



MELBOURNE'S BUSINESS COMMUNITY COMES TOGETHER TO LAUNCH 'LET'S MELBOURNE AGAIN'

A consortium of Melbourne's leading businesses has come together to launch 'Let's Melbourne Again', an initiative designed for Melbourne, by Melburnians, to reinvigorate the city and support its economic recovery from the pandemic.

The campaign, a collaboration between Melbourne's creative and business community, launches with an ad, narrated by Briggs and shot by a group of Melbourne based filmmakers and photographers, that serves as an ode to all of the things Melburnians are looking forward to as the city emerges from lockdown.

Following the launch of the campaign, the businesses supporting 'Let's Melbourne Again' will each be unveiling a series of initiatives over the coming weeks designed to bring joy to Melburnians and encourage the community to get out of their homes, back into the city and to help Melbourne get back on its feet.

Clemenger BBDO Melbourne CEO and 'Let's Melbourne Again' spokesperson, Jim Gall, said, "We've all seen firsthand the impacts of COVID-19 on our community and on the businesses and institutions that make Melbourne the incredible city it is. Through *Let's Melbourne Again* we're aiming to inspire, influence and most importantly, restore hope and support the economic recovery of our great city.

"Over the coming weeks and months, the businesses supporting *Let's Melbourne Again* will be creating brilliant acts and experiences designed to spark joy and support the city's economy - stay tuned for the announcements of those initiatives and for further information about how Melburnians can participate."

The campaign is supported by a wide range of founding and supporting partners, including:

Founders: 7-Eleven, AAMI; ANZ; AFL; Australia Post; BMW; Bupa; Carlton Draught; City of Melbourne; Coles; Committee for Melbourne; Crown; La Trobe University; McDonald's; Myer; NAB; Officeworks; Origin Energy; PwC; Slack; Tennis Australia and Village Cinemas.

Supporters: Arts Centre Melbourne; Beyond Blue; Buxton Contemporary; MTC; and NGV.

In addition, the campaign will look to support the city's small business community by providing free access to 'Let's Melbourne Again' collateral and support to provide their own unique offers for customers returning to the city.

For members of the community who are experiencing nervousness or concerns about getting back out following the easing of lockdown restrictions, Beyond Blue is available to support the mental health and wellbeing of Melburnians and small business owners with a range of free resources and services, available on its website at www.beyondblue.com.au.

The 'Let's Melbourne Again' initiative has been created by Melbourne's leading Creative company, Clemenger BBDO Melbourne alongside two of Melbourne's leading media agencies, PHD and OMD.

Further information about 'Let's Melbourne Again' can be found at www.letsmelbourneagain.com.

The campaign is being conducted with full consideration of current Victorian COVID-19 restrictions, as the safety of Victorians and continuing to slow the spread of COVID-19 remains the number one priority.

-ENDS-

NOTES TO EDITORS:



AAMI



ANZ

AO

Australia Post



CITY OF MELBOURNE

coles
Your first supermarket

COMMITTEE
MELBOURNE

CROWN

LA TROBE
UNIVERSITY



MYER
MY STORE

nab

Officeworks

origin

pwc

slack

VILLAGE CINEMAS
Where movies mean more

A link to the campaign film can be found [here](#), and a suite of still photography assets are available for download [here](#).

For further information, please contact:

Nick Zonnios
nick.zonnios@clemenger.com.au
+61 421 663 442

Lauren Hunt
lauren.hunt@clemenger.com.au
+61 423 541 802