



## Yahoo7 brings its network alive with new marketing campaign

**Sydney, 7 July 2015:** Yahoo7 has today launched a new marketing campaign that highlights the premium content and range of properties across its network. The campaign, developed by The Monkeys brings the Yahoo7 brand to life in a fun and engaging way for consumers.

The multi-channel push includes TV, digital display, social and video distribution and is the most significant brand project for Yahoo7 in recent years. It aims to encourage Australians to explore the breadth of the Yahoo7 network.

The 30-second TVC features a Yahoo7 user who traces his journey across the network with characters representing the various sites he has visited. The tagline across all executions is "Yahoo7, the best channel on the net."

Kate McBean, Head of Consumer Marketing and PR at Yahoo7 said, "We're really excited to make some noise about the great content we have on the Yahoo7 network. We wanted to showcase this in a fun and creative way that speaks to our brand values and personality."

"As a joint venture, we get the best of both Seven West Media and Yahoo Inc and we're able to bring the benefits of each to our users. With content from Australia's number one FTA broadcaster, the Seven Network and access to Yahoo's ever-evolving suite of products, Yahoo7 caters to our users' online habits day in day out."

The Monkeys said, "Every now and again you'll be looking at something online and think 'Hold on, how did I end up here?' Chances are it's a long way from your starting point. So that's where we started. It's an interesting way of looking at how people engage with each of the Yahoo7 properties"

Yahoo7 features a wide range of content from local and international news to finance, sport and lifestyle information, access to weather and mail as well as Australia's most popular video content on PLUS7.

A link to the 30-second TVC can be found here: <http://yahoo7.tumblr.com/>

### **Credits:**

Head of Consumer Marketing and PR: Kate McBean

Consumer Marketing Specialist: Imogen O'Neill

Agency: The Monkeys

ECD: Scott Nowell

Head of Production: Thea Carone

Broadcast Producer: Wendy Gillies

Art Director: Paul Sharp

Copywriter: Mike Burdick

Planning Director: Michael Hogg

Head of Content Management: Lisa Ramsey



Content Director: Priyanka Patel  
Content Manager: Nicolla Confos  
Production Company: Finch  
Director: Alex Roberts

Producer: Amy Dymond

Post: The Gingerbread Man

Sound: Nylon

**ENDS**

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**About Yahoo7**

Yahoo7's mission is to make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo's global network with Seven West Media's TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.

**About The Monkeys**

The Monkeys create provocative ideas that live within advertising, entertainment and technology. They've been called an ad agency, a collective, a branded content company, the business model of the future and a bunch of bloody dreamers. Truth is, they're a bit of each. Clients include Telstra, IKEA, UBank and Metcash.

They are Mumbrella Creative Agency of the Year 2015, B&T Independent Agency Agency of the Year 2014, Agency of the Year 2013, 2011 & 2010; AdNews Agency of the Year 2013 & 2012, NSW Agency of the Year and Independent Agency of the Year 2012; Campaign Brief NSW Agency of the Year 2011; Australian CREATIVE Hotshop of the Year 2011 & 2010 and ranked No. 1 Australian Agency 2010 by AdNews. They were also named APG Planning Agency of the Year 2014.