brand campaign that will support its super regional strategy and continue the evolution of ANZ's brand as customer centric and uncomplicated.

The new campaign follows the development of ANZ's new global brand in 2009 and the recent appointment of Whybin TBWA, part of the global TBWA Group, as ANZ's new global creative agency.

ANZ Group Managing Director Strategy, M&A, Marketing and Innovation, Joyce Phillips said: "The evolution of our brand through this campaign reflects a need for a globally consistent campaign that supports our super regional strategy.

"It will help build awareness and relevance of ANZ in our key emerging markets while reinforcing what it is that makes us different from other banks.

"This campaign is an exciting step forward in a journey we began 18 months ago with the launch of our new brand. This new campaign shows how we understand the needs of our customers, providing insights and delivering ideas that help people progress," Ms Phillips said.

The new campaign features *The Mentalist's* Patrick Jane, the ideal personification of ANZ's brand as insightful, sophisticated, worldly but with a strong connection to Australia.

"Patrick Jane knows what people are thinking because he lives in their world – he's an observer of life and that's what we strive to be," Ms Phillips said.

The campaign was launched in Australia and Asia last night with New Zealand to follow shortly. There will be several executions launched over the coming year supported by a significant media spend.

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